

Tabuk City

Middle East / Saudia Arabia

www.jcjoel.com

Tabuk City

Country / City: Saudia Arabia
Completion: May 2026
Usage: Multi Purpose Venue

Technology



Traditional
Drapery



Manufacturing



Overstage
Engineering

Seven Tabuk, Saudi Arabia, is a pioneering multifunctional entertainment destination where immersive experiences are designed to captivate visitors and create unforgettable moments. The venue required a flexible solution that would not only enhance the visual environment but also support the acoustic performance demanded by a wide range of live events, productions, and visitor experiences.

J&C Joel was appointed to deliver the perimeter masking drapes throughout the multifunctional space. Manufactured from J&C Joel's renowned Wool Serge fabric, the drapery solution was carefully designed to fulfil both aesthetic and technical requirements. Beyond providing a clean and adaptable visual backdrop, the drapes play a vital role in improving the acoustic characteristics of the venue. Drawing upon decades of expertise in performance environments and acoustic treatments, J&C Joel engineered a solution that assists in controlling sound reflections, reducing reverberation, and enhancing overall audio clarity within the space. This commitment to acoustic excellence ensures the venue can accommodate a diverse programme of events while delivering an exceptional audience experience.

The project highlights J&C Joel's continued investment in acoustic technology and its ability to integrate specialist fabric solutions into complex entertainment environments. By combining performance-driven materials with a detailed understanding of venue acoustics, J&C Joel was able to contribute to the creation of a space that is both visually impressive and acoustically optimised. Working in collaboration with Mighty Steel Work, J&C Joel also supplied and installed 140 rigging strong points strategically located throughout the venue. Each point was designed with a 150kg load capacity, providing the flexibility required to support lighting, drapery, scenic elements, and other rigging requirements. This infrastructure enables the venue to adapt quickly to different event formats and immersive experiences, supporting the operational versatility at the heart of the Seven Tabuk concept.

The successful completion of the project in May 2026 was met with significant praise from the client team and project stakeholders. The combination of technical expertise, high-quality installation, and the delivery of an effective acoustic and visual solution has strengthened J&C Joel's relationship with the Seven Group and has already resulted in further confirmed project opportunities across the region.

This project stands as a testament to J&C Joel's ability to deliver innovative, technically robust solutions that meet the evolving demands of modern entertainment venues, combining world-class drapery systems, acoustic performance, and specialist rigging infrastructure within a single integrated package.





United Kingdom



+44 1422 833835



uksales@jcjoel.com



United Arab Emirates



+971 4 884 7801



menasales@jcjoel.com

www.jcjoel.com