



ICM

DESIGN CONSULTANCY

DESIGN PORTFOLIO

DESIGNING
TOMORROW
TODAY.



*Entertainment design
is an invitation to wonder*

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LCM



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ABOUT LCM

With over 30 years of combined experience, LCM Design is a trusted leader in delivering high-end spaces across a diverse range of sectors, including Cinema, Leisure & Entertainment, F&B, Retail, Office, Residential, Commercial, and Hospitality design. Our expertise spans the full design lifecycle—from initial concept through to final execution—ensuring outstanding results that consistently exceed client expectations.

We specialise in strategic planning, concept and design development, interior design, project management, procurement, and cost optimisation. Our collaborative process ensures every project is tailored to align with each client's vision, operational needs, and brand identity.

What sets us apart is our strong foundation in high-end residential interior design, which brings a refined, human-centred touch to our commercial spaces. This unique perspective allows us to design environments that go beyond function—creating emotionally engaging spaces that connect with users and elevate the overall experience.





In addition, our 7 years of direct experience working for an operator gives us a deep understanding of real-world operational needs, guest flow, and commercial performance. This insight ensures that our designs are not only visually striking but also practical, efficient, and optimised for day-to-day success—something that sets us apart from traditional design firms.

At LCM Design, we pride ourselves on our innovative, client-focused approach. By fostering creativity, strategic thinking, and seamless communication across all teams, we consistently deliver projects on time, within budget, and to the highest standards.

OUR GUIDING PRINCIPLES

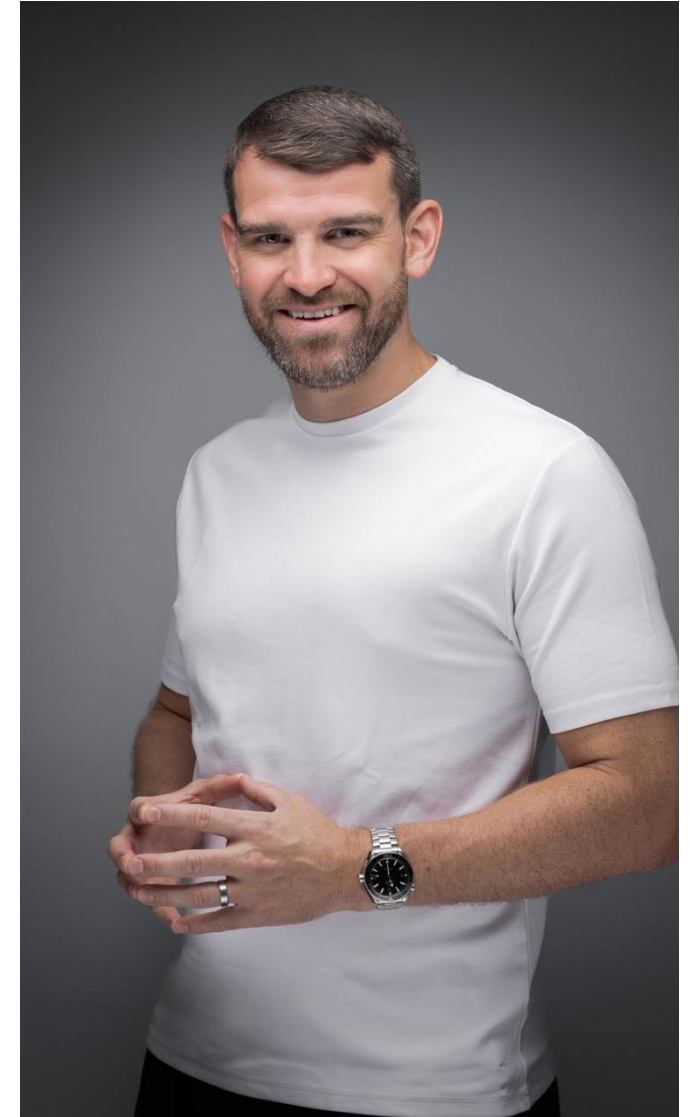


MISSION

To create captivating and innovative design concepts that bring entertainment, F&B, and retail spaces to life, delivering immersive experiences that resonate with audiences and drive brand success.

