

STF's Diverse Team Celebrates Global Recognition, Integrating Heritage into Innovation

From Riyadh to the World Stage

RIYADH, RIYADH, SAUDI ARABIA, June 10, 2024

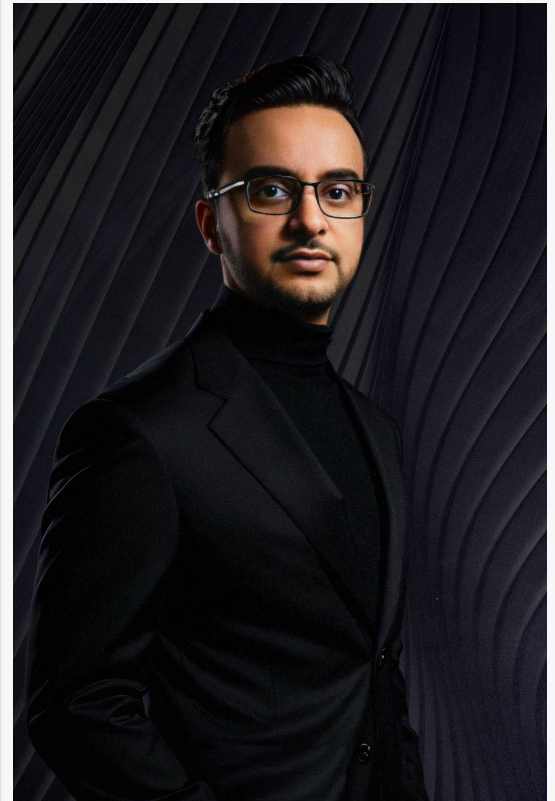
/EINPresswire.com/ -- [Shaping The Future](#) (STF), a Saudi creative consulting firm, has earned international recognition by winning the Muse Creative Awards in the Corporate Identity category for their KONOZ project, a \$1.7 billion development in Riyadh, Saudi Arabia, inspired by gemstones. These awards highlight STF's dedication to creating impactful corporate identities.

Ahmed Bin Baz, STF's founder, noted that STF operates across four disciplines: Advisory, Agency, Spaces, and Digital, integrating Saudi Arabia's rich heritage into their work. One of their projects, ROSHN, a real estate development company founded in August 2020 by the Saudi Public Investment Fund as one of its megaprojects, focuses on traditional ornaments and cultural significance.

STF's diverse team, which includes professionals from various nationalities and linguistic backgrounds, contributes a wealth of perspectives to their projects. STF's excellence has been acknowledged by the World Brand Design Society (WBDS), ranking it as the sole Saudi company among the top agencies globally. Notably, their AO PARK Mall project secured a win in the Corporate Identity category and received a shortlist nomination for the World Brand Design Society Awards.

AO PARK, a \$400 million retail development, is poised to become a cultural and entertainment landmark, highlighting the region's potential. Furthermore, STF's "MODON HQ & Pavilion" project has been shortlisted for the Commercial Project of the Year by Construction Week, demonstrating STF's outstanding capabilities in commercial project design.

Ahmed Bin Baz emphasized STF's commitment to the cultural heritage of KSA and collective



PORTRAIT | AHMED BIN BAZ

creativity, encapsulated in their philosophy, "exceptional design embodies the collective wisdom and beauty of humanity."

Ahmed bin baz

Shaping The Future | STF

[email us here](#)

Visit us on social media:

[X](#)

[LinkedIn](#)

[Instagram](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/718173852>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.