

# FEEL YOUR tempo

THE RHYTHM OF YOUR LIFE

Feb 2016

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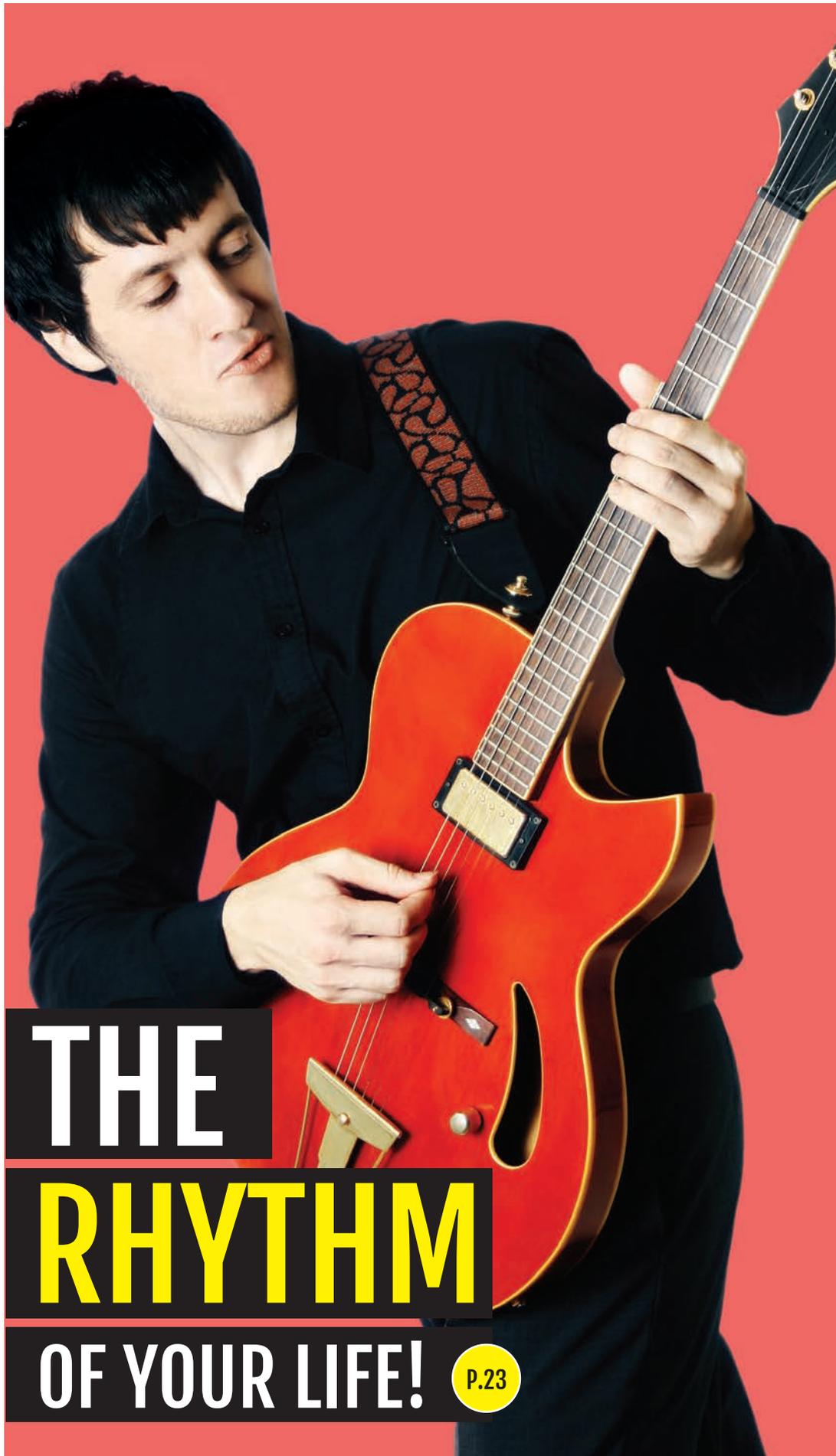
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Feel Your Tempo

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THE  
RHYTHM  
OF YOUR LIFE!

P.23



P.18

WHO'S  
THAT GIRL?



WIN A  
RETRO  
RADIO!

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## QUOTE

"Your success in life isn't based on your ability to simply change. It is based on your ability to change faster than your competition, customers, and business."

Mark Sanborn

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## Welcome to the exciting revamp of Tempo and 'Feel Your Tempo'!

Over the last few months we at Tempo were in full lab mode: talking to readers, listening to technologists, and studying media and communication trends. Our aim: to refocus Tempo on what matters most to you, and to see how we can meet your expectations

in the kind of stories we present and the way you experience them. We want to be in sync with you, and to present a Tempo that is more meaningful and more immediate.

And so we are happy to share the revamp of Tempo magazine, and the launch of www.feelyourtempo.com. Both magazine and web platforms are more direct in content, simpler in design, easier to read, and more visually engaging. The transformation comes out of a realization that life comes at a relentless pace and what you need is a Tempo that is easy to enjoy, and that can keep pace with your daily rhythm.

The word 'feel' in our slogan comes from the understanding that ideas are inextricably linked with everyday thoughts and actions, and that dreams inspire our very existence. It also reiterates our content strategy which is celebrating creativity, diversity and community with stories that lift the spirit and embolden positive change.

We focus on everyday people doing extraordinary things. We love our designers, artists, poets, entrepreneurs, social shapers, game changers and innovators. We salute our contributors who give Tempo its unique personality and colourful beat.

Tempo is about you: tell us what you feel, what you think, believe in, and aspire to.

Just like the beat of your heart, so is the rhythm of your day and the tempo of your life!

**Sana Bagersh**  
Managing Editor

 **@sanabagersh**  
bagersh@tempoplanet.com

## Are you BUSINESS READY this 2016?

Come join us for a business plan trip to a desert island in Abu Dhabi and immerse yourself in a full day of business strategy making. Go home with renewed vigor, a clearer mind, and a sharper vision, along with your own business plan draft!

### We will cover topics such as:

- How to create a focused, succinct actionable business plan!
- How to develop your positioning statement!
- Top reasons why most start ups fail!
- How to find your entrepreneur flow!
- Where to set up business in the UAE plus onshore vs offshore options.

### Register now & you will receive:

- Business toolkit of 12 key templates (Letterhead, Invoice, LPO, etc.) worth Dh 20,000!
- Savings vouchers for branding, website, marketing material, media buying, printing, & professional consulting services!

### The Business Plan Trip costs:

- Only Dh 2,500 per person
- 20% off if you register as a group.

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 Entrepreneurship • Leadership • Innovation

# LIFE HACKS



BY NILOFER SAFDAR | NILOFER\_LIGHT@YAHOO.COM

## HOW TO BECOME ANGER-FREE

Have you ever undergone anger management?

Well, it doesn't work. Why? Because anger is a lie. You can't deal with the anger, you have to deal with whatever creates that anger. Anything you cannot change in your life is there because you have a lie that's holding it in place.

You have to know why you're angry before you can begin to change it.



### Six Reasons Why People Get Angry:

#### 1. Anger as a 'distractor implant'

A 'distractor implant' is everything that is designed to lock you into this reality. All distractor implants are designed to take you out of being you. Many people ignore them. To resist their influence you must acknowledge to yourself, "All the distractor implants does is embed anger and everything underneath that keeps it in place. I resolve to destroy and un-create it all."

#### 2. Who does the anger belong to?

If you grew up with a parent who indulged in anger, you become trained to intuitively find anger. You become aware of the angry people in a radius around you. And you begin to think that you yourself are angry and start acting it out.

Just ask, "Who does this anger belong to? Is it mine or someone else's?" If it feels light it means that it's someone else's. So go, "I return it to the sender with consciousness attached." When you say this you don't lock it up in your system. You are aware that it is someone else's anger and you consciously release it.

#### 3. Anger as a force

We sometimes use anger to make us do what we don't want to do, for example to fire someone.

People say all the time, "That person made me so angry." Just say - I'm using anger as a distractor implant. I won't choose it.

#### 4. If someone lies to you

If you are inexplicably angry ask yourself, "Is there a lie spoken or unspoken here?"

One of my clients had a son who would start screaming and shouting every time he asked for something and his dad said, "We will see." His dad used the words to assuage him for the moment and the little boy picked up on that lie. Once you acknowledge that there is a lie, you can deal with it, and the anger dissipates.

#### 5. Anger as a 'potency'

We misidentify and misapply the 'potency' of anger. Potency is the capacity to create change. Recognize that when something comes up that feels like anger, a lot of times it's going to be your capacity to create change and be. It can feel like you are so furious; you have so much energy and you want to explode like a bomb. Although it can feel that way, and, that doesn't necessarily mean that its anger.

#### 6. When you feel like its not you

Sometimes you are angry and aware that you are angry but can't seem to stop yourself. Tell yourself, "Go back to from whence you came, never to return to me or this reality again." Repeat it 15-20 times and you'll see it leave you.

# NOTES & CYBERCHATTER

## TEMPO POLL OF THE MONTH

WHAT ARE YOUR PLANS FOR VALENTINE'S DAY?

I'll take my family out to a wonderful dinner. Nothing would make me appreciate the day more than enjoying it with the people I love the most.

60%

I'll hang out with my friends and party all night!

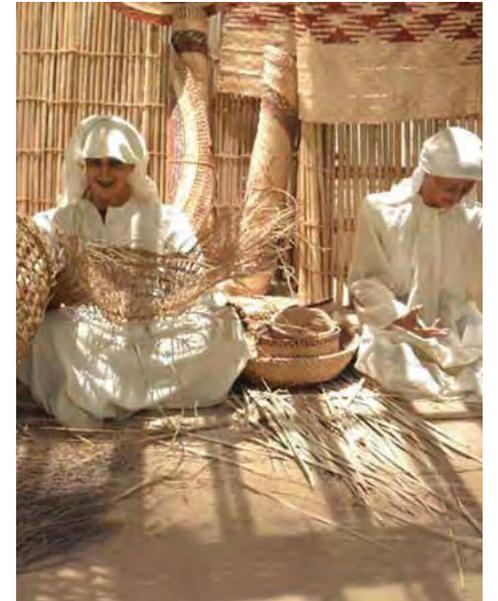
20%

Torn between spending it with friends or family... I'll think about it on that day!

15%

Nothing. It's just another date on the calendar...

5%



### ON BEDOUIN ART

Kudos for the Bedouin art programme. I've visited the desert a few times and its great that people can learn arts and crafts and manage to appreciate the Bedouin way of life.

- Mikael R



### ON TECH TALK:

I'd love to have the new Apple TV to take at home. I think it's such an amazing device with all of its updated features!

- Jana Norman



### ON PHOTOTRIPPING

If these were on a huge canvas, I would buy one to display at my home!

- Bella J



### ON 2016 YEAR OF READING IN THE UAE:

I do agree that if something should change, it should begin within ourselves. This includes starting the habit of reading more. It would be nice to have a programme to entice kids to read more instead of being glued on their gadgets..

- Mahra Ahmed



# ANJEZ: INSPIRING YOUTH ACHIEVEMENT



Anjez, the Arabic word for “Achieve” is one of the newer platforms for giving a push for the youth to live and pursue their dreams. Manar Al Hinai, founder of the initiative and Senior Vice President at Abu Dhabi Investment Company, shared with us her vision for this amazing initiative:

“The initiative started in 2014 as we felt there was a need for a platform that introduced young Emirati to successful entrepreneurs from the UAE and GCC region who would guide them through their journey and help cater to their concerns. We are pleased with the level of attendance and the partners who have joined us this CSR initiative.” said Al Hinai.

