

Portfolio

Nawaf Alablan

Creative Director



ABOUT

I build worlds people step into.

Creative Director at THINKBIG Studios, part of PASSION Experience Company in Riyadh. I lead original IP for film, series and kids brands, and design the visitor experiences that carry those stories into real spaces. My roots are in street art, where I have been painting walls since 2011.

15+

years of street art

9+

years in the creative industry

2024

Creative Director since

CAREER

From walls to worlds

2024 to Present	Creative Director	THINKBIG Studios · PASSION Experience Company
2022 to 2024	Associate Creative Director	TN GRAFF
2021 to 2022	Creative Lead	TN GRAFF
2021	Senior Creative	Passion
2020	Graphic Designer	Abunayyan
2018 to 2020	Creative	Kanilion
2017 to 2018	Junior Creative	Kanilion
2011 to Present	Street Artist	Independent

01

Visitor Experience

One theme, one journey, from the invitation to the last step out of the space.

Perkins

OPENING CEREMONY IMMERSIVE STAGING

Ala Khatah

على خطاه

Guests become travellers on a route of memory that ends at Ghar Thawr. Creative direction across story, stage, light and poetry, built scene by scene around the audience.

STORY

الحكاية المشهد الأول



إضاءة خافتة تغم الممرح،

تسلط بقعة ضوء واحدة على حكايتي شيخ كبير يقف في مقدمة الممرح، يبدأ بسرد قصة نأالها الناس فيما بينهم
عن تجربة لم يكن لها مثيل رحلة لم تكن عبورا بل طريقا تروى حكاياته خطوة بخطوة،
أثناء السرد تظهر على الجبل خلفه بروجكشن طرق، ظلال قوافل، نجوم.

الحكاية



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MOMENTS

صوت الشعر

المشهد الثاني



ينتقل الضوء تدريجاً إلى أعلى الجبل، يظهر شاعر واقفا فوق الجبل يلقي أباها شعرية ملحمية عن مشروع على خطاه:
الرحلة المعنى والأثر
تفاعل بين حكايتهم والألفاء (حرف سطر في جبال متحركة)