VISION

To become a leading global design consultancy renowned for shaping exceptional concepts, fostering creativity, and setting new standards in design excellence.



DRIVEN *by our* CORE VALUES

► IMAGINATION

We push the boundaries of creativity to design engaging and memorable spaces, embracing innovation and imagination to deliver unique and inspiring design solutions.

► EXPERIENCE-DRIVEN DESIGN

We prioritise creating immersive environments that captivate and inspire guests.

► COLLABORATION

We work closely with our clients to align design concepts with their brand vision and goals. We believe in the power of teamwork, building strong relationships with clients and partners to achieve outstanding results.

► EXCELLENCE

We deliver premium quality, attention to detail, and seamless execution in every project.

► ADAPTABILITY

We embrace trends, technology, and client needs to create dynamic, future-ready spaces.

► SUSTAINABILITY

We integrate eco-conscious materials and solutions to craft designs that are responsible and forward-thinking. We listen, adapt, and tailor our services to ensure our clients' visions become a reality.

► CLIENT-FOCUS

We are committed to understanding and exceeding the unique needs of businesses in the entertainment, F&B, and retail sectors.

► INTEGRITY

We prioritize honesty, transparency, and accountability in every project we undertake.

OUR EXPERTISE IN ACTION



*Our action turns
possibilities into progress
& ideas into impact.*

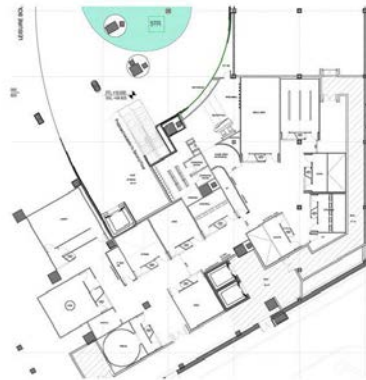
*Good design
doesn't distract,
it enhances
the magic.*

SCOPE OF SERVICES

At LCM Design, we offer a comprehensive range of interior design and architectural services, tailored to meet the unique needs of each client. Our experienced team works collaboratively to create functional, aesthetically pleasing, and innovative spaces that align with your vision and business objectives.

01. CONCEPTUAL DESIGN & PLANNING

- Initial client consultations to understand vision, goals, and requirements
- Concept development, mood boards, and spatial layouts
- 3D renderings and visualisations to bring ideas to life
- Site analysis and space planning for optimised functionality and flow



02. INTERIOR DESIGN

- Interior styling, furniture selection, and custom furnishings
- Material and finish specifications, colour schemes, and lighting design
- Space optimisation for residential, commercial, and hospitality projects
- Sustainable and environmentally conscious design solutions



03. ARCHITECTURAL DESIGN

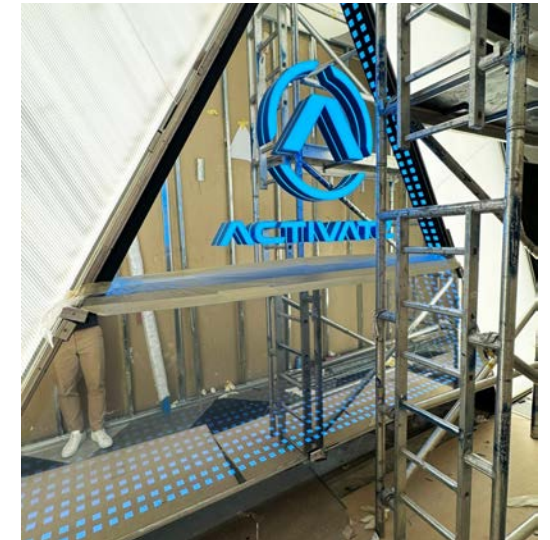
- Full architectural design services from concept to construction
- Site assessments and architectural feasibility studies
- Detailed floor plans, elevations, and technical drawings
- Coordination with structural, mechanical, electrical, and plumbing (MEP) engineers

04. 3D VISUALIZATION & VIRTUAL TOURS

- High-quality 3D renderings for better visualisation of concepts
- Detailed walkthrough for client presentations and approvals

05. POST-DESIGN SERVICES

- Coordination with contractors during the construction phase with shop drawing and material specification review and approval.
- Ongoing site visits to ensure adherence to design intent.
- Problem-solving and adjustments to ensure design intent is realised.