In between the key events, different workshops will be held, led by Emirati entrepreneurs to help budding entrepreneurs with different aspects such as drafting a business plan, applying for a trade license, and how could they go about and choose the right logo for their business.

Last year the initiative hosted a number of guest speakers who provided mini workshops on entrepreneurship for the attendees such as: Sheikh Abdul Aziz Al Nuaimi aka The Green Sheikh, Ali Al Saloom, founder of askali.com, and Mohammed Al Robaian a respected brand strategist from Kuwait.

The Anjez initiative aims to empower young people through a series of motivational talks by Emirati inspirational entrepreneurs who have taken a non-traditional career path. The programme will host follow up several events a year where speakers will talk about their vocations, where their inspiration came from, how they got to where they are and who helped along the way, as well as lessons that they learned.

“Our goal is to help stimulate future entrepreneurs with this initiative and to provide them and members of the community with the opportunity to speak and interact one-to-one with inspirational and successful people.” Al Hinai told Tempo.

“What makes our initiative special is that every talk is tied to a social cause. We raise awareness about a different cause every time through our talks either by giving a donated amount, or have a representative from a social/charity organisation talk about their cause and how people could help out.” Al Hinai said. “So far we have raised awareness about Breathing Numbers, and Abu Dhabi Autism Center.”

The Anjez initiative is supported by Abu Dhabi Investment Company, Paris-Sorbonne Univeristy Abu Dhabi, and Takatof.

Connect with the team behind Anjez by visiting [www.liveanjez.com](http://www.liveanjez.com) or through social media: @liveanjez.



## TWEETS FOR THOUGHT

@AdwaAlDakheel



Tweets are neurological farts. The reason I talk to myself is because I always agree; and this account's purpose is for me to talk to myself out loud.

“In an age of distraction, nothing is more luxurious than paying attention.”

@raztweets



I tweet as I'd want to be tweeted (FB: OfficialRazPage, Vine: RazVines, Insta: RazInstagrams, Snapchat: Raz.Snaps)

“The more I complain, the more I realise I waste away my life on self-pity. At some point you have to stand up, face life head on & fight.”

@Firawesome



I tweet-and-run without leaving my insurance information.

“Let's talk AT each other instead of TO each other” -People, since social media

@KKAlThani



“We're not the strongest, richest or the smartest, but we're also not the weakest, poorest or the least intelligent. Always be thankful.”

@Sarah\_Alja7dali



A part of who I am on twitter only exists in my mind.

“It bothers me more than it should to see a tweet that doesn't start with a capital letter.”

@BillGates



Sharing things I'm learning through my foundation work and other interests...

“I always enjoy meeting with students. They're curious, energetic and aren't afraid to ask the tough questions.”

@KevinHart4real



My name is Kevin Hart and I WORK HARD!!! That pretty much sums me up!!! Everybody Wants To Be Famous But Nobody Wants To Do The Work

“Positivity is contagious....I challenge everyone to personally do better & love Harder... Lets make this year a year of change...”

@wizkhalifa



Taylor Gang

“Don't just focus on one thing. Be great in every aspect.”



# TRENDING ON YouTube

## FEBRUARY VIRAL VIDEOS

IS THERE A VIDEO THAT MAKES YOU SMILE, CRY OR CRACK UP?  
SHARE IT WITH US THROUGH FACEBOOK OR TWITTER!

HERE ARE VIRAL VIDEOS SENT IN BY TEMPO READERS...



### Jedi Training Academy Cutest and Funniest Moment Disneyland

The cute 1 minute clip shows a young girl impressing everyone with her Jedi skills at Disneyland. Looks like Rey has some things to learn from this girl.



### Kuli The Surfing Cat Out For A Paddle

Nothing is more adorable than viral videos of animals. What about animals that have a talent? This video shows a cat that loves to surf in her hometown of Hawaii.



### Little Girl Loves to Fart

You would think anyone would be ashamed of letting out something smelly, but not this girl! This viral hit shows a young girl amused by farts, and also admits that they are far from pleasant.



### Reporter High Five FAIL

Falls are probably the most watched and presumably considered the funniest videos on the internet, so this video just sums up what the internet wants more of. A news reporter tries his hand at snowboarding, but fails to keep his balance while trying to high five someone.



### The Kanye West Audition - AMERICAN IDOL

No one loves Kanye more than Kanye loves Kanye, but does he measure up to anyone else's standards? This viral spoof clip of Kanye West auditioning for American Idol shows off the rappers more fun and goofy side.



### Man has Bad Day at Fashion Valley Mall

Yikes! At those days where you feel like the universe just isn't cooperating with you... Well this guy seems like he's about to have one of those days. Imagine coming home and you find a nightmare of a flood like this!



### Dubai, Burj Khalifa Fireworks 2016 - New Year's Eve Fireworks

Relive the moment of the wonderful fireworks display at the Burj Khalifa right here. Of course it would have been great if you were there during this wonderful display of lights!



### 'Watermelon boy' eats entire Melon

Is eating healthy one of your goals this 2016? Once you finish this video, this kid right here will be your hero!



### Kids Car Race Challenge

Louis Hamilton, Nico Rosberg, Kimi Räikkönen and other F1 drivers better brace themselves for these little kids who will be on the race tracks in the future! Here's an epic race challenge followed by an intense race scene!



# INSTAFAME



Together to protect our nature and wildlife #art #original #nature #wildlife @visothkakvei  
Visothkakvei | Kingdom of Cambodia | Artist | Graphic Designer



#art #drawing @kimlim3000  
| Kim Young Lim Artist | Korea



I just use #watercolour and #ink @soetamrizky  
Soetam Rizky | Motivated learner, freestyle moody writer, monochrome artist



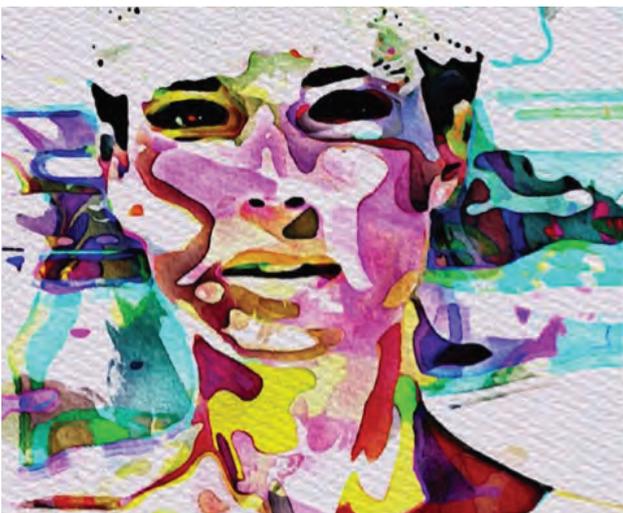
What does she say to you? Where will she go? @seizethedazzlestudio  
Julia Alter | Mixed Media Artist | Poet | Purveyor of Dazzle | Etsy Empress



Mask Number 12 - in progress 2 #lion #illustration #handmade #africa #kenya #mask @theo\_howard\_creative  
Theo Howard | Melbourne / Nairobi.



A bouquet of happiness. @dominique\_czerednikow  
Dominique Czerednikow | Artist.



My jaw hit the floor when I saw this Thank you @erimarart! @patiencesilva  
Patience Silva | Work until you no longer have to introduce yourself



She is finished! | #oiloncanvas #painting @dannydoya  
Danny Doya | You are absolutely unique. Just like everyone else. FSU • Artist • Miami



The Peacock from LEGEND @amplifyapparel  
Amplify Apparel | A Toronto based wearable art brand specializing in experimental unisex accessories and upcycling designs.



## More Reasons To Visit Bawabat Al Sharq Mall

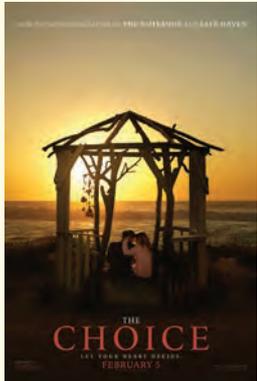


بوابة الشرق مول  
Bawabat Al Sharq mall



# IN THE CINEMAS

now showing this month Tempo's movie buffs came together and discovered this month's latest flicks in the Gulf.



**THE CHOICE**  
**GENRE: DRAMA, ROMANCE**  
**TEMPO PREDICTION: ★★★**

TRAVIS AND GABBY FIRST MEET AS NEIGHBORS IN A SMALL COASTAL TOWN AND WIND UP IN A RELATIONSHIP THAT IS TESTED BY LIFE'S MOST DEFINING EVENTS.

**GOSSIP:** CLINT EASTWOOD'S SON SCOTT EASTWOOD WAS ORIGINALLY CAST IN THIS FILM BUT WAS REPLACED BY TOM WELLING AND PUT INTO ANOTHER MOVIE BY SPARKS CALLED THE LONGEST RIDE COMING OUT IN APRIL 10, 2015

**Directed By:** Ross Katz  
**Cast:** Alexandra Daddario, Teresa Palmer, Maggie Grace



**RACE**  
**GENRE: BIOGRAPHY, DRAMA, SPORT**  
**TEMPO PREDICTION: ★★★**

JESSE OWENS' QUEST TO BECOME THE GREATEST TRACK AND FIELD ATHLETE IN HISTORY THRUSTS HIM ONTO THE WORLD STAGE OF THE 1936 OLYMPICS, WHERE HE FACES OFF AGAINST ADOLF HITLER'S VISION OF ARYAN SUPREMACY.

**GOSSIP:** JOHN BOYEGA WAS ORIGINALLY ATTACHED TO PLAY JESSE OWENS, BUT DROPPED OUT TO STAR IN STAR WARS: EPISODE VII - THE FORCE AWAKENS. STEPHEN JAMES THEN TOOK THE LEAD ROLE.

**Directed By:** Stephen Hopkins  
**Cast:** Carice van Houten, Jason Sudeikis, Jeremy Irons



**SISTERS**  
**GENRE: COMEDY**  
**TEMPO PREDICTION: ★★★★★**

TWO SISTERS DECIDE TO THROW ONE LAST HOUSE PARTY BEFORE THEIR PARENTS SELL THEIR FAMILY HOME.

**GOSSIP:** TINA FEY AND AMY POEHLER HAVE PREVIOUSLY WORKED TOGETHER IN MEAN GIRLS (2004) AND BABY MAMA (2008) SO WE CAN EXPECT MORE OF THEIR DELICIOUSLY CAMPY COMEDY.

**Directed By:** Jason Moore  
**Cast:** Amy Poehler, Tina Fey, Maya Rudolph



**BILAL**  
**GENRE: ANIMATION, ACTION, ADVENTURE**  
**TEMPO PREDICTION: ★★★★★**

THROWN INTO A WORLD WHERE GREED AND INJUSTICE RULE ALL, BILAL FINDS THE COURAGE TO RAISE HIS VOICE AND MAKE A CHANGE. INSPIRED BY TRUE EVENTS, THIS IS A STORY OF A REAL HERO WHO EARNED HIS REMEMBRANCE IN ISLAMIC HISTORY.

**GOSSIP:** PRODUCED BY DUBAI BASED BARAJOUN, BILAL PREMIERED AT THE CLOSING CEREMONY OF AJYAL FILM FESTIVAL IN DOHA, QATAR DEC 5TH 2015.

