

SELECTED EXPERIENCES

# NICOLAS NAIM ZABOURA

CREATIVE DIRECTOR ▪ WORLD CREATOR

IMMERSIVE EXPERIENCES ▪ LIVE ENTERTAINMENT ▪ STORYTELLING

*“I create worlds people don’t just watch; they enter.”*

@SCRIPTEDENT





# WHAT I CREATE

I create worlds for hospitality, live entertainment and brands. As Creative Director of Paramount Hotel Dubai and Paramount Hotel Midtown, and founder of Scripted Events, I turn an idea into a complete experience: story, characters, space, music, performance and every detail the guest encounters.

CREATIVE  
DIRECTION

SHOW  
CREATION

IMMERSIVE  
EXPERIENCES

HOSPITALITY  
CONCEPTS

LIVE  
ENTERTAINMENT

BRAND  
ACTIVATIONS

GUEST  
JOURNEY

CONCEPT • STORY • SPACE • PERFORMANCE • CAMPAIGN • GUEST JOURNEY



LOUBI MYSTERY

# CHRISTIAN LOUBOUTIN

IMMERSIVE LUXURY  
BRAND EXPERIENCE

An exclusive two-night mystery to launch Christian Louboutin's 'Mystery Collection'. Each piece in the collection played a role. The collection became a world guests could step inside.

CREATIVE DIRECTION  
SHOW CREATION • SCRIPT  
GUEST EXPERIENCE



EACH COLLECTION BELONGED TO A CHARACTER.

GUESTS IN THE STORY.



FLASHBACK  
SPEAKEASY BAR & LOUNGE

# MURDER AT THE SPEAKEASY

A LONG-RUNNING ORIGINAL IMMERSIVE MURDER MYSTERY SET IN THE 1920S

the show sold out two weeks in advance throughout its year-long weekly run. It brought live characters and moving portraits into one cinematic world, seamlessly blending film, live performance, and audience-led detective work.



CREATIVE DIRECTION • ORIGINAL STORY • CHARACTERS • SCRIPT • CASTING • GUEST JOURNEY

GUEST LOVE

4.9/5



Based on 390+ reviews

“An amazing, engaging show from start to finish!”

SALLY F.

“Fun, creative and so amazing.”

SANA A.

“The actors really get you involved — a lovely escape for the night.”

MORE THAN A SHOW,  
AN ESCAPE FROM REALITY.



Paramount Hotel

# MALIBU BAY BRUNCH

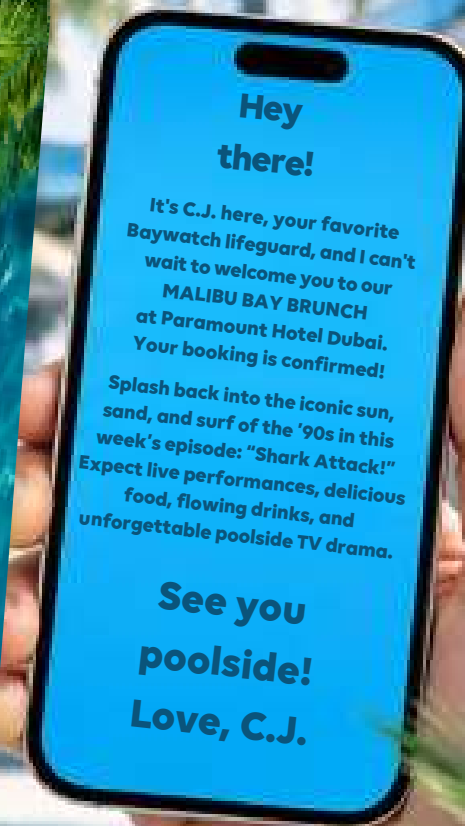
PARAMOUNT HOTEL DUBAI

A vibrant entertainment-led brunch concept designed to turn poolside hospitality into a recurring destination experience every week, with a new episode.

Every Saturday & Sunday A story would come to life. With Sound effects, visual design, performance energy, themed collateral and a strong sense of atmosphere, the concept blended lifestyle, food, music and escapism.