06. POST-COMPLETION SUPPORT

- Post-occupancy evaluations to ensure client satisfaction.
- Ongoing design adjustments or enhancements based on feedback

PUSHING BOUNDARIES, SHAPING SPACES



*Where bold ideas transform into
extraordinary spaces.*

OUR WORK



ACTIVATE

by **MAJID AL FUTTAIM** *Expansion Across MENA Region*



LCM has been entrusted with a framework agreement to design every new Activate location across the MENA region in collaboration with Majid Al Futtaim.







ACTIVATE MALL OF EMIRATES

Following the successful launch of Activate at City Centre Mirdif, LCM has been entrusted with a framework agreement to design every new Activate location across the MENA region in collaboration with Majid Al Futtaim. The next destination is the flagship Mall of the Emirates, where the original concept will be elevated to reflect its premier status.





PROJECT SPECIFICATIONS

Key highlights of the new Activate flagship location include:

12 Game Rooms:

Offering diverse, immersive experiences to cater to a wide audience.

Enhanced Entrance Design:

A bold and inviting gateway that sets the tone for excitement.

Optimized Customer Experience:

Thoughtfully designed layouts and features to elevate visitor engagement and satisfaction.

This partnership marks a significant step in expanding Activate's presence, ensuring a consistent yet innovative experience at every location.

OMA

in collaboration with **VOX CINEMAS**

LCM







ABOUT OMA

VOX Cinema at Mall of the Emirates introduces a groundbreaking cinema experience with the addition of 7 VIP PODs. This innovative concept combines fine dining with a large-format IMAX screen, creating what will be considered the best IMAX experience in the world. The VIP PODs offer a luxurious, immersive environment, placing guests in the perfect viewing position while enjoying exceptional service and dining, elevating the cinema experience to new heights.





PROJECT SPECIFICATIONS

In collaboration with VOX Cinemas and OMA, we helped create a new era of cinema experience that redefines traditional moviegoing. Inspired by the grandeur of classic theatres, the unique architecture amplifies the magic of cinema, transforming each screening into an immersive journey. The design is built around modular pods, ensuring that every viewer is in a prime position, bringing them emotionally and physically closer to the story.

At LCM, we were responsible for crafting the interior look and feel, selecting premium seating, and ensuring operational excellence. Every pod was designed to deliver a VIP experience, with fine dining service at every seat, ensuring that each guest enjoys an unforgettable, luxury cinema experience.



THEATRE

in collaboration with VOX CINEMAS, MOE

LCM







THE THEATRE REIMAGINED

in collaboration with VOX Cinemas & Bishop Design

The newly reimagined THEATRE at VOX Cinemas at Mall of the Emirates redefines the luxury cinema experience. Boasting an exclusive private lounge, cutting-edge audiovisual technology, unparalleled comfort as well as a new gourmet F&B menu, THEATRE offers movie lovers an experience that can't be replicated at home.

LCM



LCM

PROJECT SPECIFICATIONS

This complete renovation includes many improvements in response to customer feedback, such as enhanced seats with additional legroom in a choice of single, double, or group configurations complete with plush blankets and pillows, wireless chargers, swivel tables, personal lighting, and privacy screens.

SWEET INC. & FANCY FRIES

KUWAIT

ICM





ABOUT SWEET INC. & FANCY FRIES

Our team developed a bold and vibrant concept for a dual-brand F&B experience in Kuwait, merging the playful indulgence of sweets with the irresistible appeal of the Dutch concept of homemade crispy French fries. The project aimed to create an engaging, highly interactive customer journey through innovative design, dynamic branding, and immersive experiences.