**Directed By:** Khurram H. Alavi, Ayman Jamal  
**Cast:** Ian McShane, Adewale Akinnuoye-Agbaje, John Eric Bentley

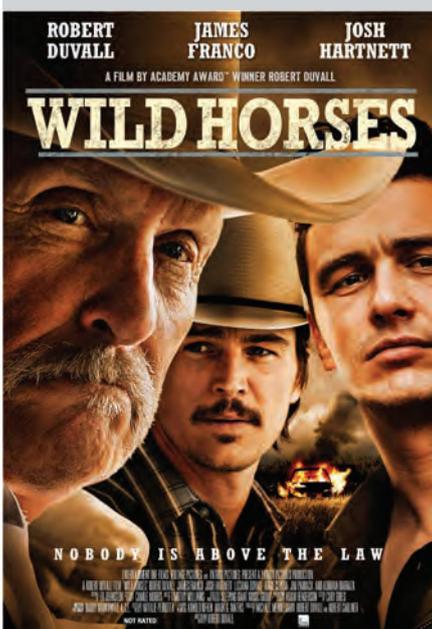
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## tempo reviews

By ALEECE SMITH

Reviews on the latest films to be featured this month on UAE movies screens and at your home on Blu-Ray!

### WILD HORSES

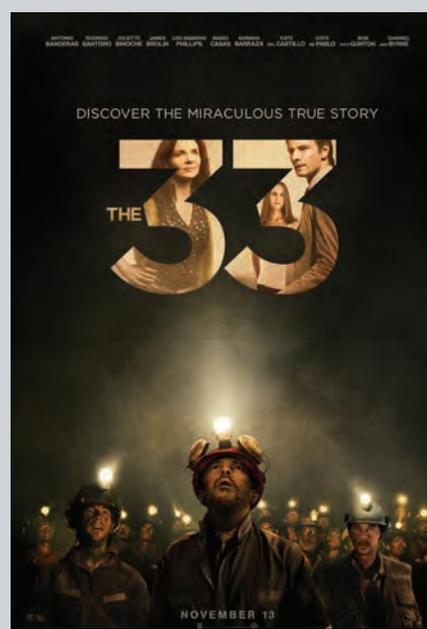


As much as we might hope it will, finding peace with challenging aspects of our personal histories is not as tidy a project as one would hope. In Wild Horses, writer/director Robert Duvall illustrates how that hope and disappointment plays out for Scott Briggs (Duvall), an aging Texas rancher. Accustomed to being the big-wheel in his small Texas town, Briggs faces a new adversary in cool-as-cucumber "Lady Texas Ranger" Samantha Payne (Luciana Pedraza Duvall) who has a hunch about an unsolved missing person's case.

This movie fails to impress. The acting is, for lack of a better word, peculiar. You get the feeling that you're a fly on the wall of actual people's lives - not actors getting paid to convey the feeling of a moment. It might be that the clever self-awareness that we have come to expect in movie characters was intentionally left

out of Wild Horses. There were at least a couple lines in the movie that could have been easily played for some comic relief, but were instead left hanging amongst seemingly insensible characters. Then again, if this is how Texans generally carry on in their everyday, natives of the state may find Wild Horses a refreshing look at their world.

### CATCH IN ON BLU-RAY: THE 33



The 33 is the story of the 2010 mine collapse in Chile that trapped thirty-three miners underground for more than two months. The movie does a serviceable job of recalling the high drama of five years ago as the world held its breath for the conclusion of the miner saga.

First, the families. Your heart breaks for the wives, girlfriends, mothers, fathers, siblings and children of the miners. It's difficult to fathom the mining company's apparent lack of empathy for them. Then there is the delight of seeing how the families coped with the situation. The film shows how the village they created at the mine site was more than just a place to sleep; it also served as a support system and a source of political power.

As for the miners, only someone who knows those depths can truly imagine how desperate things were. Director Patricia Riggen creates a close-in world that feels very real, especially regarding their inter-

personal conflicts which set up heroes and villains. Though one hero - Mario Sepúlveda (Antonio Banderas) - figures so large, that one wonders how true to history The 33 is.

One can only hope this high-profile catastrophe has sparked change in mining safety practice world-wide. One also hopes that when they remake this movie, the producers consider making it Spanish language.



# 1 STRESSED OUT

> twenty one pilots

**Lyrics:** "Sometimes a certain smell will take me back to when I was young, how come I'm never able to identify where it's coming from..."



# 2 YOUTH

> Troye Sivan

**Lyrics:** "Speeding through red lights into paradise, 'cause we've no time for getting old, mortal body; timeless souls..."



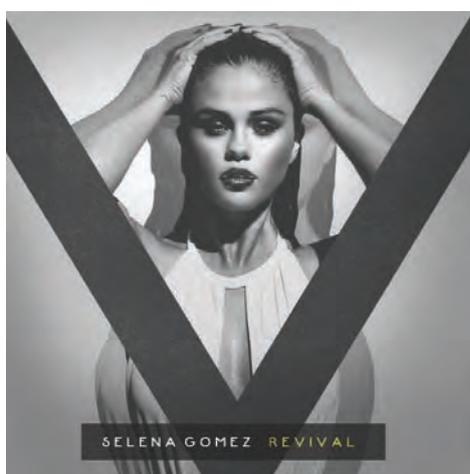
# 3 IRRESISTIBLE

> Fall Out Boy

**Lyrics:** "I just follow your scent, you can just follow my smile, all of your flaws are aligned with this mood of mine..."

# tempo

## TOP TEN SONGS IN THE UAE



# 4 HANDS TO MYSELF

> Selena Gomez

**Lyrics:** "The doctors say you're no good, but people say what say they wanna say..."



# 5 STAND BY YOU

> Rachel Platten

**Lyrics:** "Love, if your wings are broken, borrow mine 'til yours can open too 'cause I'm gonna stand by you..."



# 6 IN THE NIGHT

> The Weeknd

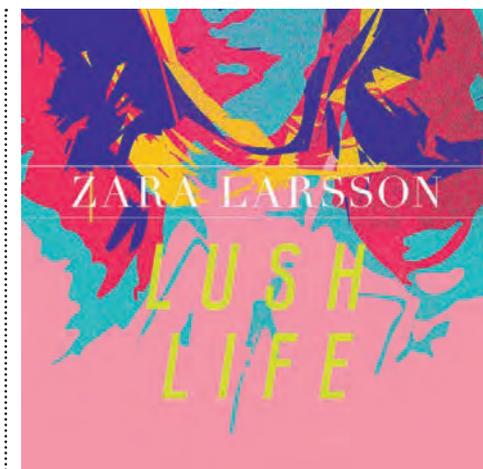
**Lyrics:** "And I know that she's capable of anything, it's riveting, but when you wake up she's always gone..."



# 7 WHEN WE WERE YOUNG

> Adele

**Lyrics:** "Can I have a moment before I go? 'Cause I've been by myself all night long, hoping you're someone I used to know..."



# 8 LUSH LIFE

> Zara Larsson

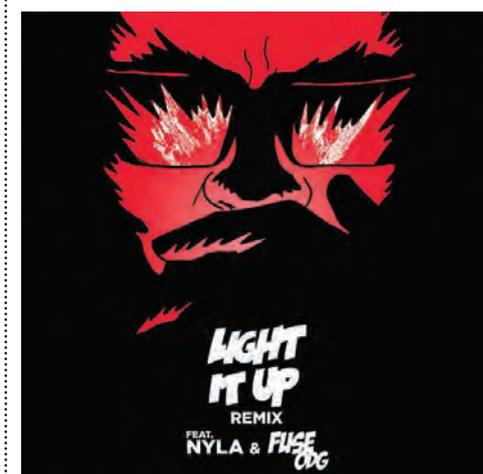
**Lyrics:** "I live my day as if it was the last, live my day as if there was no past, doin' it all night, all summer..."



# 9 OCEAN DRIVE

> Duke Dumont

**Lyrics:** "We're riding through the dark night, with half the tank and empty heart, pretending we're in love, but it's never enough..."

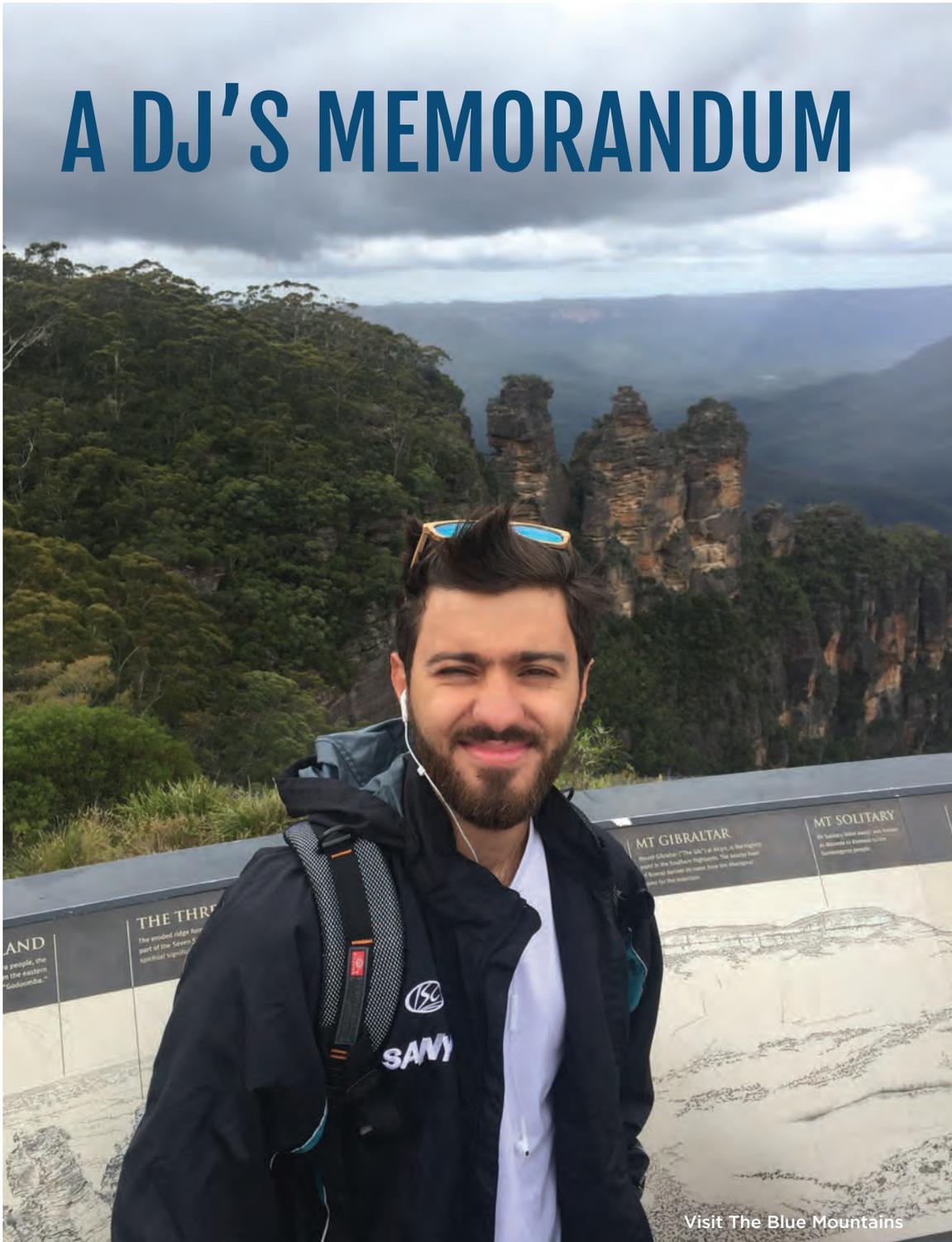


# 10 LIGHT IT UP

> Major Lazer Feat. Nyla & Fuse ODG

**Lyrics:** "We live where the war is raging, chasing our crazy dreams, hoping that the bridge won't cave in..."

# A DJ'S MEMORANDUM



Visit The Blue Mountains



Feed The Kangaroos

## SAIF AND SOUND



Climb the Harbor Bridge

DJs are superstars! They are the music industry's finest artists who deliver entertainment through their music vibes and by juicing it up for party goes in nightclubs and events. They are the ones who make people crank up the volume when they hear their favourite songs in cool mixes that they can enjoy without rewinding, forwarding or shuffling.

