



INTERAVIATION ARABIA 2026

VIP MATCHMAKING KIT PROPOSAL

**SAHERA
SYSTEMS**
LUXURY EXPERIENCE
SYSTEM

A cultural object designed for high-value conversations

A black and white photograph of a car's interior, showing a textured dashboard and glowing light strips. The image is used as a background for the text.

At **Sahera Systems**, we don't create merchandise.
We create ***objects that carry meaning inside high level environments.***

For Inter Aviation Arabia, we see the VIP matchmaking program not as an event feature — but as a series of pivotal moments where relationships, capital, and future infrastructure are shaped. Our role is to design what exists within those moments.

The matchmaking program brings together:
Investors
Aviation leaders
Infrastructure decision-makers

This is not a mass audience.
This is a **concentrated room of influence.**

The VIP kit becomes:

A physical object that sits at the
intersection of these conversations

Not a giveaway —

but a **SIGNAL OF PRESENCE INTELLIGENCE AND LEVEL.**



MATERIAL OF FLIGHT, SOUL OF SAUDI

A VIP kit that merges:

- Aviation materiality (precision, engineering, structure)
- Saudi cultural depth (ritual, identity, heritage)

The result is an object that feels:

- Grounded yet elevated
- Technical yet emotional
- Minimal yet deeply intentional

***THE KIT IS DESIGNED AS A KEEPSAKE OBJECT,
NOT PACKAGING***

Material direction:

Carbon fiber or deep-toned wood exterior

Subtle green palette inspired by Saudi identity

Metallic accents referencing aircraft construction

Form language:

Clean, architectural

Structured like a contained system

Designed to be opened slowly, layer by layer



ZAMZAM WATER: PURITY . ORIGIN . SIGNIFICANCE
DATES: HOSPITALITY . TRADITION . OFFERING
LOUD OIL: IDENTITY . MEMORY . SENSORY PRESENCE
and of all - AVIATION

Each element is not decorative.
It represents a DIMENSION of SAUDI + AVIATION CULTURE



Each element is not decorative.
It represents a **DIMENSION of SAUDI + AVIATION CULTURE**



THE EXPERIENCE IS DESIGNED TO UNFOLD.

OPENING THE OBJECT BECOMES A RITUAL
EACH ITEM INTRODUCES A SENSORY LAYER
THE KIT REMAINS ON THE TABLE DURING CONVERSATIONS

THIS IS NOT BRANDED MERCHANDISE

A CULTURAL ARTIFACT

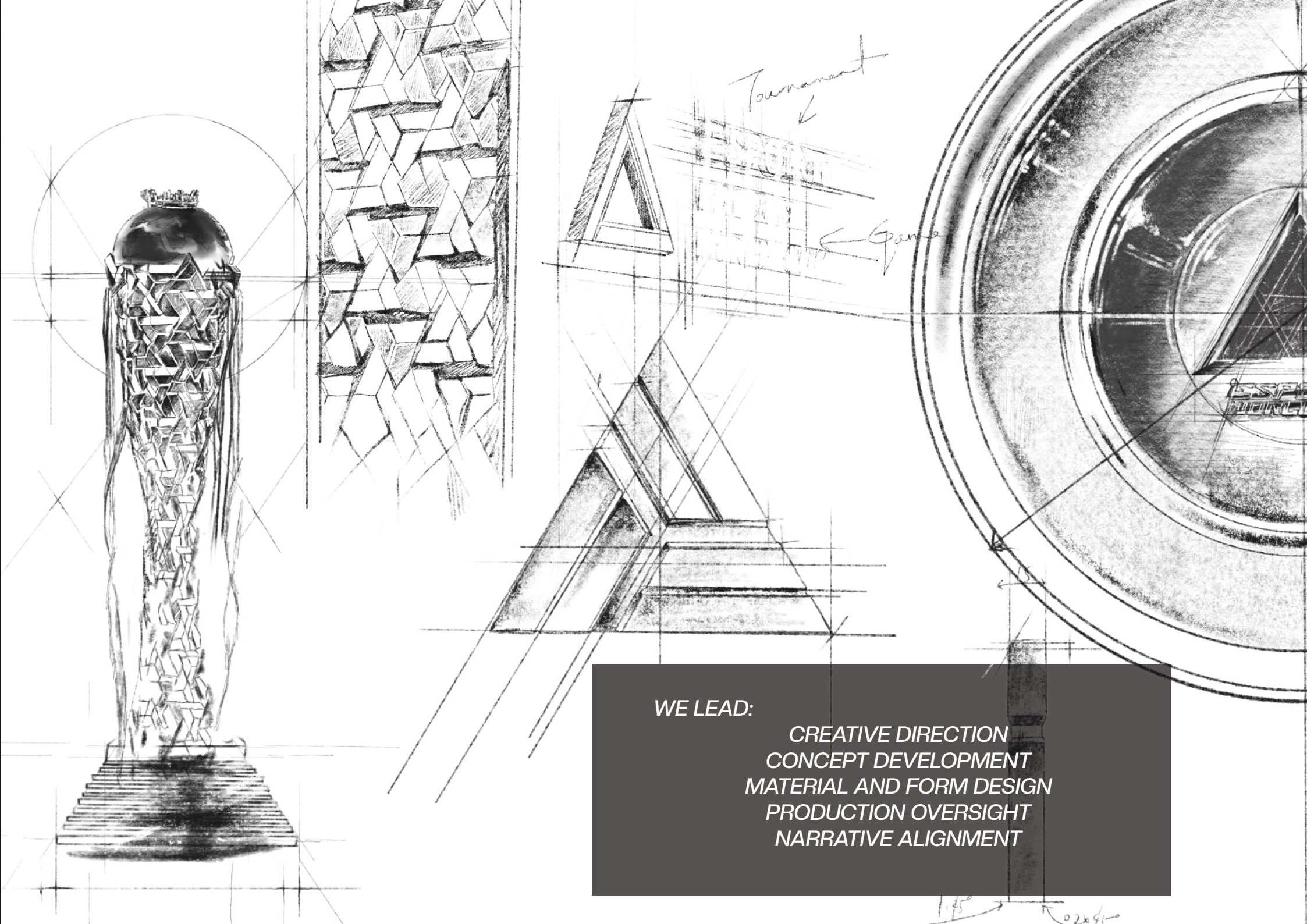
A CONVERSATION ANCHOR

A REFLECTION OF THE LEVEL OF THE PEOPLE IN THE ROOM

ALIGN WITH THE AMBITION OF SAUDI ARABIA'S AVIATION VISION



NOT JUST SCALE, BUT IDENTITY AND PRESENCE



WE LEAD:

- CREATIVE DIRECTION
- CONCEPT DEVELOPMENT
- MATERIAL AND FORM DESIGN
- PRODUCTION OVERSIGHT
- NARRATIVE ALIGNMENT

*INTERAVIATION ARABIA is shaping the **FUTURE OF AVIATION INFRASTRUCTURE.**
This **VIP GIFT KIT** becomes a powerful extension to the **VISION.***

**SAHERA
SYSTEMS**
LUXURY EXPERIENCE
SYSTEM

DESIGNING WHAT EXISTS WHERE DECISIONS ARE MADE.