LCM



CONCEPT & DESIGN APPROACH

Vibrant Aesthetic

The space is infused with bold, eye-catching colors and energetic patterns that create an Instagram-worthy environment, encouraging social sharing and brand engagement.

Seamless Customer Interaction

From digital ordering kiosks to interactive packaging, the design invites customers to engage with the brand beyond just dining.

Dual Branding Synergy

The sweet concept features fun, dessert-inspired textures and tones, while the French fry section embraces a street-style, urban vibe—ensuring both concepts complement each other yet maintain distinct identities.

Immersive Experience

LED lighting, playful installations, and dynamic menu displays enhance the sensory experience, making every visit memorable.

This project successfully combined aesthetics and functionality to create a standout F&B destination, ensuring high customer engagement and a fresh take on casual dining in Kuwait.

VOX

YAS ISLAND CINEMA *Redevelopment Announcement*

LCM







ABOUT VOX YAS ISLAND

Opened in 2014, VOX Yas Island originally featured 20 screens, offering MAX, Theatre, Kids, and standard auditoriums. Now, the cinema is undergoing a comprehensive redevelopment led by LCM from Concept design through to execution, with the goal of aligning with the latest trends and delivering exceptional experiences for moviegoers.





PROJECT SPECIFICATIONS

The transformation, from concept design to execution, will introduce a range of exciting upgrades:

IMAX Integration:

Bringing cutting-edge visuals and sound for a truly immersive experience.

Enhanced VIP Experience:

Upgrading to the latest Theatre standard for premium comfort and exclusivity.

Premier Seating in All Auditoriums:

Standard screens will be revamped with glide and full recline seats, ensuring maximum comfort for every guest.

These improvements aim to elevate the moviegoing experience, offering tailored options that cater to all audiences and creating unforgettable great moments for everyone every day.



ACTIVATE

by MAJID AL FUTTAIM, CITY CENTRE MIRDIF

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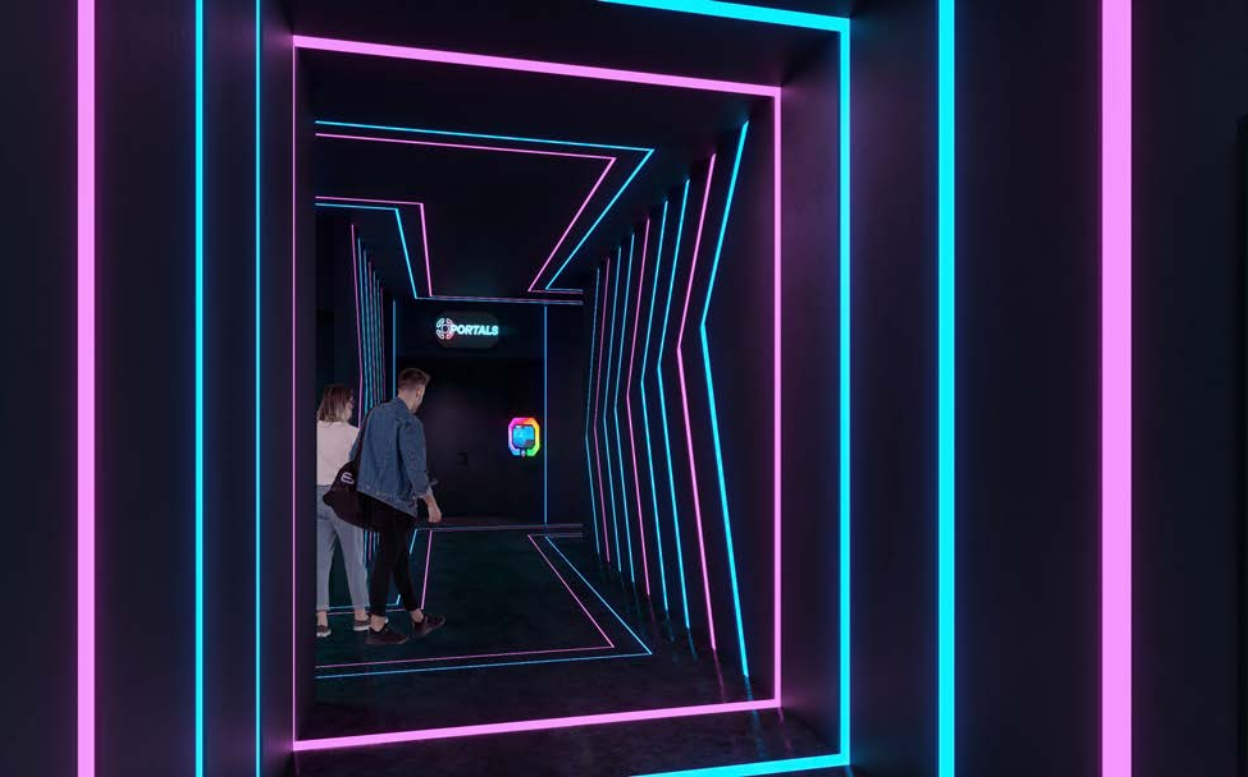