ALA KHATAH FROM INVITATION TO LAUNCH

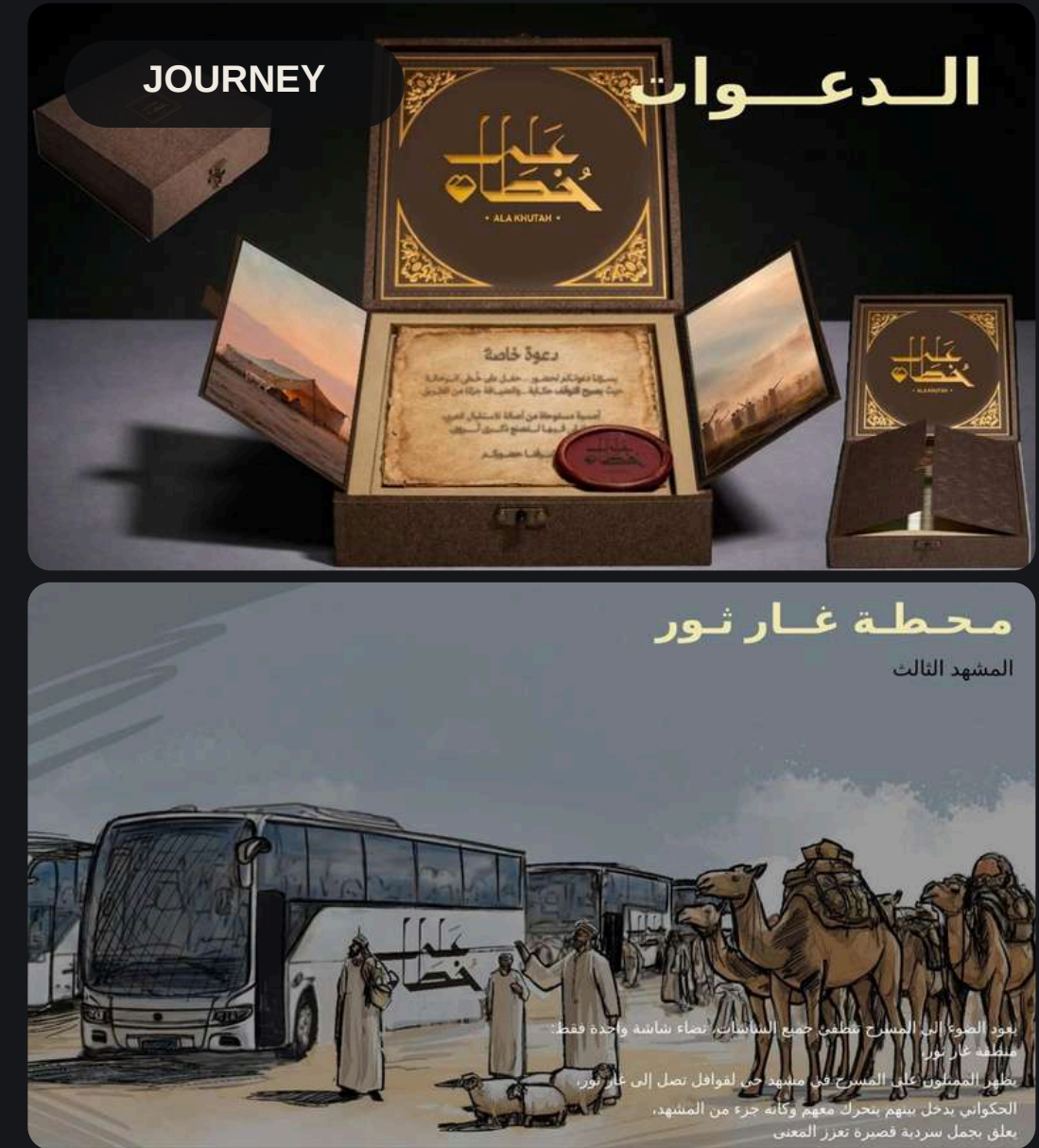
The guest journey

The experience starts with a heritage invitation box, continues through themed stations along the route, and comes to life at the center of the venue on launch day.