## MY ROLE

Creative Direction - Concept  
Development - Campaign Design -  
Brunch Concept - Visual Identity -  
Menu Design - Guest Touchpoints -  
Campaign Creative





Paramount Hotel

# MALIBU

## BAY BRUNCH

PARAMOUNT HOTEL DUBAI



# FLASHBACK

SPEAKEASY BAR & LOUNGE

## DOLLS OF THE GANGSTER

AN IMMERSIVE DRAMA THAT CAN KILL

### MY ROLE —

Creative Direction • Show  
Creation • Experience Design •  
Original Story • Characters •  
Campaign • Narrative Props •  
Guest Interaction

AN INTRICATE, DARKLY ROMANTIC MURDER-  
MYSTERY EXPERIENCE DRIVEN BY BURIED FAMILY  
SECRETS, SIMMERING DRAMA, AND HIDDEN  
MESSAGES FOR GUESTS TO DECODE  
THROUGHOUT DINNER.



NEW YORK STATE NEWS SPECIAL EDITION

## New York Daily

### A DEAL TURNS DEADLY

THE CHILD HAS BEEN  
MISSING SINCE 1889



MUSIC  
MYSTERY  
BEAUTY  
BETRAYAL  
ALL IN ONE  
NIGHT



# Every detail tells the story.

EVERYTHING IS  
CONNECTED.



The butterfly on her  
costume returns in  
clues hidden around  
the room. A detail  
becomes evidence.

## THE FAMILY RESEMBLANCE

The father's portrait was created using  
the facial features of the actress playing  
his daughter, giving them a convincing  
family resemblance that makes the  
fictional world feel real.





# EVERY CHARACTER IS A COCKTAIL

VOL. 1, NO. VI    A SPEAKEASY SUPPLEMENT    PRICELESS



The Roxane Smoking Cocktail

## FLAPPERS, FOOLS & FATALITIES

### ROXANE

Roxane lives in Bugzy's opulent Fifth Avenue mansion. Her cocktail carries her history: apricot- and-vanilla-infused brandy, blossom bitters and Balkan-coffee-infused sweet vermouth reflect her Yugoslavian heritage. Rich, bitter and carefully composed, it is a character portrait in a glass.

Served over balloon ice in a cognac snifter, with a brandy-soaked apricot and a smoke-box entrance. The presentation gives Roxane's cocktail its own theatrical reveal.



MYSTERY. WEALTH. LEGEND.



THE STORY CONTINUES IN YOUR GLASS.

A COMEDIC SPIN-OFF OF DOLLS OF THE GANGSTER, FEATURING AN ORIGINAL COCKTAIL INSPIRED BY EACH CHARACTER. EVERY INGREDIENT REFLECTED THEIR PERSONALITY WHILE SERVING AS A CLUE WITHIN THE MYSTERY.



DARE TO CHANGE?

DARE TO CHANGE

# GM IN Wonderland

Leadership Conference 2025

A theatrical conference experience designed to surprise, disarm and engage a leadership audience through immersive visual storytelling, live performance and whimsical world-building.

#### MY ROLE

Creative Direction · Experience Design ·  
Event Storytelling

#### CREATED

Concept · Visual Campaign · Atmosphere ·  
Performance Integration · Event Identity



