



Project eatery.

a food experience builder.

who we are

project catery

food. designed as the reason people gather.

a boutique studio that designs and operates food led moments and curated culinary experiences. we work with cooks, makers, brands, and institutions to create experiences that strengthen community, culture, and public life.



from the first idea to the last plate cleared.



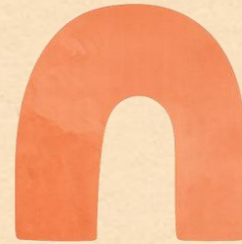
experience design

we craft meaningful
food experiences
from concept to
execution



curation & programming

we curate the cooks,
makers, and ideas that
belong together, then
sequence them into
programs people
follow.



production & management

we handle logistics,
operations, and details
that bring it to life



community & impact

we build connections
that strengthen
communities and
public life

what we create

project eatery

five formats, designed to gather, built to return to.



**food
markets**



**pop-ups &
activations**



**culinary
events**



**cultural
programs**



**f&b retail
experience
design**

who we work with

project catery

**we build
around
whoever food
brings
together.**

cooks & chefs



makers & artisans



brands



institutions



communities

our process

project category

turning ideas into experiences that perform.

every experience starts with a belief, then gets shaped through people, food, and flow.
nothing is accidental.



research

deep dive deep into culture, people, and context.



ideation

exploring possibilities and shape the concept.



design

we craft the experience details and journey.



production

bringing every element together.



experience

deliver a moment that matters.

one partner, three ways in.

from first diagnosis to full production. each engagement stands alone, and each one leads naturally to the next.

1. the diagnostic

experience audit

know where the guest experience leaks value.

a structured two-week assessment of how guests move through your venue, built on our eight-stage journey framework.

- full journey assessment across dayparts
- competitor benchmarking
- your top moves, sequenced over 30 days

the entry point for operating venues

2. the concept

experience design

own a special moment.

a full design engagement that gives a venue, brand, or space its defining signature, prototyped and embedded into service.

- positioning, story & menu narrative
- the signature moment, built & trained
- documented rituals your team sustains

for brands & venues defining identity

3. the production

launch & activation

let them experience it

launch, chef collaboration, seasonal takeover, market, or branded pop up, delivered end to end by one accountable partner.

- concept, curation & spatial flow
- run of show & programming
- full on-site operations & recap

for openings, campaigns & seasons

not sure where to begin? most partners start with the audit, then build from there.

Project eatery.

**we fill the
space between
ideas and food
moments.**

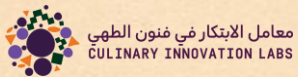


experience design

alfaisal university summer culinary camp

a branded camp world for young chefs: identity, spatial storytelling, and belonging rituals for the culinary innovation labs

client



scope

experience design •
identity • environment •
wearables • print

year

july 2026

deliverables

naming & house identities • environmental
graphics • welcome rituals • wearables &
aprons • field cards & run sheets • signage
• house challenge system



The Task

turn a university
summer camp into a
place young chefs
belong to.



build identity & belonging



create an immersive space



make learning feel like earning it



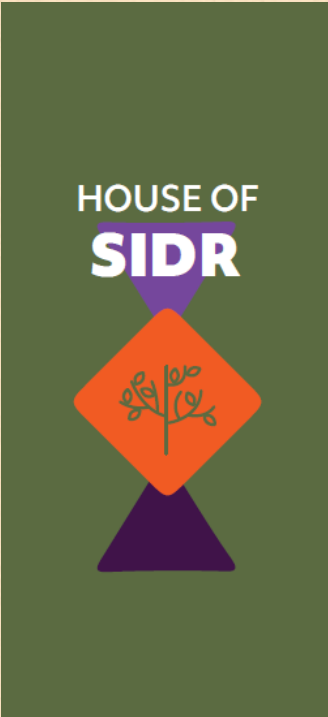
leave a lasting memory



what we designed

a three-house world

three houses, three personalities, one shared culinary journey.
each house inspires, competes, and celebrates together.



cooking classes



food science



cultural stories



house challenges



welcome ceremonies



sharing tables



The experience arc

the camper journey



arrival & welcome

campers are welcomed into their house with a ceremony and welcome kit.



learn & create

hands-on classes, experiments, and challenges with real chefs.



house challenges

teams earn points through creativity, teamwork, and presentation.



share & celebrate

communal tables bring everyone together to taste and celebrate.



honor & remember

every camper leaves with a sense of pride, growth, and belonging.