ABOUT ACTIVATE

Activate is the world's first active gaming facility, where visitors play arcade-style games by actually jumping, climbing, and dodging. Groups of three to five move freely between eight to ten interactive rooms, choosing games that challenge their agility, problem-solving, and speed. They dive through lasers, climb glowing walls, but only the best will conquer them all once they **#EnterTheGame**.

LCM



LCM

PROJECT SPECIFICATIONS

In collaboration with Majid Al Futtaim Entertainment, LCM was responsible for the architectural and interior design of the first Activate in the Middle East. The design features a futuristic, almost clinical lobby area that transitions seamlessly into an exciting and captivating game area. With a minimalist approach, the space captures the thrill and energy of entering the game, creating an immersive environment that enhances the overall experience from start to finish.

LCM showcased creative expertise in space planning at City Centre Mirdif, successfully incorporating 8 rooms within a confined space of 600m². This thoughtful layout ensures that customers enjoy the full Activate experience, maximising the available space while maintaining a seamless and exciting flow throughout the facility.



PARTNER & MANAGING DIRECTOR

With over 17 years of experience, I have successfully led high-profile projects across the MENA region in Leisure, Entertainment, and Cinema, specialising in Fit-Out Design, Project Management, and Construction Oversight. I played a key role in the expansion of VOX Cinemas, delivering 573 screens and launching Saudi Arabia's first multiplex in 40 years. Additionally, I've spearheaded innovative concepts such as Activate, Dreamscape VR, and VOX Drive-In Cinema, while optimising costs and driving profitability.

My approach combines strategic vision with meticulous attention to detail, ensuring that each project

aligns with both business objectives and the highest standards of design and construction. I excel in commercial operations, consistently optimising costs and resources while driving profitability. My ability to engage and manage stakeholders, from C-level executives to on-site teams, ensures seamless project execution and delivery.

I am passionate about pushing the boundaries of design and operational excellence, continuously seeking innovative solutions that enhance user experiences and drive commercial success. My career is defined by a commitment to quality, innovation, and leadership, making me a valuable asset for any organisation focused on delivering exceptional projects in any sector.



MARTIN MCGOLDRICK





PARTNER & DESIGN DIRECTOR.

Backed by substantial experience of over 11 years, I have demonstrated my expertise in designing and executing high-end residential, commercial, and hospitality spaces. I have a deep understanding of the design process, from conceptualisation to final execution, and I am committed to delivering exceptional results that meet and exceed client expectations. I have played an integral role in overseeing the operations of the project, including managing budgets, schedules, and resources. I work closely with clients to understand their needs and preferences, and I collaborate with my team to develop designs that align with those requirements while also meeting the project's functional and aesthetic objectives.

My areas of expertise revolve around Strategic Planning, Design Development, Project Management, Procurement, Qua

-lity Control and Assurance, Client Relationship Management, Installation and Construction, and Cost Optimisation Strategies. My overall experience has provided me with great opportunities to develop and refine my communication, interpersonal, time management, as well as problem-solving skills that enable me to successfully coordinate and collaborate with clients, contractors, engineers, consultants, governmental authorities, etc. I have extensive experience in leading diverse teams through inclusive leadership, employee engagement strategies and continuous improvement which foster creativity and learning, improve productivity, and promote a wider sense of ownership to achieve goals.