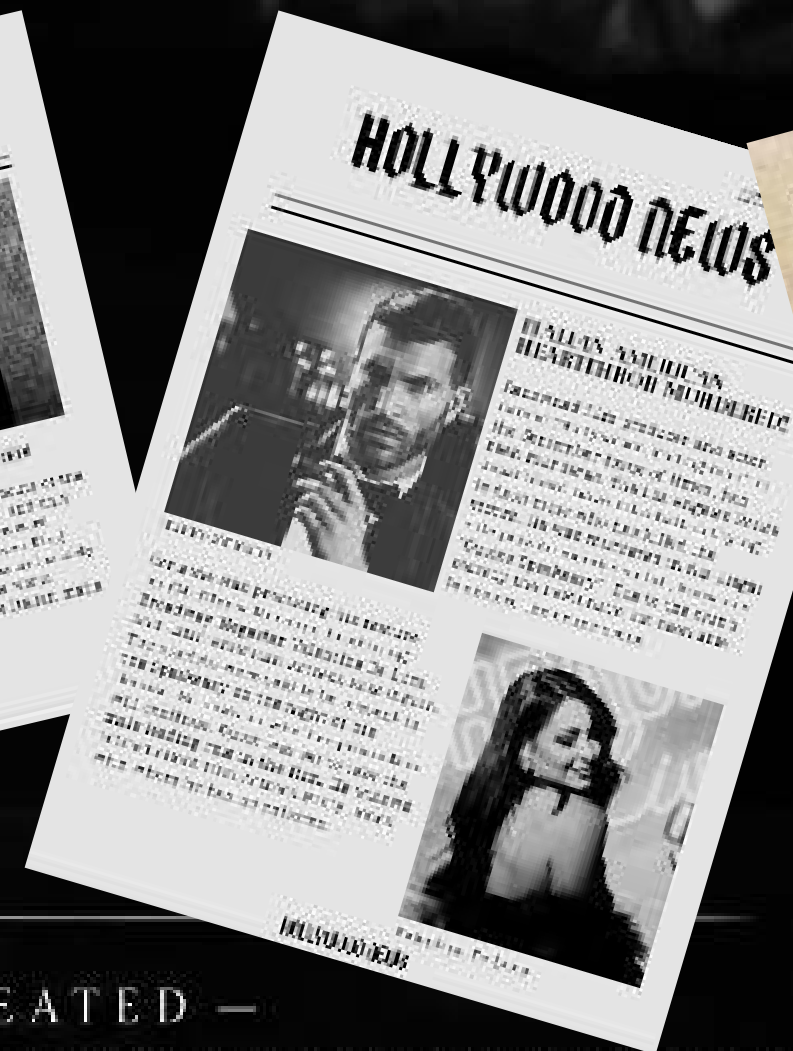


# THE MURDEROUS STARLETS

AN ORIGINAL IMMERSIVE MYSTERY SET IN 1932 HOLLYWOOD,  
INSPIRED BY THE SEDUCTIVE, SHADY WORLD OF FILM NOIR.



ABDUCTION  
PERFORMANCE  
MURDER



MY ROLE —

Creative Direction · Show Creation · Experience Design

CREATED —

Concept · Story · Characters · Campaign · Prop Storytelling · Guest Interaction

SOME  
STARS  
ARE  
DEADLY

Hollywood, 1932. Guido Corleone is murdered before his film, *Per Favore*. Everyone in the production has a part to play. Someone has a secret to keep.

The guests were cast as film extras inside a live noir mystery. Music, performance, and planted clues draw them into the scene and the search for the killer.



EST.  2014

TATEL  
DUBAI

# LA CARAVANA GITANA

Live Music & Andalusian Vibes

I USED CHARACTER TAROT CARDS TO SHAPE EACH GUEST'S DINNER EXPERIENCE.

CREATIVE DIRECTION • CULTURAL PROGRAMMING • LIVE ENTERTAINMENT



A ROM-COM IMMERSIVE  
EXPERIENCE

A Hallmark-style brunch comedy where a picture-perfect wedding goes deliciously wrong when the bride realizes she's in love with the chef. Romance, live music, and playful characters turn the restaurant and every guest into part of the story.

GOOD FOOD  
BAD DECISIONS  
GREAT ENTERTAINMENT



MY ROLE —  
Creative Direction • Show Creation • Experience Design

CREATED •  
Script • Characters • Menu Integration • Live Performance • Guest Journey

PAPARAZZI  
TUSCAN RESTAURANT

TOTÓ  
*by*

# TOTÓ BABY

## THE MURDER MYSTERY MUSICAL

LA CAMERA BY TOTÓ • HOTEL BOULEVARD, AUTOGRAPH COLLECTION

Rome, 1967. Italian glamour, scandal and murder at La Camera.

A memorial service for one of Italy's greatest film directors unfolds into an immersive mystery. Guests meet live characters, experience an original musical, and uncover clues, each encounter drawing them deeper into the story.

EVERY THURSDAY • 8:30 PM

MUSIC. SEDUCTION. SCANDAL. MURDER.

LA CAMERA BY TOTÓ | HOTEL BOULEVARD, AUTOGRAPH COLLECTION | DOWNTOWN DUBAI  
+971 4 215 2121 | reservations-dubai@lacamerabytoto.ae

@lacamerabytoto



# TOTO BABY

THE EVIDENCE IS  
IN THE DETAILS.

The newspapers, police reports, and  
tabloids were created alongside the  
character clues as pieces of one story.  
Guests could read, question, and connect  
them as the drama unfolded.

## MY ROLE:

Creative Direction • Show Creation •  
Experience Design

## WORLD ELEMENTS:

Editorial Props • Police Reports •  
Character Clues • Immersive Storytelling  
• Live Performance • Visual Campaign •  
Guest Interaction

ROME, ITALY

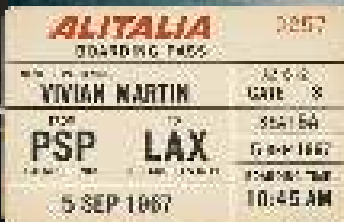
1967



Rome, 1967.  
A talk of the  
cinema elite,  
La Camera  
and other  
famous faces  
gathered.