experience design

international exhibition for coffee and chocolate makers

a strategic redesign of the exhibition experience for the second edition, transforming a traditional trade expo into a destination built around learning, discovery, and meaningful industry connections.

client

netaqlbj
SINCE 1992

year

feb. 2026

deliverables

exhibition masterplan • zones
experience design • workshop
program • interactive experiences
ceiling banner system • visitor
navigation • sponsor experience •
vip journey • educational content •
environmental graphics

scope

experience design • visitor
journey • spatial planning •
environmental graphics •
exhibition programming •
content strategy



The challenge

the exhibition worked. the experience didn't.

the first edition successfully connected exhibitors and visitors, but the experience ended at the booth. visitors had little reason to stay, explore, learn, or return after walking the aisles.

The strategic shift

trade show model



visit
booths



walk the
aisles



leave

destination experience model



**discover
easily**

intuitive navigation
and clear zoning
for a seamless
journey.



**learn
continuously**

education at the
core through
workshops, talks
and live demos.



**connect
naturally**

spaces designed
to encourage
meaningful
conversations.



**experience the
unexpected**

moments and
attractions that
surprise and
inspire.



**celebrate craft &
culture**

honoring the art,
people and stories
behind every cup
and bar.



**one cohesive
world**

a unified identity
and environment
that ties every
touchpoint
together.

what we designed

a venue, staged as a journey.

instead of adding more exhibitors,, we designed an ecosystem: six zones where every space feeds the next, built for movement, learning, and discovery. the floor plan became the program.



farmers market

where coffee and cacao sourcing begins. green coffee traders, cocoa exporters, farm cooperatives, specialty importers.



roasting land

where roasting, chocolate making, and flavor come to life. specialty and commercial roasters, bean to bar chocolate makers, cafés, craft producers.



innovation square

where the industry's tools come to life. roasting equipment manufacturers, grinder brands, tempering and chocolate production equipment, packaging automation, pos and café management tech, industrial scale production systems.



merchants market

where coffee and chocolate lovers shop. retail ready brands, dtc coffee roasters, artisan chocolatiers, specialty tea brands, café concepts with merchandise, lifestyle accessories, specialty food and beverage.



the academy

where the industry learns and certifies. hosts masterclasses, workshops, certifications, and technical sessions elevating industry standards.



glass house

the professional cupping and sensory room. grading, sensory evaluation, and quality benchmarking. .



The outcome

a floor that never stopped moving.

15,000 visitors

110 exhibitors

25 workshops

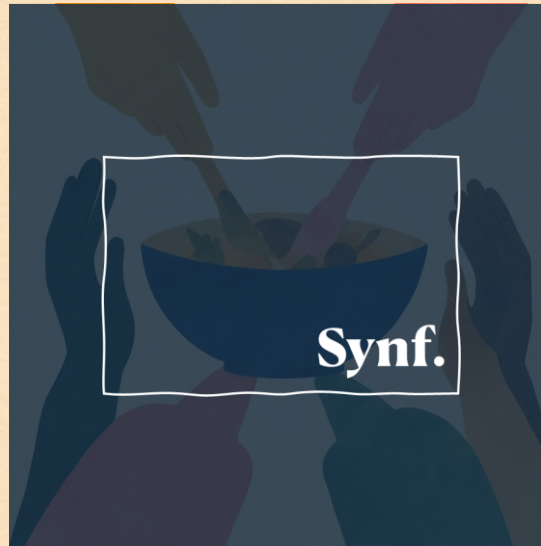


our own ideas, built in the open.



an open-air weekend destination
where homegrown food brands grow.
built for discovery, designed for
return.

Coming soon



one ingredient at a time, explored
through science and craft. chefs,
scientists, and creators, ending in a
shared table and a documented
archive.

Coming soon



an independent coffee publication. it
doesn't rate or rank. it sits with the
moment, writes it plainly, and builds
an archive readers return to.



an immersive cooking experience
where kids step into stories, make
food, and play their way through the
kitchen. built for gatherings, designed
to make wonder.

our team

project category

a diverse team of designers, producers, strategists, and food people

moe yarimi
creative director

rafif altayar
project manager

mazen altheniyan
founder

hana abdulsamad
marcom manager

dana qadi
experience designer



let's build meaningful
food experiences
together

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www.projecteatery.com (coming soon)





Project eatery.

we create food led moments people remember.

founded in 2026, project eatery is a food experience builder focused on designing and operating food-led moments through markets, weekend gatherings, and curated culinary experiences. we work with cooks, makers, brands, and institutions to create intentional food experiences that strengthen community, culture, and public life.