SPACE



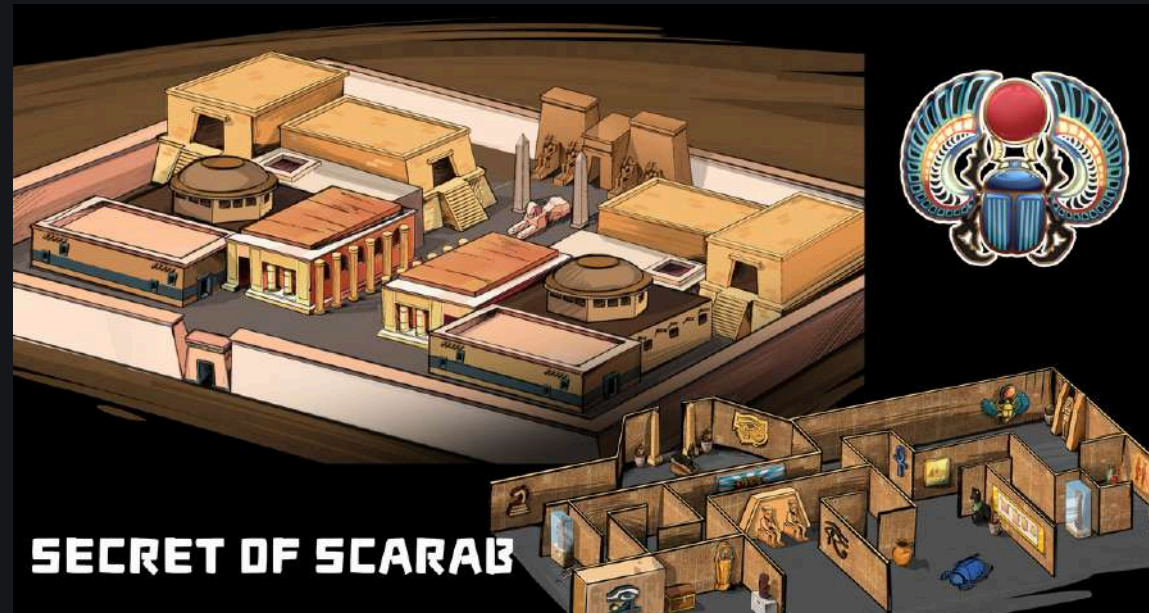
JOURNEY



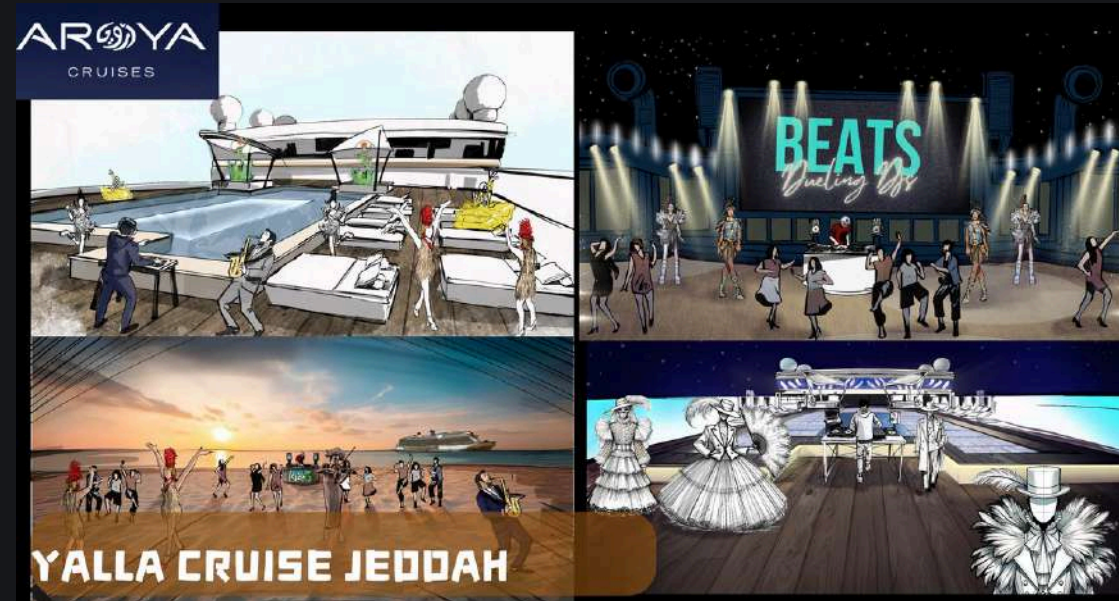
DESTINATIONS THEMING & FAN ZONES

Built for a crowd

Themed worlds, fan zones and characters for Riyadh's entertainment destinations, where a story has to read at the scale of thousands.



