

# EXHIBTION WORLD BAHRAIN

Middle East / Bahrain

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Country / City: Middle East / Bahrain

Completion: January 2024

Usage: Exhibition Centre, Performance Venue, Events, Weddings

## Technology

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Overstage  
Engineering



Traditional  
Drapery



Manufacturing

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## Overview

Exhibition World Bahrain (EWB) is an award-winning, world-class exhibition and convention centre and the Middle East's premier large-scale wedding venue. Designed to accommodate a diverse range of events, the venue hosts international conventions and exhibitions, executive meetings, live entertainment performances, weddings, galas, and high-profile corporate functions.

At the heart of EWB's success lies its innovative, flexible, and highly adaptable design. The venue offers a total of 105,000 square metres of leasable space across both indoor and outdoor environments. In addition, it features 10 state-of-the-art exhibition halls spanning 95,000 square metres, all fully equipped with offices, meeting rooms, and essential utilities for event organisers. Complementing these halls is an exceptional convention centre that supports events of every scale and complexity.

To further enhance the functionality of the exhibition centre, EWB's technical management team approached J&C Joel directly to deliver a bespoke mechanical solution. In Hall 8, five sets of retractable seating remained clearly visible when not in use, impacting the hall's visual presentation. Consequently, J&C Joel applied its specialist expertise in drapery and stage engineering to develop an effective and discreet masking solution.

First, the team designed and engineered custom cantilever brackets to support 100 metres of Triple E Erail track, divided across five individual sections. The engineers securely fixed the track system to the concrete wall, allowing it to project over the retracted seating. This approach ensured reliable support while maintaining a clean and professional appearance. Next, J&C Joel manufactured and installed five individual drape systems using a total of 400 metres of Black Standard Molton fabric (MOL046). Once attached to the track, the drapes provided a seamless and visually refined masking solution, fully concealing the seating when not in use.

The installation required a team of site engineers, and a two-week timescale to deliver the outstanding finish. As a result, Exhibition World Bahrain expressed complete satisfaction with the solution. Moreover, the success of this project led to further commissions at the venue and additional recommendations for J&C Joel across other sites in the Middle East.

Ultimately, Exhibition World Bahrain stands as a strong testament to J&C Joel's commitment to delivering high-quality mechanical and drapery solutions, reinforcing its reputation as a trusted partner for venues worldwide.



At a Glance:

**400**  
METERS

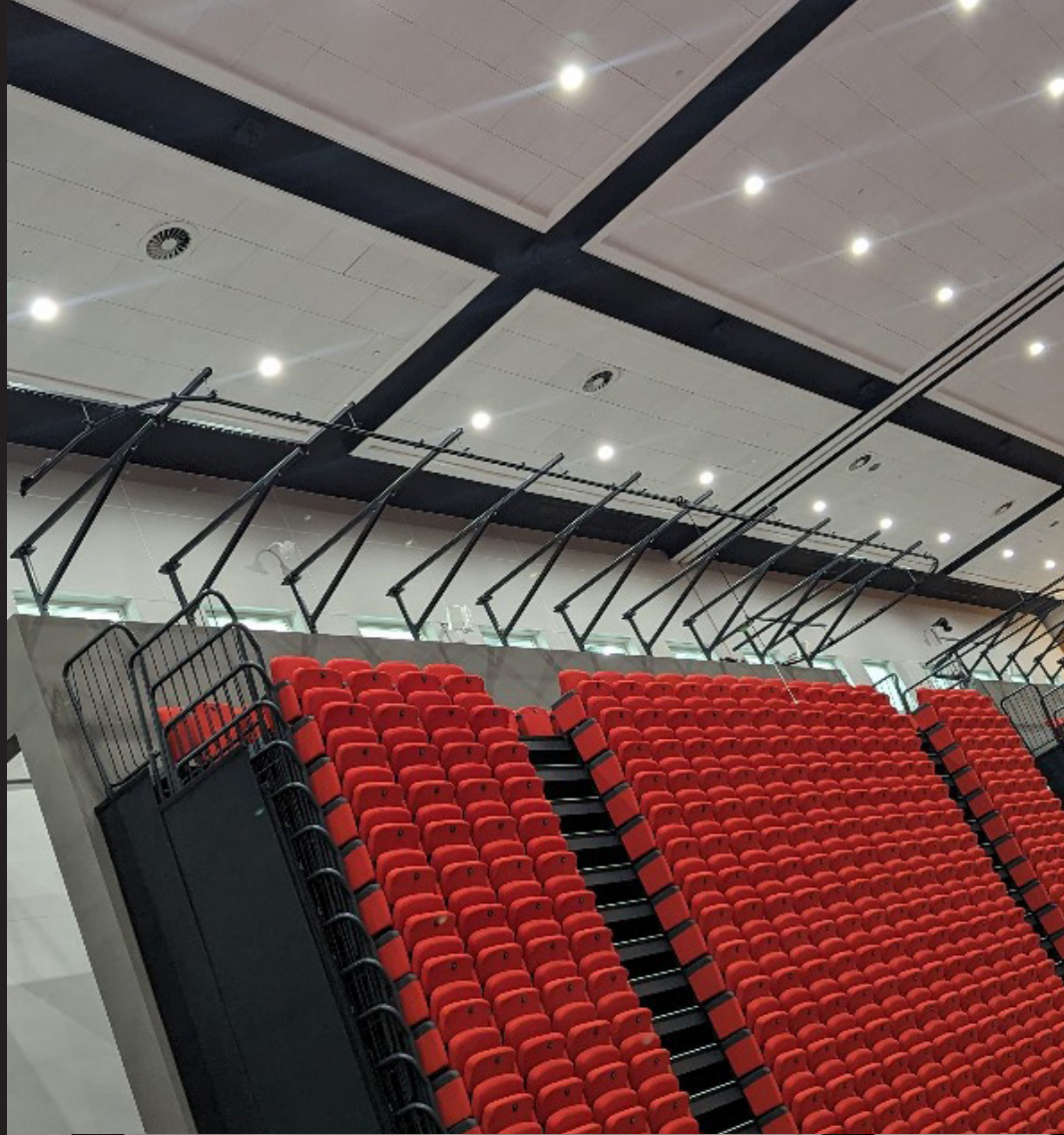
Black Molton (MOL046)

**100**  
METERS

Triple E Erail track

**75**

Custom designed and fabricated  
cantilever wall brackets.







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