Everyone perceives music differently. Music reaches out to any type of audience and makes them feel differently. It makes one's moods better, or makes one reminisce, or get excited, or get lost in the rhythm. It is the DJ who goes that extra mile to make you, the listener, enjoy songs

that you have never heard. It is the DJ that mixes music that excites you when you hear an unexpected beat pull up.

While growing up, I used to listen to a lot of the old school hip hop superstars like Tupac, Notorious B.I.G, Snoop Dogg, but I would also keep up to date with other genres of music. This versatility in the type of music I grew up listening to has influenced the music I play today. A DJ's job is not easy. One might think that it is simple to go up to the booth, press play, mix a few songs, and that's it. An excellent DJ is one who observes his crowd and plays music according to the vibe that he gets from seeing their reaction.

Being a radio host as well, I have a unique outlook and am able to access first, and introduce it to an audiences. People might think that music is repeated on the radio until a new song comes in and blends with the commercial sound. However, it is important to note that popular commercial sounds are the ones that makes people subconsciously enjoy the sound and sing along without even knowing what the songs are. It is these sounds that gain popularity amongst the majority of the listeners because the beat is easy to relate to. Sometimes the songs become a topic of discussion amongst a group of friends.

It is an equal combination of skill and dedication that a DJ needs to deliver smooth music, along with considerable knowledge of sound and trending music.

When I step into the booth to mix my music for the night, I observe my crowd first, then play music according to the demographic that is present before me. I give my listeners an opportunity to listen to music they don't hear on the radio. For me it is also about the personal interaction with the audience; I love to please my listeners through the sound of music, and seeing everyone dancing with smiles on their face makes me feel like I've done a great job.

## MUSIC NEWS



BY JAE FRANKLIN | @JAEFRANKLIN

### EMERGING ARTIST: ESTHER EDEN

If there's one thing Esther Eden knows how to do, it's to create. Through her YouTube vids and amazing live performances, the singer-songwriter has all eyes on her. We were able to catch up with Esther Eden, and she dished on songwriting, her love of animals, and how she is making a difference in the world!

**Jae:** Hi Esther, welcome to TEMPO. Your name has been all over the news lately. Congratulations! How have you been?

**Esther Eden (EE):** I have been really great and still swirling with all the excitement that has blessed my life.

**Jae:** This may come as a hard question to answer, but can you describe what makes you happy?

**EE:** I am passionate about life! Little things in life make me happy. There is beauty all around and if we seek beauty and positivity then we shall be surrounded by it. It's all in the mind! :) I am absolutely fascinated by little children and was made Head of Early Years at my school. For the last two years, I have also been supporting a child's education back home in India with my pocket money. If each of us does our bit we can make a difference. I love animals! I remember at a holiday in Switzerland where I kept chasing other people's dogs just so that I could pet them! I am happiest when I am surrounded by people I love...

**Jae:** Your mother is your manager. That speaks volumes about your support system. Can you tell us about your family and what each person means to you?

**EE:** Well, my mother is a strong woman who has raised me on her own and I guess she lives to make me happy. She is also my biggest critic having been a singer herself, but she is someone I can always talk to and depend on. My father got me my first guitar and also supports me from the sidelines. My father and mother both belong to huge families and between them have 16 other siblings and I have 30 odd cousins. The entire family are pretty chuffed to see me on the road to success at such a young age and do their best to support me.



**Jae:** We've read about your introduction into the music industry from other interviews, but can you share with us the unfiltered, real process of what that was like for you?

**EE:** When we decided to start recording professionally, it was just because we wanted to get my music out into the world. We never imagined being signed by Universal Music MENA or it getting to the level it has got. Two-Tone, who is a major artist here in Dubai and who is my avid supporter, heard one of the songs and encouraged us to let the music labels listen to the music. And the rest is history.

**Jae:** You are from Goa, India. You're a self-taught musician. What else can you tell us about yourself that we might not already know?

**EE:** First of all, I will be graduating from High School this year. I am currently in my 13th grade. I will be continuing with college taking subjects that are media related to help me in my music career. What you may not already know is that I was more into dancing than singing. I used to choreograph all the dance performances in my previous school and had taken part in a dance off at the age of 13 at the BurJuman mall. I was the only girl there and almost didn't go on stage. But mother of course talked me into performing!

**Jae:** You're the newest and youngest artists signed to Universal Music MENA. What's your message to the thousands of kids who will look up to you?

**EE:** Do what you love and love what you do - if you love it then you have to do it! Life may get difficult at times, but learn from your experience and just keep moving forward. Set your goals early in life and stay focused on it. Take each opportunity that comes your way and do not let failure deter you. Dreams do come true if you work towards them.

**Jae:** What else is next in Esther Eden's world?

**EE:** The best is yet to come - my single which will be released this year and then eventually the album. I have also been invited to participate at the Red Bull Base camp at the 5th edition of Poetic Heart.



## ALBUM SPOTLIGHT



BY VERA ROSALES | @VERAROSALES

### ALESSIA CARA'S KNOW-IT-ALL



Every year we see a batch of newcomers that aspire to break existing standards of the music industry; to stand out in a scene crowded with the sounds of veterans. Then, once in a long while we see the extremely talented upstart - who manages to shake things up.

Debuting 'Here' a single that is proclaimed to be the anti-party anthem of this generation is 19-year-old Alessia Cara, a star that's about to explode (in a good way Tempo readers!). The recent Def Jam signee has just released her first studio album and I'm telling you this is a must-listen to piece of work, especially if you are into the whole R&B plus pop plus a little Amy Winehouse hybrid kind of music.

The 13-track compilation is a refreshing burst of youthful insurgence that is full of honest messaging which speaks to both young and old. It does a great job at exposing Cara's soulful chops and mature songwriting.

Starting off with 'Seventeen,' Alessia gets the listener standing up and pounding the walls to this eclectic piece about coming of age. The intro of the song is highly addictive and will leave you playing it again and again (trust me on this one). The popular hit 'Here' is followed by 'Outlaws,' a finger snapping hit that'll make you want that special defiant kind of love. The vulnerable but pop-induced 'I'm Yours' follows 'Four Pink Walls' which most represents

Cara's attempt to break away from the norm to shape her own musical destiny. Another rebellious underdog track on the album is 'Wild Things' which is about making one's rules and mistakes.

The album mellows with 'Stone,' a collaboration with singer-songwriter Sebastian Kole, and energetically picks up with reflective 'Overdose'. The mood dials back with the breathtaking singles 'Stars' and the self-appreciating hit 'Scars To Your Beautiful'. The album takes an unexpected turn with a broken down version of 'Here' that is surprisingly more soulful than the original. Another pair of emotionally satisfying songs are 'River of Tears' and 'My Song,' which together close off the album with a nice flourish.

In my view, there could have been a more logical re-arrangement of the order of the tracks, but all is forgiven when an album is this good!

There are a lot of talented artists who follow the path of others before them, but there are very few who take the road less travelled towards shaping a new legacy.

Alessia Cara may be a beginner, but other artists should take notice and learn from the way she approaches her craft. She is raw, authentic, and not afraid to break the mold. All we can do is pray that she keeps herself intact in the face of all the success that will surely come her way. Keep your eyes out for this one!

# WHAT'S HOT

YOUR GUIDE TO THIS MONTH'S SIZZLING EVENTS

TO ADVERTISE YOUR EVENT AND BE INCLUDED IN OUR ISSUE, CONTACT US AT: **+971 2 491 8624** | or e-mail [editorial@tempoplanet.com](mailto:editorial@tempoplanet.com)



## TAWDHEEF 2016

1-3 FEBRUARY

ADNEC

Tawdheef, a leading recruitment event for UAE nationals, offers public and private companies wanting to develop their Emirati workforce, an opportunity to meet Emirati graduates and professionals looking for work.



## NEW LOOK BEAUTY & FASHION EXHIBITION

1-6 FEBRUARY

AL AIN CONVENTION CENTER

The New Look Fashion Exhibition integrates aspects of health, beauty and fashion. It includes products and procedures, surgical and non-surgical treatments, lifestyle and image advice, as well as lifestyle products and services. The event is a gathering of suppliers and manufacturers in the cosmetics and toiletries industry.



## MARTHA ARGERICH & GIDON KREMER WITH KREMERATA BALTICA

2 FEBRUARY

ABU DHABI: EMIRATES PALACE

Two great classical music artists, the Argentine legend Martha Argerich and the Latvian classical violinist and conductor Gidon Kremer will be performing together. Both enjoy significant recognition in the classical world, for their interpretations of famous 20th century works.



## DESERT STORM

3 FEBRUARY

ABU DHABI: THE NYUAD ARTS CENTER

Breaking the mold and featuring emerging Arab hip hop talent, Desert Storm showcases the work of Narcy, Sons of Yusuf & Rotana Tarabzouni, at an event hosted by New York University. The event promotes musical talent from the Middle East who are reshaping stereotypes and bridging cultural understanding.



## SULTAN BIN ZAYED HERITAGE FESTIVAL 2016

ONGOING TILL 13 FEBRUARY

SWEIHAN CITY, ABU DHABI

The Sultan Bin Zayed Heritage Festival is an event filled with traditional camel races, camel beauty contests and a Saluki race. Those seeking Arabian culture and authenticity will also find a traditional souq and contests in handicrafting and horseback riding.



## CINEMA AT THE SPACE (THE OSCARS EDITION) MONDAYS, WEDNESDAYS AND WEEKENDS

A series of film screenings that aims to encourage the active conversation among filmmakers, supporters, patrons and enthusiasts across Abu Dhabi. With the Oscars happening in the end of February, this month will screen Oscar-winning and nominated films.

## BOOK LAUNCH: THE ART OF SURRENDER SATURDAY, FEBRUARY 6

Author Eiman Al Zaabi launches her new book "The Art of Surrender", which is a practical guide to enlightenment, happiness and well-being. Experience a full day of workshops and activities. RSVP to [art\\_surrender@outlook.com](mailto:art_surrender@outlook.com)

## STUDY IN JAPAN | FEB 5, 7 AND 8

Experience Japanese culture with a tea ceremony, kimono-wear and Japanese wood-printing. The event is organized by the Japanese Educational Development committee in Abu Dhabi who will be promoting Japanese universities at the event.



THESPACEAD

# WHAT'S COOL

## THE TALK OF THE TOWN

### ADFD CLOSETS

**NATION TOWERS, ABU DHABI | 2-9 FEBRUARY**

The event is a gathering of six designers of different nationalities and backgrounds, but living in the UAE. Abu Dhabi Fashion Days (ADFD) Closets will provide a platform where they will each show a selection of their designs during the exhibition.

The exhibition will showcase the best of designs and style unique to the designers. All pieces on display will be available for sale.



### QASR AL HOSN

**ABU DHABI | 3-13 FEBRUARY | 2-9 FEBRUARY**

The popular annual Qasr Al Hosn Festival returns for a celebration of the fort's status as a historic monument and community hub, in honour of the UAE's founders and their visionary leadership.