"For me, design is about creating a beautiful way of living, and I'm dedicated to delivering that in every project I take on."

A handwritten signature in a cursive script, reading "Laura Hurdman".

LAURA HURDMAN

*Design builds bridges between
fantasy & reality.*

HEAD OF ARCHITECTURAL DESIGN

I am an experienced architectural professional with a proven track record in delivering diverse projects across multiple sectors. With 8 years' experience, I played a key role in large-scale Leisure, Entertainment and Cinema projects. My responsibilities spanned project leadership, project management, contract administration, and producing and coordinating detailed drawing packages for complex leisure projects across the Middle East, UK, and Europe.

I hold a Diploma of Architecture and a Bachelor of Architecture from the Mackintosh School of Architecture in Glasgow, Scotland, which I completed part-time while working full-time. My commitment to balancing work and study earned me the Joe Park Award for Best Part-Time Student at my university.

Michael McGoldrick

MICHAEL MCGOLDRICK





SENIOR CAD TECHNICIAN

I am the Senior CAD Technician, where I ensure daily tasks run smoothly and efficiently.

With expertise in design software and a knack for multitasking, I play a key role in supporting the team, contributing to concept development, sourcing materials, and maintaining clear communication with clients.

I take a proactive approach to my work, staying up to date with industry trends, and always ensure that project deliverables align with client objectives, driving exceptional outcomes and satisfaction.

Genilin Sugantha Kumar

GENILIN SUGANTHA KUMAR

HEAD OF 3D VISUALISATION

Founded in 2010, Rohit Arora Visuals is a global leader in architectural visualisation, known for transforming complex architectural concepts into stunning visual experiences.

With over 14 years of industry experience, we excel in creating photorealistic 3D renderings, animations, and virtual reality experiences that bring your projects to life. Our team of seasoned professionals combines cutting-edge technology with artistic excellence to deliver visual solutions that captivate and inspire.

Our mission is to provide unparalleled 3D architectural visualisation services that enhance project presentations, facilitate decision-making, and drive successful outcomes for our clients worldwide.

Our vision is to be the go-to partner for innovative architectural visualisation, setting industry standards with our creativity, technical expertise, and commitment to excellence.

IN PARTNERSHIP WITH
ROHIT ARORA



TEAM'S COMBINED PROJECT EXPERIENCE



PROJECT NAME	LOCATION	CLIENT NAME	SCOPE/SERVICE	STATUS
VOX Yas Island	UAE	Majid Al Futtaim, Entertainment	Design Consultancy	Ongoing
VOX IMAX/ OMA, Mall of Emirates	UAE	Majid Al Futtaim, Entertainment	Design Consultancy	Ongoing
VOX Theatre Mall of Emirates	UAE	Majid Al Futtaim, Entertainment	Design Consultancy	Complete
VOX Moonlight rooftop Cinema	UAE	Majid Al Futtaim, Entertainment	Design Consultancy	Complete
VOX Dubai Festival City	UAE	Majid Al Futtaim, Entertainment	Design Consultancy	Complete
VOX Jeddah Park	KSA	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX Century Corner	KSA	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX Reem Mall	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX City Centre Bahrain Refurbishment	BAHRAIN	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX Kingdom Centre	KSA	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX Riyadh Front	KSA	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX The Esplanade	KSA	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX Riyadh Park	KSA	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX Al Jamea	KSA	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX Atyaf Mall	KSA	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX WAFI Mall	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX City Centre Deira	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX City Centre Mirdif	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX Mall of Emirates	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX Moonlight	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX Al Maryah	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX The Roof	KSA	Majid Al Futtaim, Entertainment	Design Management	Complete