DATE  
CASE  
REPORT  
NAME  
E  
Lucia  
Lolita  
gothic



## IL CORRIERE DEL CINEMA



Rome, 1967. Totò Romano's Lolita Bonita has made Bianca Belladonna and Isabella Rosano the talk of the cinema world. Their faces fill the papers; their secrets remain off the record.

Behind the film's success lies the disappearance of Lucia Bellini, Isabella's older sister. She was part of the production's story, yet never saw its premiere. Her name keeps returning in the accounts of those who knew her.

Now Rome's cinema elite gather at La Camera to honour Totò Romano. The evening promises glamour, music and familiar faces. For anyone willing to look past the headlines, there is another story waiting to be uncovered.

Isabella Rosano's rising fame and Bianca Belladonna's commanding presence keep the spotlight on Lolita Bonita. But the question of Lucia Bellini's disappearance remains.

A newspaper offers one account. A police report offers another. The guests at La Camera must decide which details connect—and whose version of the story can be trusted.



Bianca Belladonna • Lucia Bellini • Isabella Rosano

PALM SPRINGS, CALIFORNIA

## POLICE REPORT

DATE: June 20, 1967

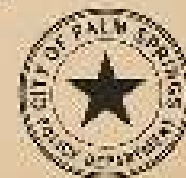
CASE NO.: CP-041

REPORTING OFFICER: JOHN WILLIAMS

### NARRATIVE

At approximately 9:15 p.m. on June 19, Linda Belladonna called to report a scheduled meeting at the Italian director Totò Romano's Palm Springs residence.

However, the candidate who delivered to Belladonna to the residence stated she entered the home through the back door at 9:45 p.m., suggesting who did arrive.



A STORY LIVES  
A SUGGERED LIVES ANO XGER  
THAN GHNIGHT



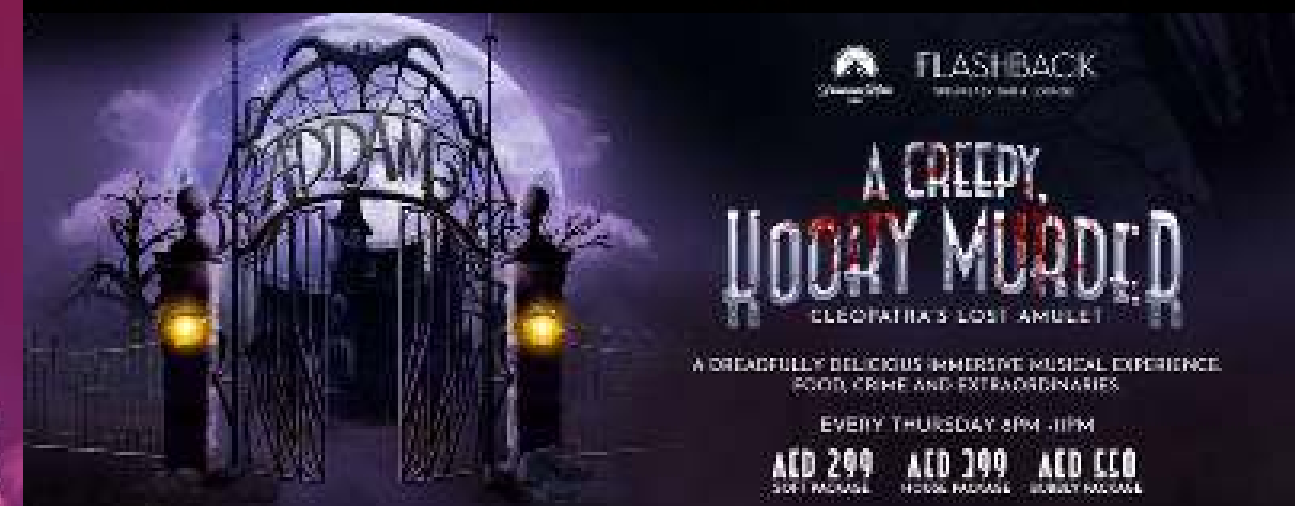
# AN IMMERSIVE HAUNTED EXPERIENCE

THREE ORIGINAL SCRIPTS.  
THREE YEARS. ONE FAMILY.