Qasr Al Hosn, which stands the symbolic birthplace of the Emirate, and home of Abu Dhabi's ruling Al Nahyan family, continues to undergo comprehensive preservation and restoration. This fourth edition of the festival narrates the ongoing conservation of the fort, and reinstates the Qasr Al Hosn site as the cultural heart of Abu Dhabi.



### BOB MARLEY BIRTHDAY BASH

**SAADIYAT BEACH CLUB | 5 FEBRUARY**

Ask any person to name a famous reggae singer and 90% of the time they'll answer: Bob Marley. If you're a fan of this grassroots genre you'll be happy to learn that Abu Dhabi will be celebrating his birthday bash at the Saadiyat Beach Club! International singer Kevin Lyttle and the Rootsriders band will offer tribute performances remembering the King of Reggae. Any true red-yellow-and-green fan will feel at home.

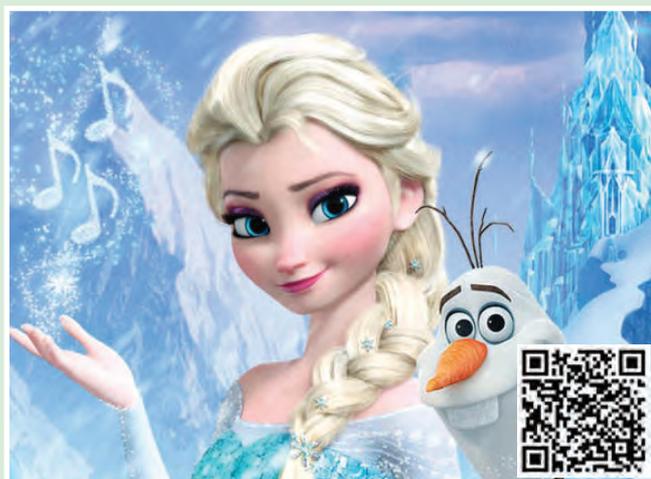


### DISNEY IN CONCERT

**DU FORUM | 12-20 FEBRUARY**

Disney's Frozen, the BAFTA and Academy Award winning animated feature film, will arrive in the UAE.

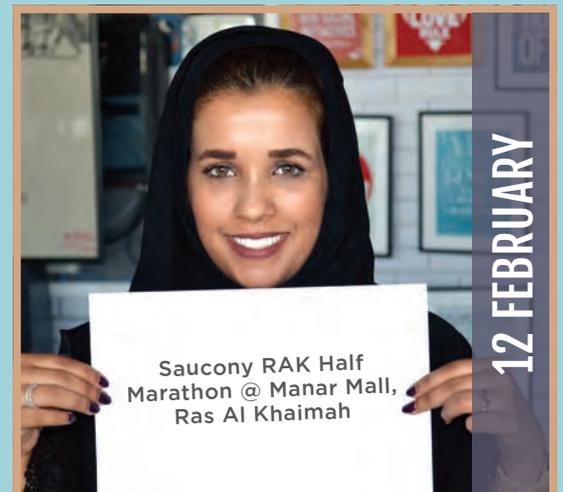
The much loved tale will thrill Disney fans who will re-live their favourite movie moments as the UAE National Symphony Orchestra, complete with choir and soloists, brings the movie's award-winning musical score to life.



## PEOPLE CALENDAR

### ALAA ADEL ALBUAINAIN

Age: 23  
 Profession: Student  
 Nationality: Emirati  
 Motto: Love what you do to be happy.  
 Random Funny Quote: Don't judge others and always be yourself!



Danyah Al Salem



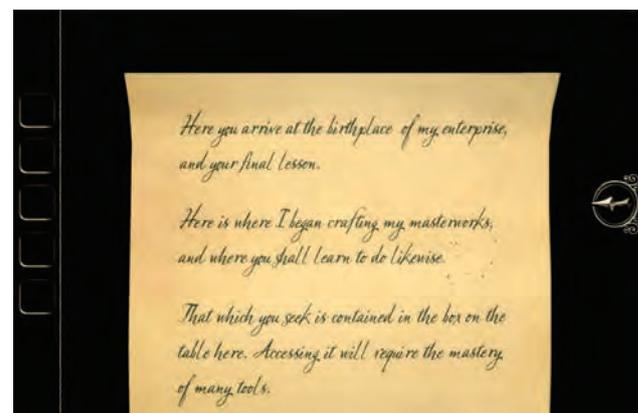
# GAME HEDZ

BY BLAKNISS/ @AUDIOANIMATOR | ORIGINAL GAME HEAD FROM ATARI TO XBOX!

## THE ONE THAT GOT AWAY - THE ROOM 3 (SPOILER FREE)

Even though 2016 is well underway, our first review is from a 2015 iOS game that fell under the radar: The Room 3.

GameHedz reviewed the first two, which were excellent, and we have no idea how the third part missed us - but it's awesome.



## MORE IMAGINATIVE PUZZLES & STYLE

## DEVELOPED STORY

In short, the Room series is a puzzler which challenges players to interact with mysterious objects within equally mysterious rooms to solve a mysterious...mystery! It makes full use of touchscreen gameplay in a first person interface that asks players to read cryptic messages, examine three dimensional artifacts (that house secret compartments, buttons, doorways or other artifacts), and scour the environment for clues that lead to even more clues - and hopefully answers.

Your character is on the trail of a shadowy mystic who has discovered a dimension called 'The Null', you fall deeper down the rabbit hole in pursuit of answers. The third instalment builds on the story, adds more characters, introduces a bigger world and offers four alternate endings.

The steampunk style continues to be intriguing and atmospheric, and the more difficult, creative and clever puzzles are really engaging. Though there are in-game hints, you have to have a keen eye and sharp mind to piece together the string of puzzles along the way.

The haunting music, is essential to the atmosphere - wear headphones - and do your best to find as many clues as possible, because this does affect the outcome. That's also pretty cool because some RPG elements sneak in, and it's really worth experiencing each alternate ending.

Admittedly, I turned to the Internet to find out how to figure out each ending - I don't recommend it because you realise that paying close attention is good enough, and you'll do a face-palm after realising the solutions. Not that it's obvious, but that things have a purpose for being where they are. That's all we'll say about that.

Get it, get it, get it. It's really good and we hope Fireproof games either make more in the series or release more titles of that calibre.

Peace out and game on.



# TEMPO TOP PICKS

## LG GRAM 15



LG has introduced the world's lightest 15.6-inch laptop which weighs only 0.98KG (2.16 pounds). The light and thin laptop has a full HD 1920 x 1080 display, Intel core i5 or i7 processor, 8GB RAM, 256GB or 512 GB storage options, 1 USB 3.0 & 1 USB 2.0, HDMI, USB-C and a SD card ports. There is no doubt this is the lightest 15-inch laptop so far but there is a concern that too much may have been sacrificed for LG to make this claim to fame. For instance the flimsy screen may not meet today's quality standards, and the battery life is not as good as it should be.



## MICROSOFT SURFACE BOOK

The Microsoft Surface Book integrates high-end components, including Intel's latest core processors and optional NVidia graphics within a slim body. Indeed, most of the components in the base, and this makes the tablet lighter. Nice resolution display and the stylus pen addition makes the Surface Book a great buy. The pc is available in Intel's core i5 or i7 processor, 8GB or 16GB of RAM, 128 GB, 256GB, 512GB or 1TB SSD. Although the hardware configuration doesn't make it the best gaming laptop, it is good enough for mainstream games at medium graphics setup, and provides a better photo & video editing. It weighs about 3.5 pounds and 12 hours battery life, Wireless a/b/g/n, Bluetooth 4.0 and full HD camera.

## TECHNOLOGY COULD KILL 5 MILLION JOBS BY 2020

Five million jobs could disappear over the next five years in the world's leading economies because of advances in technology, according to the World Economic Forum. The WEF report, issued at Davos, states that rapid developments in artificial intelligence, robotics, and biotechnology will disrupt the business world. They compare the level of disruption, which they label as "fourth industrial revolution," to the industrial revolutions.

The report states that the jobs that will be most at risk will be white collar office and administrative jobs. The impact of the tech revolution was a key topic at the Davos forum. WEF gathered data from 350 senior executives in 15 developed economies that account for 65% of the global workforce. It predicts that as many as 7.1 million jobs in the richest countries could be lost through automation and redundancy, but that some losses could be offset by about 2.1 million new opportunities in tech, media and professional services.





1

# WHO'S THAT GIRL?

## FASHION: DUBAI MEETS BRUSSELS MEETS CASABLANCA

1

Zahra Siouda, 27, is a fashion designer and an Instagram star.

2

At press time, Siouda has 10,300 followers!

3

Each creation is made from repurposed 'homeware' fabric.

4

Mesh features prominently in Zahra Siouda's work.

## FASHIONABLY LATE



BY CHRISTOPHER JOSHUA BENTON | INSTAGRAM: @MAXFIREPOWER

Designer and style maven Zahra Siouda makes clothing that aims to awe and impress. She's also a social media master with over 10,000 followers and her daily sartorial choices are gushed over by the likes of Style Arabia and Emirates Woman.

The UAE-via-Belgium-and-Morocco designer takes fabrics that are originally designed to upholster couches and dress curtains, and transforms them into directional womenswear. Her signature range includes capes, jackets, and tops.

"I make clothes for myself first and foremost. What I find shopping in malls is sort of boring and doesn't reflect my personality," Siouda told Tempo.



After production, every design is pushed on social media, which for Siouda, is just a means to an end.

"Social media is vicious and hasn't brought me much but followers," Siouda said. "At the same time Instagram and other outlets can offer opportunity, and of course, free advertising."

Just as brands use social media to get an audience, individuals now use social media to become brands themselves. As an emerging designer, Zahra plays with both of these elements.

"Social media is not reality. No one shows everything, just what people want to see. No one wants to see you struggling or the hard work it takes to reach your goals. All you sell is dreams." Instagram: @zahrashasby



# BLUE PRINT

Are you a style maven? Join "Tempo UAE" Facebook Group. Send us your photo and contact details and we can arrange a photoshoot.



## SAMANTHA FRANCIS

AGE: 27

**PROFESSION:** FASHION STYLIST AT LUXURY DEPARTMENT STORE.  
**BLOGGER** WWW.STYLEISNECESSITY.COM  
**NATIONALITY:** DUTCH

**FASHION STATEMENT:** Wearing something with confidence. Confidence is key when it comes to style; it is the most elegant way of dressing.

**PERSONAL STYLE:** Daring, renewing, noticeable, quirky, eclectic, elegant

**FAVOURITE RECENT FASHION PURCHASE:** I came back from Paris fashion week where I did a lot of shopping. My favourite find was in a super cute vintage shop! I bought a pair of black culottes that was covered with a layer of black tulle. Super cool! I also got my hand on an original vintage Christian Dior belt which is absolutely stunning!

**DOES THE UAE AND THIS REGION HAVE STYLE?**  
I think this region is definitely developing a very unique style! Even though the region is very designer-focused you see more and more creativity when it comes to dressing. I feel that people are increasingly caring less about what people think and experimenting more in a daring and more creative way.

**ANY FASHION PET PEEVES?** Sunglasses at night or indoors. Unless you are Anna Wintour or Michael Cinco (who are fashion heroes) there is no need to wear sunglasses indoors.



# THE BIG GUEST HAS ARRIVED



Join us as we are welcoming our most ancient tenant to its new home at Marina Mall Abu Dhabi. Go back in time and explore a 15,000-year-old Mammoth fossil that travelled from Siberia to Abu Dhabi. Discover, learn, and enjoy a full range of educational and entertaining activities dedicated to the entire family.

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Get a chance to win a Feel Your Tempo™ Beatbox, a retro-styled digital radio! Every week through February we are giving away Tempo Beatbox radios! Take your music anywhere you go with this rechargeable battery powered boombox which has AM/FM and can play music from your flash drive or memory cards!