PROJECT NAME	LOCATION	CLIENT NAME	SCOPE/SERVICE	STATUS
VOX Mall of Oman	OMAN	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX Red Sea Mall	KSA	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX City Centre Ajman	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX City Centre Mirdif	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX Bahrain Avenues	Bahrain	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX Kuwait The Avenues	Kuwait	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX Yas Island	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX Nation Towers	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX Nakheel Mall	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX City Centre Sharjah	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX City Centre Beirut	Lebanon	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX City Centre Burjuman	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX Al Hamra	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX City Centre Muscat	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
VOX City Centre Fujairah	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
Activate Kuwait Avenues	Kuwait	Majid Al Futtaim, Entertainment	Design Consultancy	Ongoing
Activate Mall of Emirates	UAE	Majid Al Futtaim, Entertainment	Design Consultancy	Ongoing
Activate City Centre Mirdif	UAE	Majid Al Futtaim, Entertainment	Design Consultancy	Complete



PROJECT NAME	LOCATION	CLIENT NAME	SCOPE/SERVICE	STATUS
Magic Planet Riyadh Front	KSA	Majid Al Futtaim, Entertainment	Design Management	Complete
Dreamscape Riyadh Park	KSA	Majid Al Futtaim, Entertainment	Design Management	Complete
Magic Planet Riyadh Park	KSA	Majid Al Futtaim, Entertainment	Design Management	Complete
Yalla Bowling Riyadh Park	KSA	Majid Al Futtaim, Entertainment	Design Management	Complete
Yalla Bowling Al Jamea	KSA	Majid Al Futtaim, Entertainment	Design Management	Complete
Magic Planet Mall of Oman	OMAN	Majid Al Futtaim, Entertainment	Design Management	Complete
Yalla Bowling City Centre Al Zahia	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
Magic Planet City Centre Al Zahia	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
Yalla Bowling Atyaf Mall	KSA	Majid Al Futtaim, Entertainment	Design Management	Complete
Dreamscape Mall of Emirates	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
Yalla Bowling The Esplanade	KSA	Majid Al Futtaim, Entertainment	Design Management	Complete
Magic Planet WAFI Mall	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
Sweet Inc Mall of Emirates	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
Kitchen 35 Riyadh Front	KSA	Majid Al Futtaim, Entertainment	Design Management	Complete
Sweet Inc Mall of Emirates	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
Satellite Kitchen City Centre Me'asiem	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
Satellite Kitchen City Centre Masdar	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
Solcasa City Centre Mirdif	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete



PROJECT NAME	LOCATION	CLIENT NAME	SCOPE/SERVICE	STATUS
Top Bun Riyadh Front	KSA	Majid Al Futtaim, Entertainment	Design Management	Complete
Kitchen 35 The Roof	KSA	Majid Al Futtaim, Entertainment	Design Management	Complete
Nutella The Roof	KSA	Majid Al Futtaim, Entertainment	Design Management	Complete
Kitchen 35 Al Jamea	KSA	Majid Al Futtaim, Entertainment	Design Management	Complete
Top Bun Al Jamea	KSA	Majid Al Futtaim, Entertainment	Design Management	Complete
Nutella Al Jamea	KSA	Majid Al Futtaim, Entertainment	Design Management	Complete
Nutella Red Sea Mall	KSA	Majid Al Futtaim, Entertainment	Design Management	Complete
Sweet Inc WAFI Mall	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
Nutella WAFI Mall	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
Kitchen 35 Planet Mall of Oman	OMAN	Majid Al Futtaim, Entertainment	Design Management	Complete
Kitchen 35 City Centre Deira	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
Top Bun City Centre Deira	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
Pizza Al Taglio City Centre Deira	UAE	Majid Al Futtaim, Entertainment	Design Management	Complete
Nutella Riyadh Park	KSA	Majid Al Futtaim, Entertainment	Design Management	Complete
Top Bun Bowling Riyadh Park	KSA	Majid Al Futtaim, Entertainment	Design Management	Complete
Pizza al Taglio The Roof	KSA	Majid Al Futtaim, Entertainment	Design Management	Complete



*Your vision,
Our expertise*

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