CREATIVE DIRECTION • SHOW CREATION •  
EXPERIENCE DESIGN



FLASHBACK  
SPEAKEASY BAR & LOUNGE  
WHEN YOU ARE AN ADDAMS  
**A HAPPY FAMILY  
MURDERED**  
Only 4 Shows  
09/10/2017 - 09/11/2017, 09/12/2017, 09/13/2017 (8PM - 11PM)  
A DREADFULLY DELICIOUS IMMERSIVE MUSICAL EXPERIENCE  
FOOD, CRIME AND EXTRAORDINARIES



FLASHBACK  
SPEAKEASY BAR & LOUNGE  
**A CREEPY,  
UOOKY MURDERED**  
ELEOPATIA'S LOST AMULET  
A DREADFULLY DELICIOUS IMMERSIVE MUSICAL EXPERIENCE  
FOOD, CRIME AND EXTRAORDINARIES  
EVERY THURSDAY 8PM - 11PM  
**AED 299** **AED 399** **AED 550**  
SOFT PACKAGE **HOUSE PACKAGE** **BUBBLY PACKAGE**



FLASHBACK  
SPEAKEASY BAR & LOUNGE  
A DREADFULLY DELICIOUS IMMERSIVE MUSICAL EXPERIENCE  
FOOD, CRIME AND EXTRAORDINARIES  
**AED 399** **AED 449** **AED 599**  
SOFT PACKAGE **HOUSE PACKAGE** **BUBBLY PACKAGE**  
EVERY THURSDAY STARTING FROM 31<sup>ST</sup> OCTOBER  
8PM - 11PM  
Call or WhatsApp: +971 55 180 7559

# CURATED DINNER THEATRE

## FROM THE MENU

## TO THE DRESS CODE



World-Building Through Details

A gothic comedy brought to life  
through theatrical lighting and sound  
Menus became clues, invitations opened  
the story, and every guest arrived  
dressed to play their part.

My Role:

Creative Direction \* Show Creation

Created:

Character Collateral \* Menus \* Invitations \* Live  
Performance \* Guest Interaction



# FEMME FATALE

IMMERSIVE FILM-NOIR EXPERIENCE

FLASHBACK SPEAKEASY BAR & LOUNGE

SOME  
STORIES  
TASTE  
BETTER  
IN THE  
DARK

I brought film noir to life through music and mystery.



## MY ROLE

Creative Direction • Show Creation • Experience Design

## CREATED

Story • Characters • Campaign • Live Performance • Guest Interaction



# FEMME FATALE

AN IMMERSIVE FILM NOIR WHERE  
THE SCARLET DIAMOND WAS STOLEN  
FROM AL CAPONE AND A CROONER  
WAS SENT TO COLLECT IT.



A world of music, character and revenge, staged with neon glamour and a wicked R-rated sense of humour.

#### MY ROLE —

Creative Direction • Show Creation • Visual World

#### CREATED •

Concept • Characters • Styling • Performance  
• Campaign • Guest Interaction



STREGIS

FOUR MISTRESSES. FOUR COLORS. ONE DEADLY SECRET.

# HOUSE OF TABŪ

A MURDER MYSTERY  
WHERE DESIRE WEARS SILK AND DECEPTION WEARS A SMILE.



A world of rival  
mistresses, each with  
her own color, rhythm,  
and danger.

Each color held a  
secret





OPENING  
OF OFFICIAL  
PLAYBILL  
NIGHT

# BROADWAY BABY

BRUNCH — THE MUSICAL

PACIFIC GROOVE · PARAMOUNT HOTEL DUBAI

Brunch turned into a live musical,  
carrying the story from performance  
to playbill to table.

CREATIVE DIRECTION · SHOW CREATION · GUEST EXPERIENCE

# THE NAUGHTY Elves

WHEN ALL THE NAUGHTYELVES GET  
EXPELLED FROM THE NORTH POLE.  
UNDOCUMENTED AND BROKE! THEY  
END UP WORKING IN A BAR.

WHAT LANDED YOU ON SANTAS NAUGHTY LIST?



'Tis the season to be  
naughty.

Santa gets the headlines.  
The reindeer get the songs.  
The elves do the work.  
Tonight, we're taking over.

Meet us at Flashback for  
music, dancing and a little  
North Pole rebellion.

Password: mistletoe.  
Dress code: red, white or  
green.

Bring your inner ho, ho, ho.

See you there, you little  
devils.





**LET'S CREATE  
SOMETHING  
PEOPLE TALK ABOUT.**

**NICOLAS**@scriptedeventsent.com  
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**NICOLAS NAIM ZABOURA • @SCRIPTEDENT**