Secret of Scarab · Boulevard World



Aroya Cruise



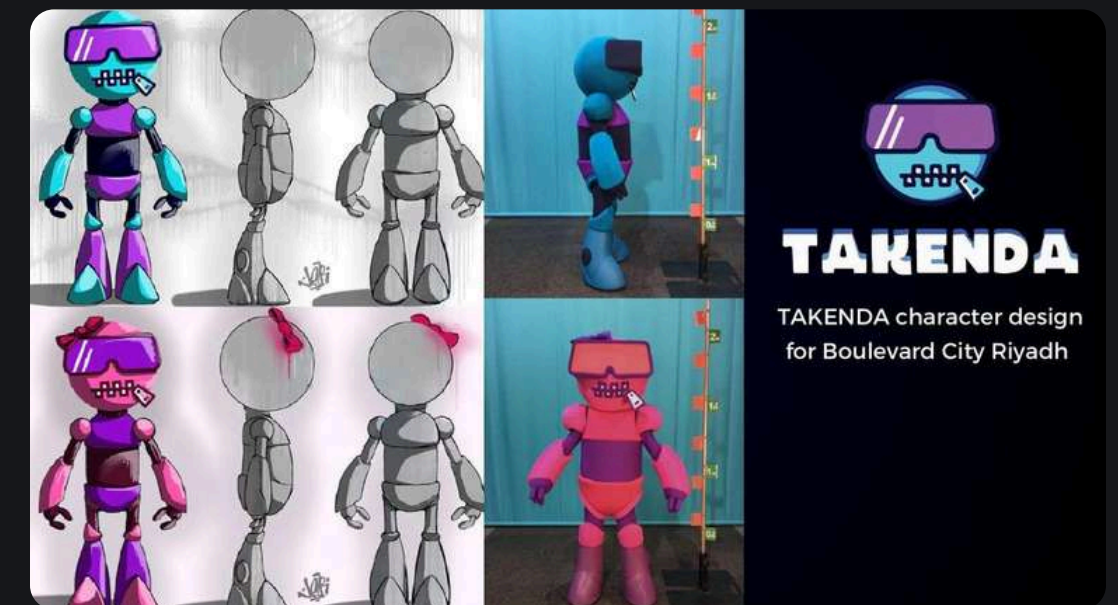
Al Ittihad fan zone



Fan zone layout



Al Rashid Mall



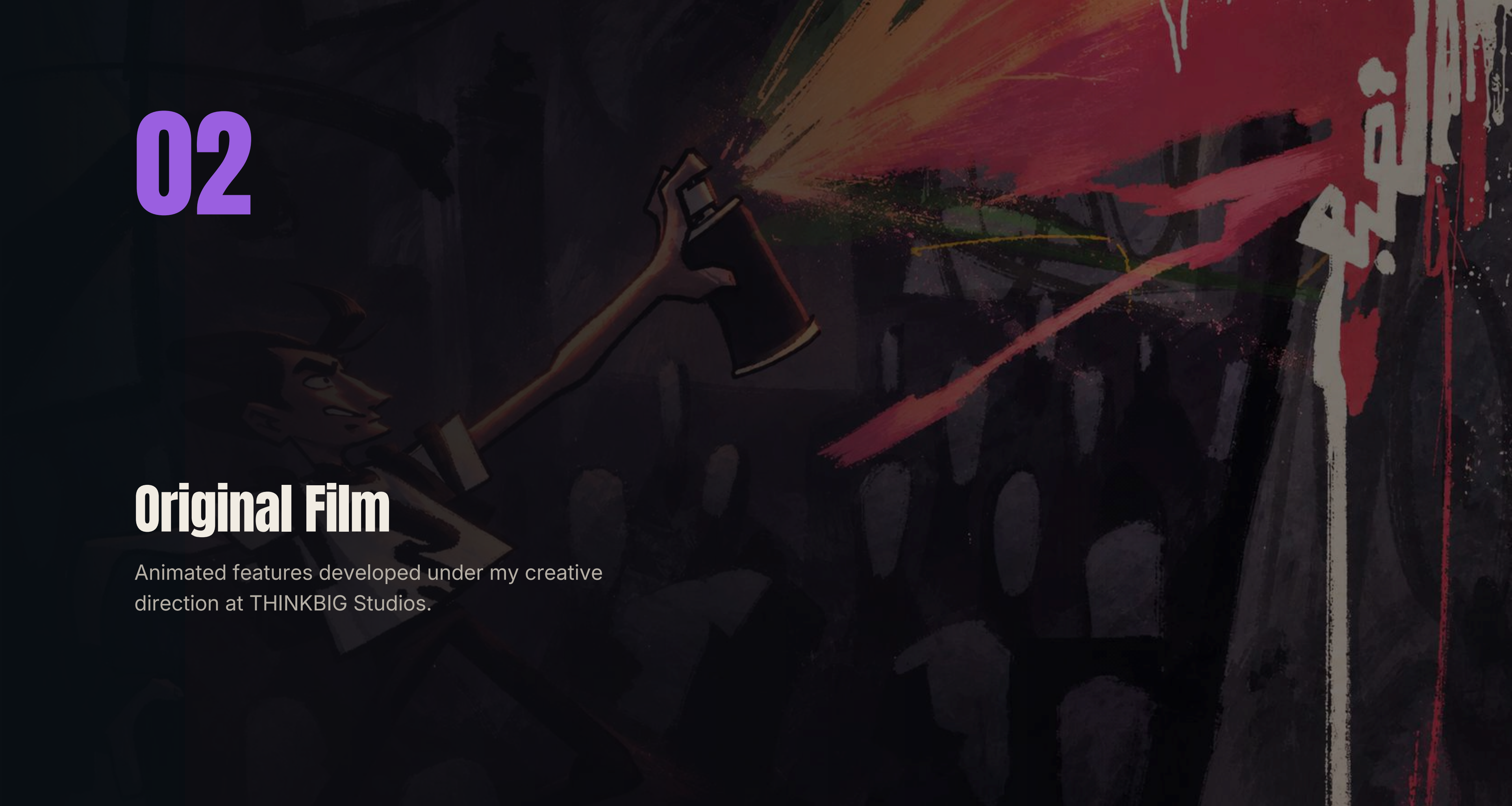
Takenda · Boulevard City

BRAND ACTIVATIONS · LIVE ART

The store as a stage

Live customization stations that turn a retail floor into a show, with every piece painted in front of the customer. Delivered for Nike, Ray-Ban and Crocs.





02

Original Film

Animated features developed under my creative direction at THINKBIG Studios.

CREATIVE PRODUCTION · FILM & ANIMATION

From Concept to Screen

Creative direction and end to end production across films, animation and branded content. Leading creative teams, overseeing production workflows and directing selected scenes to bring diverse visual stories to life.



ORIGINAL ANIMATED FEATURE WORLD BUILDING

The Basement

القبو

In a colorless future Riyadh where art is outlawed, a young painter's basement sparks a color revolution. I shaped the world, the cast and the film's complete visual identity.



ANIMATED FEATURE FAMILY ADVENTURE COMEDY

Qurqas

قرقاص



An arrogant inventor sails to an uncharted island to win a science prize, and loses control of everything he believes. Concept, characters, environments and key art built for families.