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1. Go to [www.feelyourtempo.com](http://www.feelyourtempo.com) and take a screenshot of a story you like that we posted within that week.
2. Go to the Feel Your Tempo page, LIKE THE PAGE. Send the screenshot along with your name and mobile number to [events@tempoplanet.com](mailto:events@tempoplanet.com)
3. We will announce the prize every Thursday at 3:00pm on the Facebook Page: Feel Your Tempo!

## WIN A TEMPO BEATBOX!



# WHAT'S NEW AT TEMPO?

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- ARTISTS +
- GUIDES +
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- STORYTELLERS +
- STYLEMAKERS +



### HELPING HAITI

Teens Tasneem Zarroug (left) and Lamia Makkar (right) Launch Haiti: Hands On. With them on the picture above is a member of the Terre Froide community. We all get concerned when we hear about disasters in [...]

ARTISTS By TEAM TEMPO



### WORD MEETS HIP HOP: DAVID DETYME

I sat down with friend and poet, David "Detyrne" Tolliver, to discuss his recent poetry tour to the UAE and to get his thoughts on the experience. Dorian: Where were you born, and how has [...]

### CREATING AN INNOVATION CLIMATE

Setting the Precondition for a Great Results Have you heard a friend or colleague making fun of his/her superiors because they are doing something "stupid"? On the question "why don't you suggest a solution?" you [...]



TECHIES By TEAM TEMPO



### HELLO 2016

Happy New Year and may your gaming be great! There's just one simple focus this month: the games and events that will rule 2016! I'll make it easy and list our most anticipated games: Uncharted [...]



### NATIONAL DAY PHOTO WALK & FIREWORKS



### USHI SATO: DESIGNER, BLOGGER AND STYLIST EXTRAORDINAIRE

Ushi Sato moved to Dubai from the Philippines in 2009 to work as an in-house designer for a local shop in Jumeirah. Soon afterwards she moved on to work for a retail company as a [...]



### AN ODE TO 2016: RESOLUTIONS MADE AND KEPT

The Tempo team asked the community on their thoughts on New Year's Resolutions... and we've got some surprising answers! 1. Name: Adrienne Maxine Lara Age: 24 Nationality: Filipino Profession: Events Executive Do you believe in New [...]



### TEMPO TOP CINEMA PICKS FOR JANUARY

The Revenant Genre: Adventure, Drama, Western Tempo prediction: 5 stars In the 1820s, a frontiersman, Hugh Glass, sets out [...]



### MARIAM MOHAMED

Age: 21 years Profession: AUS Graduate Nationality: Egyptian Fashion Statement: Anybody can buy you clothes, but no one can buy you style. It is you who creates it. Personal style: Simple, elegant and daring. [...]



### YOUTH OF TOMORROW: SHEBAB

Sheb Moha, 23, is the creative behind Shebab Shebab means "youth" in Arabic. It's also the name of a new, conceptual streetwear brand made in the UAE. Stealth launched with a trickle of strategic clothing [...]



### CAT'S CRADLE BY KURT VONNEGUT

A satirical novel, a true classic. Cat's Cradle ponders on spirituality, science, and purpose, and it is definitely a difficult book to put down! As I read each page I dreaded hearing the end. It [...]



### TIME CAPSULE: KHAIRI MARHABEN

Age: 20 Profession: Student/Entrepreneur Nationality: Moroccan / Dutch Motto: The man who says he can, and the man who says he cannot... are both correct PERSONALITY Your most valued possession? My Dutch passport that gives me [...]



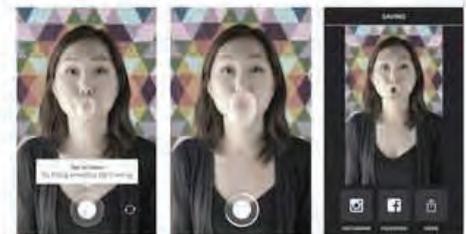
### CREATING CHARACTERS: THE MAGIC OF ANIME WITH ARTIST MOHAMED AL HAMADI

While other artists focus on abstract, portraits, and landscapes, Mohamed Al Hamadi has found his own niche creating art focused on Anime, the popular Japanese animation artform. TEMPO presents Mohamed, in his own words...! [...]



### INSPIRATION WITH YOGA: SASHA QUINCE

Sasha Quince is founder of I Love On Yoga UAE which focuses on providing yoga and meditation experiences, wellness programs, prenatal yoga, kids' yoga and annual yoga retreats. We present her here - in her words...! [...]



### APP POWER: GOOGLE KEEP, PHOTOSHOP FIX, AND BOOMERANG

Boomerang Love Instagram? We're sharing this to make you love the photo-sharing social media site even more! Boomerang allows you to take five burst photos to play them both in forward and reverse motions for [...]



### 2016: THE YEAR OF READING IN THE UAE!

The Power of Reading: Empower Your Mind! 2016 is being marked in the UAE as the Year of Reading! As a librarian I am ecstatic to hear this exciting news. UAE has developed so rapidly [...]

# Dalma Mall

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# MANGAN TAYON! 'LET'S EAT!'

That one phrase, 'Mangan Tanyon', holds everything that is generous, hospitable and friendly about the Filipino culture. Running a catering kitchen, with strong Filipino representation, I always heard them say this during staff mealtimes and I used to think it was just meant for me, because of its drop-whatever-you're-doing, take-a-break-and-join-us kinda ring to it.

Later I found out that cooking and eating in the Philippines is traditionally an informal and communal affair centered around the family kitchen, so an invitation to be a part of it is extended to anyone spotted without a plate in hand. I was already a member of the family without my knowing it and it is through the various Filipino dishes cooked for staff meal that my love story with the tastes and interesting flavours of the Philippines began.

The cuisine in the Philippines is considered to be as rich and as diverse as its numerous dialects, thanks to a mix of Malaysian, Indian, Spanish, Chinese, American and Asian Indian historical influences. With every change of power, each country's culture left its mark by adapting to the indigenous ingredients and creating their very own local palate.



Dishes range from the very simple meal of fried salted fish and rice, to the elaborate paellas and cocidos created for fiestas of Spanish origin, to the spaghetti and lasagna of Italian origin. A few of my favourites would be have to be the Chicken Adobo, Tortang Talong, Beef Kare-Kare and Chicken Afritada.

I think of Chicken Adobo as the coq au vin of the Filipino cuisine except it's braised in vinegar, garlic, oil and soy sauce, which lends its characteristic dark colour and it is usually cooked until the sauce is dry. Although when I cook

it for my kids, they prefer I leave behind a lot of that liquid slightly sweet-sour goodness.

Tortang Talong, which basically means eggplant omelette, is a whip-up in a jiffy dish, which I've enjoyed on numerous occasions during our busy catering seasons when the chefs don't have time to create a more elaborate lunch for the kitchen team. It is made by charring eggplant in the oven for a delicious smoky flavor, peeling the skin after it's been cooled for a minutes, softly smashing the eggplant into a flat pancake, soaking it in beaten eggs and then frying the eggplant-egg-pancakes until golden.

While the Chicken Afritada is also another easy-to-prepare dish made for your everyday lunch with tomato sauce, potato, carrots and sweet peppers, the Beef Kare-Kare, made from peanut sauce is usually reserved for special occasions because of the time and patience it requires to create.

Sometimes during their down time at work, I've noticed the kitchen staff snack on sweet green mangoes dipped in salt and that's when I learnt more about the concept of counterpoint. It is a feature in Filipino cuisine,

which is normally brought about by the pairing of sweet dishes with salty ones, resulting in surprisingly pleasing combinations.

The one common ingredient that runs through all their dishes is the rice. 'Respect the rice' as some of the cooks would say. If there was some rice left over for the next day, it is usually fried for breakfast with sautéed onions and served with an omelet or scrambled eggs.

When everyone sits down to eat together, it can either be done with a fork and spoon because of previous Western influences, or the traditional way using hands. This practice is known as 'kamayan' - and the spirit of 'kamayan' is most felt during nature trips, beach vacations or fiestas.



# GIVE A DAMN!



## CALL TO EARTH: A MESSAGE FROM THE WORLD'S ASTRONAUTS

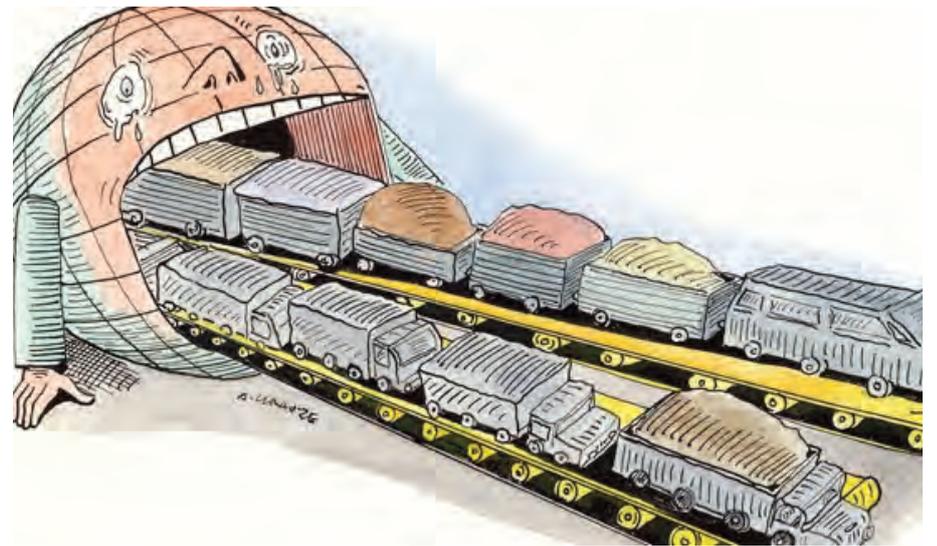
When astronauts of the world unite and gather together to deliver one strong message about our planet that they see 250 meters from space, you've got to sit back and listen wholeheartedly. Watch it here.

## ECONOMIC GROWTH: THE HIDDEN TRUTH

You see it in the news – on paper, on TV, and online: The statement that our economy is growing along with using less of everything. While that might be a promising premise, you'll be shocked at how everything's turned 180 degrees when you take a look behind the scenes.

What's happening is that to be "economically sustainable", we import a huge part of raw materials intended for production of goods rather than producing them on our own. This makes the data and charts look good on paper. However, the global impact on our natural and artificial resources leaves a huge dent on the countries which produce those raw materials.

Bottom line is that as years go by, this will be fundamentally unsustainable. Now that you are aware that production follows destruction... What will you do about it?



## GOODBYE GREENLAND?

...or at least the icy part of it. Laurence Smith, head of the Geography department in the University of California recently headed a team of researchers to get a lowdown of the effects of climate change on Greenland's popular lands of ice. "We scientists love to sit at our computers and use climate models to make those predictions but to really know what's happening, that kind of understanding can only come about through empirical measurements in the field." said Smith. Their research is still ongoing but once it's done, these will help lots of people all around the world especially those who are live near coastal areas and are directly affected by the rising sea levels... like New York and Bangladesh.



## GETTING RID OF CARBON... WITH ONE OF THE WORLD'S MOST DREADED WORDS

TAX. 'nuff said. Global innovator Elon Musk, who has been involved with well-known companies like Solar City, Tesla, and SpaceX, has suggested during the recently held 2015 Paris Climate Conference that there should be a tax specifically for carbon emissions and usage as a means to minimize the evident harmful effects of global warming. "If countries agree to a carbon tax and it's real and it's not super watered down and weak we could see a transition [to clean energy] that has a 15- to 20-year timeframe as opposed to a 40- or 50-year timeframe, we could probably cut it in half and that would have a huge impact on the ... welfare of the world ... it really matters where we do this transition sooner or later," Musk said.



## THE PLANETARIANS

# FIGHTING WATER SCARCITY – NOW!

BY GAAYATHRI VEERARAGAVAN



## THE PROBLEM

“Water, water everywhere but not even a single drop of freshwater to drink!” Doesn't this statement hold true in the UAE where we are surrounded by water but are forced to consume desalinated seawater instead of fresh water?

America has the most abundant share of the world's total freshwater supply with 45%, while Europe and Africa have only 15.5% and 9% of the world's fresh water supply. Asia being the world's largest continent has only 28% of the total freshwater supply available and it is surprising to note that the UAE is one of the top 10 most water-scarce countries in the world, and has one of the highest per capita water usages globally. Additionally, for the past thirty years the water table of UAE has dropped at the rate of “one meter per year!” At this current rate, the UAE will deplete its natural freshwater resources in about fifty years.

According to the Environment Agency Abu Dhabi, 72 per cent of water used in the UAE comes from groundwater, 21 per cent comes from desalination and only 7 per cent is treated water. This groundwater is the best source for obtaining portable water for drinking and to meet our domestic requirements. Unfortunately, nearly close to 72% of this groundwater is consumed in irrigation, for watering plants using sprinklers. What's worse, the UAE being a tropical region with an arid land, about 60% of this water is evaporated before it is even being taken up by plants. Thus, only 40% of water supplied for irrigation is being used up by the plants, which results in the wastage of the precious groundwater. Similarly, irrigation using drip system consumes 25% lesser water than that of the sprinkler system, further adding to this massive wastage of water.

Well it is true that the UAE is blessed with water bodies encircling it, making the process of desalination of sea water a good alternative for restoring the 60% of water lost in irrigation and fulfilling the

domestic needs of the citizens. Although desalination looks like a possible option, it is important to note that UAE needs to adjust its water consumption strategies before its energy consumption doubles in 2020. The Middle East houses 70% of the world's desalination plants with UAE being one of the Middle Eastern countries that is actively involved in the process of desalination. The seawater that is being desalinated in most plants contains minerals like boron and bromide, which after the process of desalination is dumped back into the ocean, which would disrupt the salinity levels of the water bodies harming the aquatic living organisms. In addition to accumulating salts in seawater, desalination also causes the removal of essential minerals like calcium that is integral for human beings.

According to the Pacific Institute, desalination is the most energy costing water resources and thus, makes our water bills soar every year. Encouraging desalination will increase the salt in seawater; make our drinking water devoid of calcium and empty cash from our pockets at the same time just causing harm at both ends. Moreover, the large volumes of harmful gases released by these desalination plants results in polluting the region's climate causing various health problems and affecting wildlife.

Water scarcity is becoming a major issue especially in a desert region like the UAE and it is very shocking to know that “It has been reported that in the UAE, per capita water usage is 550 liters per person per day, as compared to a global national average of 250 liters per person each day.” This makes water scarcity a more pressing concern to be closely looked into in the near future. Doesn't it seem interesting to note that UAE being a country that covers a very small area out of the total earth land area is amongst the largest consumers of water in the world!

## THE SOLUTIONS

It is true that water scarcity is indeed a very crucial issue in the UAE and seems nearly impossible to get wiped out completely but it is definitely possible to do our little part as citizens of UAE in order to reduce this huge consumption of “550 liters per person per day”. All we need to do is to shrug off our guilt and begin implementing the following habits in our everyday life:

- Alter the sprinklers so as to water only the grass and smaller plants ensuring that no water is being sprinkled on the sidewalks. Also, reduce the circumference of the sprinklers so as to cover a smaller surface area. This will not only prevent the loss of water to the platforms but also reduce the loss of water due to evaporation during irrigation.
- Water your plants during cooler times of the day such as early in the morning or evening in order to avoid the loss of a large amount of water due to evaporation.
- Coordinate irrigation with seasonal rains.
- Grow plants that thrive well in the given environment. The UAE being arid can best support the growth of drought tolerant plants. Growing drought resistant plants like cactus requires less irrigation and is friendly with the climatic conditions of the region at the same time.
- Provide reinforcements either in the form of preferential loan or credit conditions that implement environmentally friendly laws.
- Launch different organizations and campaigns that aim at enlightening the farmers and residents of the UAE about water sustainable habits.
- Reduce the amount of water consumed to meet your domestic needs.

---Take shorter showers. Showers waste the most amount of water compared to the other domestic water needs as we lose track of the volume of water that is being wasted by just standing under the shower for more than 5 minutes. Another way to minimize the amount of water that is being wasted while taking showers is to fix limiting filters in the showers that allow

only a limited volume of water though the pores of the showers, thus using only little water to be utilized. Another way to reduce the wastage of water in showers is to use a bucket and a mug instead of using a shower. This will help you realize the amount of water that is actually required for you to take a shower and also enable you to realize the amount of water that you have wasted on a regular basis.

Brush your teeth with the taps closed. While it is true that we brush our teeth early in the morning usually half asleep dragging ourselves to school or work, it is important to know that a huge amount of water is just going down the drain unused. This does not only give you expensive water bills but also causes permanent loss of water.

Using half-flush toilets. More than a gallon of water is being flushed out from every home in the UAE everyday. With this practice being continued the amount of water being wasted increases at an alarming rate. By incorporating a half flush system in your toilets, you can reduce the amount of water that is being wasted by just being flushed out on an everyday basis and eventually contribute to narrowing the margin of water scarcity in the UAE.

“Dubai” an emirate in the UAE is taking a measure to reduce this problem of water scarcity through a program called the ‘Green Mosques’ project, being championed by Green Sheiks, aims to reduce consumption by 20% and save around Dh 6 million.

By actually executing the above steps we can eventually make the size of our water consumption the same as that of our land area!

# PHOTOTRIPPING

By SHAHID SAEED

## BLACK AND WHITE PORTRAITS

It is said “if you want to shoot fashion, shoot in colour, but if you want to shoot emotions, shoot in black and white”. That doesn’t mean that the emotions cannot be captured in colour, but there is something special in black and white photographs that can sometimes be lost in colour. The key to a successful portrait is your subject’s eyes, a good use of contrast and composition.

Camera: Canon EOS 5D Mark III  
Lens: 24-105mm  
F-stop: f5.6  
ISO: 100  
Shutter: 1/200s

PHOTOGRAPHER: ABDUL AZIZ SAMSON  
LOCATION: ABU DHABI, U.A.E



# THE CHALLENGE: STUDIO LIGHTING WORKSHOP

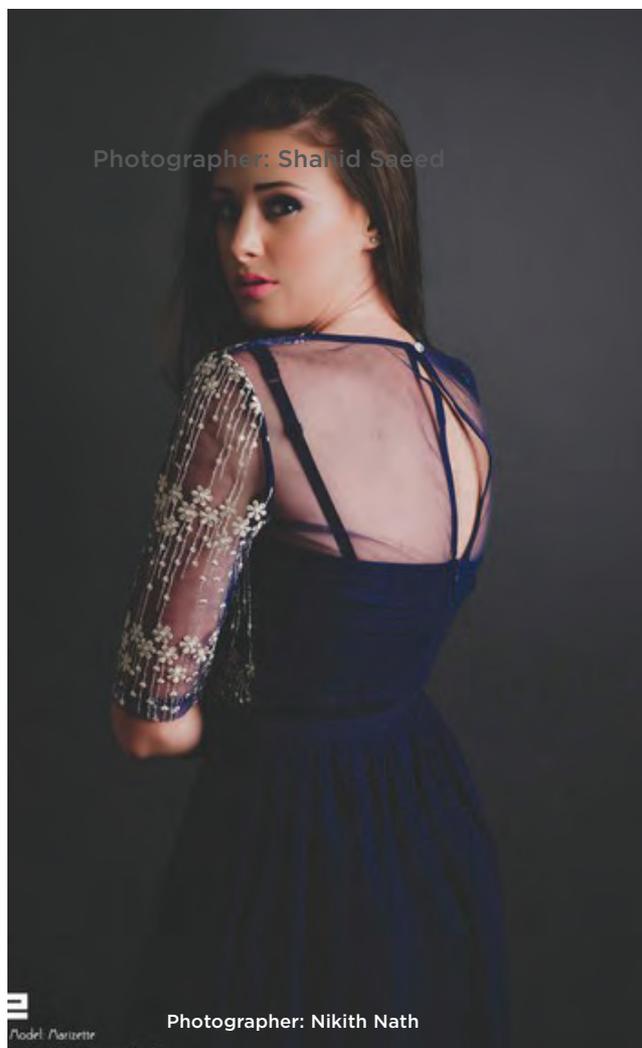
Abu Dhabi Photographers has hosted Studio Lighting Essential Workshop in collaboration with Fujifilm Middle East and about 30 members participated. Members were provided information on 'Lighting Behavior'. Fujifilm X-Series provided a makeup artist and two female models to help the photographers practice their shots.

ABOUT: Abu Dhabi Photographers is a group of photography enthusiasts who meet regularly to capture beautiful shots and to share knowledge and experiences. The group is managed by BrandMoxie.



The Group sets out.

The Workshop.



Photographer: Shahid Saeed



Photographer: Shahid Saeed



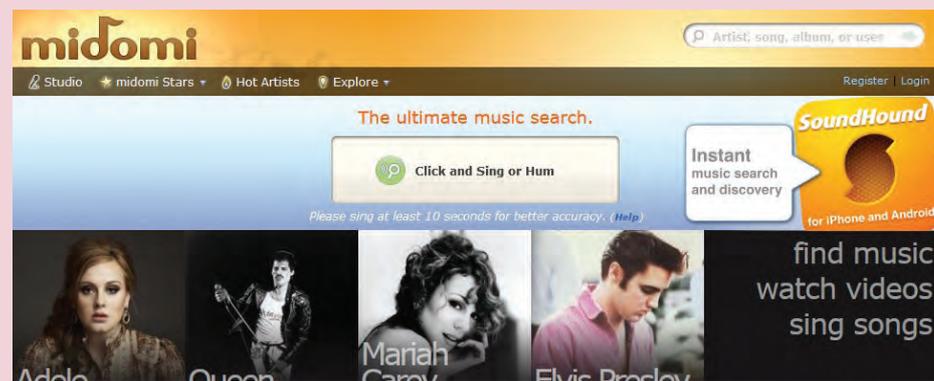
Photographer: Nikith Nath

## DIGITAL JUICE

# QUIRKY WEBSITE FINDS: MIDOMI, FUTUREME, AND MYFRIDGEFOOD

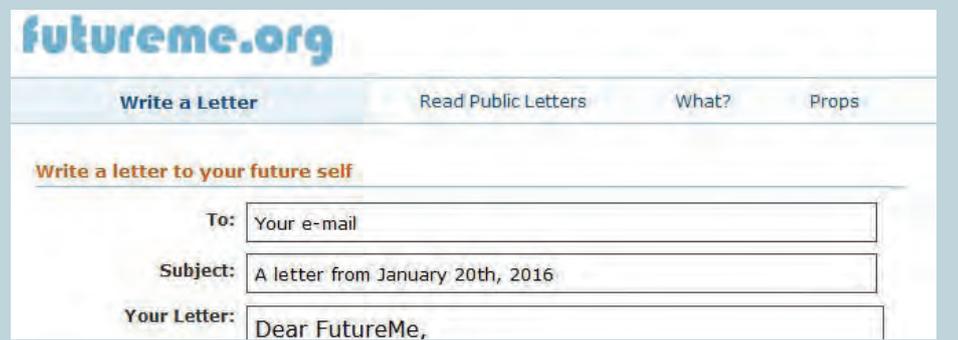
## MIDOMI

Last Song Syndrome or LSS is something we're all too familiar with – humming a song that we just can't take off our minds! Or you might have heard a song from the radio or somewhere but just can't remember the title of the song. That's when you can turn to Midomi. All you need to do is hum the tune of the song you're looking for and it will give you the title!