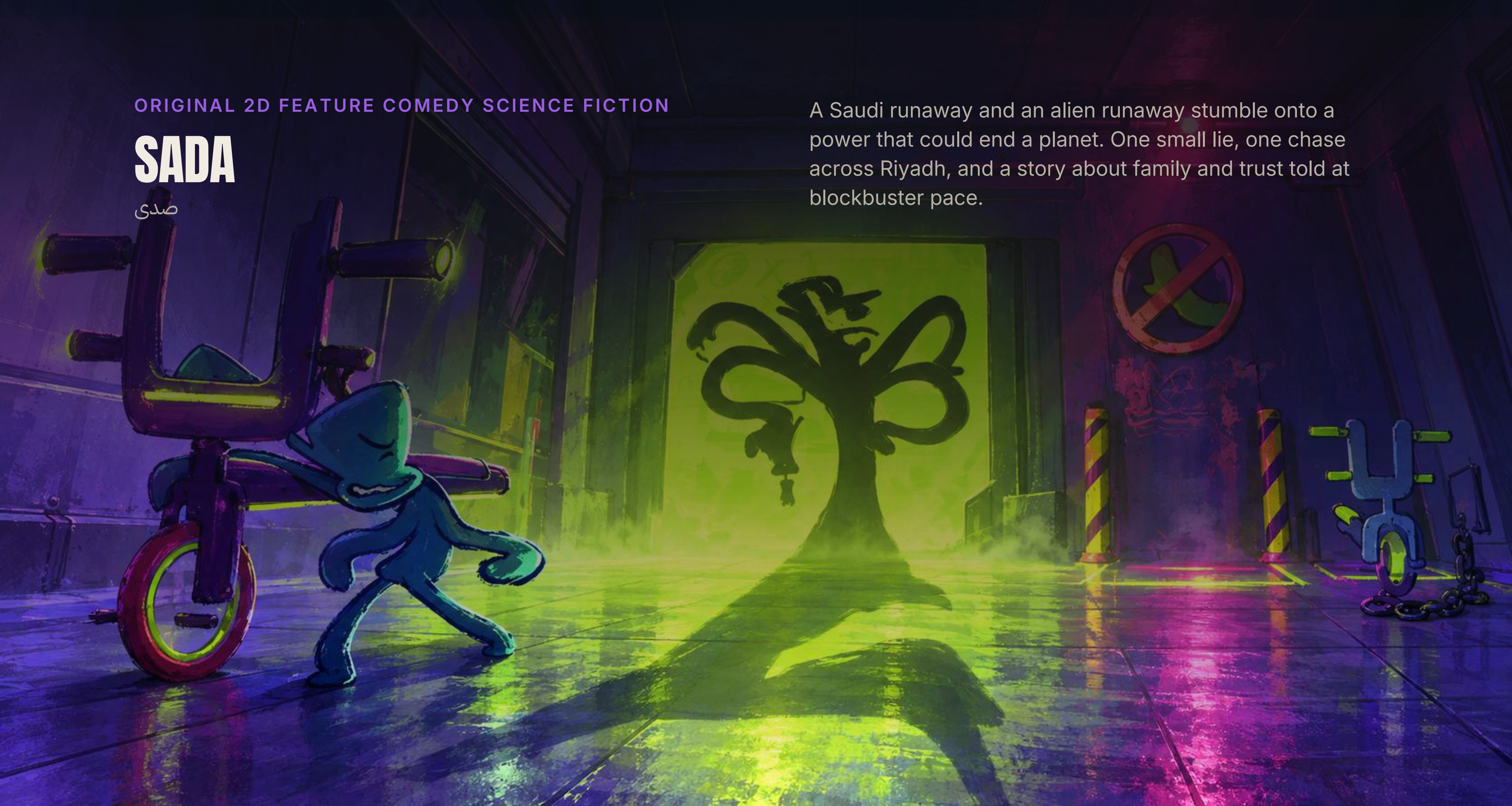


ORIGINAL 2D FEATURE COMEDY SCIENCE FICTION

SADA

صدي

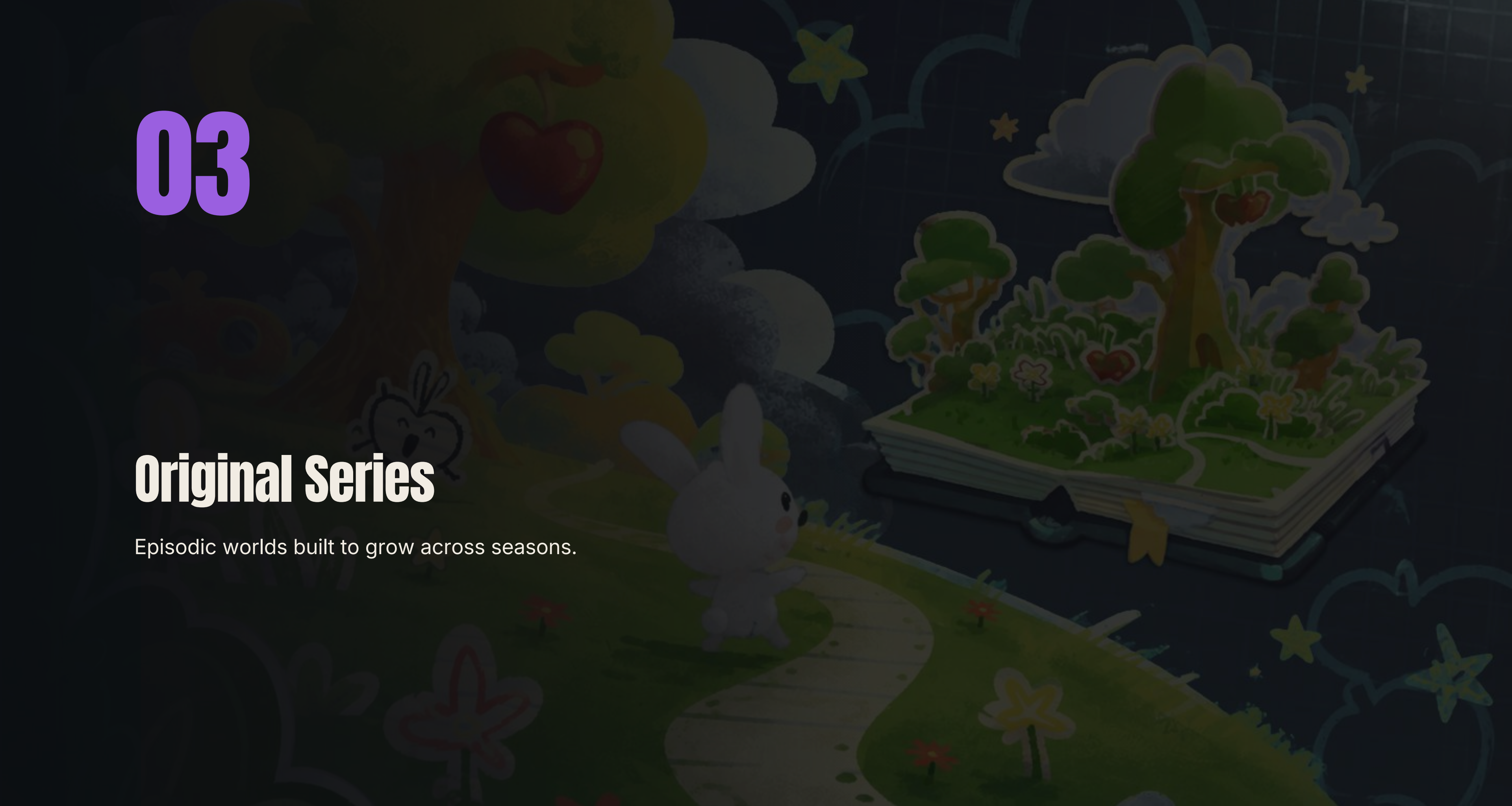
A Saudi runaway and an alien runaway stumble onto a power that could end a planet. One small lie, one chase across Riyadh, and a story about family and trust told at blockbuster pace.



03

Original Series

Episodic worlds built to grow across seasons.



Ghali



A priceless young camel, a guard dog whose job is on the line, and a race against the herder in every episode. A repeatable comedy format built to carry 30 episodes a season. Role: Director.



ANIMATED FAMILY COMEDY SAUDI IP

Bin Jween

بن جوين في الصحراء



A rebellious penguin lands in the Saudi desert, and every local custom becomes a comedy set piece. An IP built to travel: the character already welcomes families at Cool Arena, Boulevard City.



ANIMATED KIDS IP

Sleep Little Bunny

A bedtime ritual turned into a series: one book, one gentle adventure, one peaceful sleep.



04

ROOTS STREET ART SINCE 2011

Walls first.

Graffiti taught me scale, speed and how a crowd reads an image in seconds. It still shapes how I direct every film, character and space.





MDLBEAST 22
میدل بیست 22

MDLBEAST NOV 2022

SPRAY THE UNIVERSE

A standout artwork first showcased at MDLBEAST, one of the Kingdom's largest art and music festivals. The mural embodies the youthful, free spirited spread of art everywhere.



Shift 22
شفت 22
STREET ART

MINISTRY OF CULTURE OCT 2022

SHIFT 22

One of the projects of the Ministry of Culture, transforming the abandoned Irqah Hospital into a comprehensive cultural center.



RIYADH BOULEVARD OCT NOV 2022

BOULEVARD WORLD

In every corner, a mural with art and a fantasy story.

CONTACT

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