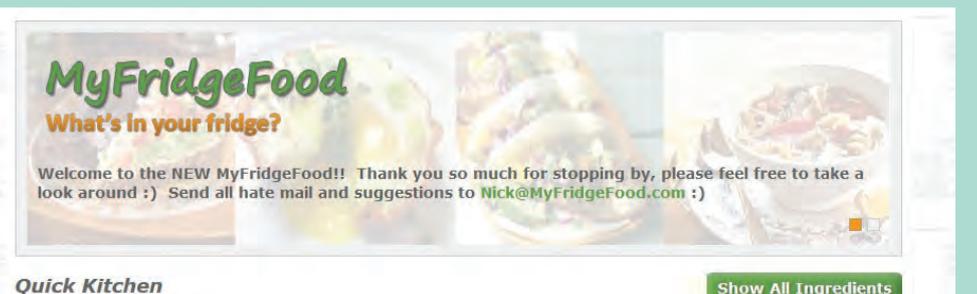
## FUTUREME

We're all very familiar with resolutions that we make excuses for failing to see through. But how about giving ourselves a back-to-reality wake-up call? Well, FutureMe is a cool tool that allows you to write a letter to your future self as a way of inspiring you when times are tough. This could even be an affirmation letter of what you envision yourself being in the future. This nifty website also enables you to send the letter to yourself in the future, whether it's in a day, a week, a month, or even years!



## MYFRIDGEFOOD

We all have the same problem: you check the fridge and you find several food items but just can't figure out what to eat. That's when you can go to MyFridgeFood for a suggestion. What MyFridgeFood offers is a long list of raw and processed food items that you can check to fit what's on your fridge and get a recipe.



## CHIPOLO: SHAKE IT TO FIND IT!

Ever started a day when you're looking for something but just couldn't find it? Now, you don't need to worry about that scenario because of Chipolo.

Chipolo is a Bluetooth powered device that allows you to check the location of your belongings. It comes with a downloadable app of the same name which operates seamlessly for both Android and iOS devices. It works in two ways: either you use the app to locate your item or you can shake the Chipolo to locate your phone!

Chipolo is a product of a Kickstarter project from 2013. The Chipolo team originally set a \$15,000 goal to start off on their first batch. But after overwhelming response, they managed to acquire the help of more than 5,000 backers who funded the project for about \$300,000!

The Chipolo comes in nine colours, and can be attached to a bag or anything with a handle.



# START WITH INNOVATION

By TOMISLAV BULJUBASIC | @buljubasic



## TRUST: THE FUEL OF CREATIVITY



One of the most important factors in fueling creativity in an organization is trust. If employees don't trust their company, they will not innovate by sharing their ideas. Environment influences creativity which is the zero starting point of the innovation process, with the individual as the starting point of every idea. Creativity is by definition the ability to create new ideas, but ideas as a result of creativity must have economic value to be treated as an 'innovation'. On its own an idea may or may not be an "innovation".

It can be said that innovation links directly to creativity, but creativity is only the start of the long journey that an idea must go through to become a product. We may or may not have not creativity in our work, but innovation will only come as part of a defined process.

People are naturally creative, but companies often are not and are usually more likely to suppress creativity. Individuals who have the ability to create will not be able to express innovation in those organizations that do not encourage creativity.

The key to success is in the creation of models that describe the innovation

process, and allow for the occurrence of failure - which is very common in projects. Indeed, the story of innovation is a story of failure, because only a fraction of ideas are ever realized.

The biggest risk is in not innovating. Namely, if the company does not have innovation, it allows the competition to shape the future by creating a market that is no longer interested in the old product. Therefore it can be said that the challenges associated with innovations are great, but the risks of non-innovating are much higher. Celebrating innovation is critical. It is usual for companies proud of their latest innovations promote them commercially, but it is equally important to celebrate them successes internally. After the realization of an idea, the persons who were the innovators should be recognized.

An innovation culture can be achieved only if innovation is highly valued within the company; it has to be a way of life and as such be present in all corners of the company. When innovation is the responsibility of every employee, we can talk about an 'innovative company' that bases its development on the creativity of its most valuable resource, its people.

## THE 2016 SUCCESS FORMULA:

### DEFINE THE CUSTOMER EXPERIENCE FROM THE GET GO

BY ROBERT KEAY

Founder and CEO of Ethos Integrated Solutions LLC

Customer care is a make-or-break for most start-ups, particularly those in the goods and services sectors. Far too often start-ups believe the customer experience is something confined to the big boys and something the small guy can pay attention to much later when a certain level of success has been achieved. The reality is, it has to be built into the business plan from Day One, that's if you're determined to succeed in what is now becoming the Experience Economy.

I would argue that defining the customer experience is actually more important for a start-up. Really it cannot be overstated - how you deal with your first customers will determine, in large part, whether you're on the road to success or failure.

Get the customer experience right, and you'll win loyal customers who return again and again. Conversely, get it wrong, and dissatisfied customers will complain about your business to others - and it now spreads online and via social media at an almost bewildering pace. This could lead your reputation to sink as quickly as the Titanic, and that's before you've really had the chance to set sail.

Drafting the customer experience journey may sound daunting to start-ups, but take heart - there's a lot of help around. At Ethos, for instance, we're working on online and mobile solutions which can be bought, in part, or whole and managed by us or self-managed. This will make the whole process easy and highly cost-effective and should deliver considerable returns in repeat business, competitor knowledge and the ability to adjust marketing strategies as quickly as consumer whims change.

Start-ups however, like everyone else, have to understand that delivering excellence in customer service isn't just down to the people on the front line - it involves everyone - from the CEO, to HR, from finance to the sales guy on the shop floor. Everyone is involved - everyone has to be committed so when you employee people, only choose those who will be as passionate about the customer experience as you are!

Make sure your customer experience commitment is based on the simple philosophy - treat the customer as you would like to be treated.

You will need to have processes in place to ensure the customer experience is at the core of your business. Some particular systems you could put in place include:

Ensure your website deals with popular queries and make sure it details the contacts of the person who can help if there is a problem. This will often allow a customer to resolve a query themselves.

Use trusted suppliers. Be conscious of the fact that a problem with a supplier will have a knock-on effect on your

business and reputation in the eyes of the customer who doesn't really care that the problem may have been out of your hands - as far as the customer is concerned it's your problem. When choosing suppliers prioritise quality and reliability over price - it will pay off in the long run. Your reputation is everything.

Tell it like it is - don't over promise in your offering. Don't make claims you can't deliver on but focus on what you can uniquely offer - a personal touch, for instance.

Make sure production runs smoothly. Identify any hold-ups and address them.

Put a returns procedure in place and make sure it's easy to understand and activate.

Respond quickly, ideally within 24 hours.

Listen to what customers want and tailor the product and service accordingly.

Invest in technology and training. Technology will be needed to leverage today's omni-channel marketing requirements and it can help you better understand your customer. You should ensure that your staff are trained to the hilt in your products, services, procedures and company positioning. Front line staff will be the first impression many customers get of your company ---- if they get it wrong, you lose business.

Keep an eye on what your competitors are doing and continually innovate to stay ahead of the game.

Map out the customer experience journey and you'll reach your success destination. The benefits are multi-faceted but all boil down to increasing the value of your business. An organisation that is obsessively customer-focused from top to bottom has higher rates of employee engagement and retention. It spends more time innovating and delivering because it receives fewer complaints and can direct its energies into the positive. It creates a brand differentiator - people come to associate it with excellence of product and service. It develops customer loyalty and retains clients who are often prepared to pay more for their goods and services because they like what they get and how they're treated. These customers also drive down sales costs because they refer the organisation to others and, the value of its brand just keeps on rising.

Begin as you mean to go on and you'll earn your place in the new experience economy.

# TEMPO TALKS BOOKS

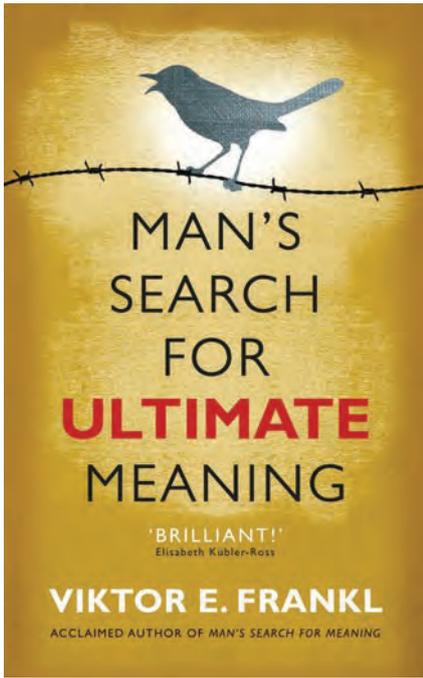


BY SANA ASHRAF | @SANAALIKESPIE

## MAN'S SEARCH FOR ULTIMATE MEANING BY VIKTOR E. FRANKL

When I picked up this book I initially thought it was Man's Search for Meaning (a memoir from a Nazi concentration camp) - which I had been wanting to read for a while now - until I was realized it was Man's Search for Ultimate Meaning - apparently not the same. But this was a pleasant, perhaps fateful, mix-up.

Written by the same author, Viktor E. Frankl explores in depth the rise of existential crises among the youth. He examines this by claiming that the current Freudian perception of man - which is the notion that all humans are controlled by certain drives such as hunger or greed - can do more harm than good. He finds, through stories of people's experiences that this makes people seem like 'machines that must be fixed'.



Of the several profound ideas he puts forth, he mentions that people must not be excessively analysed because that removes the 'human' in them.

An artist cannot and would not be able to produce, he says, without the 'non-rational artistic conscience'. If an artist were to sit down and say, 'now I will paint' without inspiration, they would only face failure. Of many other examples of the sort, Viktor E. Frankl emphasizes that meaning is found through spirituality - and yet, he mentions that regardless of gender, tradition, religion, or race, everyone can find meaning, and that it is not a therapist's job to provide meaning for one's life.

He suggests that the feeling of emptiness, which is accompanied by cynicism, nihilism, and depression, can be filled only with meaning. A life without meaning is not a life - a life without purpose, a life that is not led by one's own choice of freedom is not a life.

I for one enjoyed this book; it certainly proposes more ideas than one could state in a page, which are deeply profound. I paused and reflected several times throughout the book, and at once even found a tear escaping my eye. And that did not only happen because I am emotional by nature, but because it felt as though the book were speaking to me, and to my generation. It gave me a new outlook on how we as people function, and it challenged the Freudian philosophy that we are simply bodies with drives. For if we were simply driven by certain things, we would not have a conscience, and there would be no 'human' in 'human'.

An existential vacuum, the emptiness, is caused because of the lack of purpose or meaning. Frankl states that life is not a pursuit of happiness, but a "will to meaning; meaning in suffering" and "freedom of will." Though not an easy read, this book provides a more hopeful, and meaningful, perspective on life.

# LIBRARIANS LOUNGE

BY VANESSA MIDDLETON

## IN THIS YEAR OF READING - DON'T PLAY WITH PLAGIARISM!

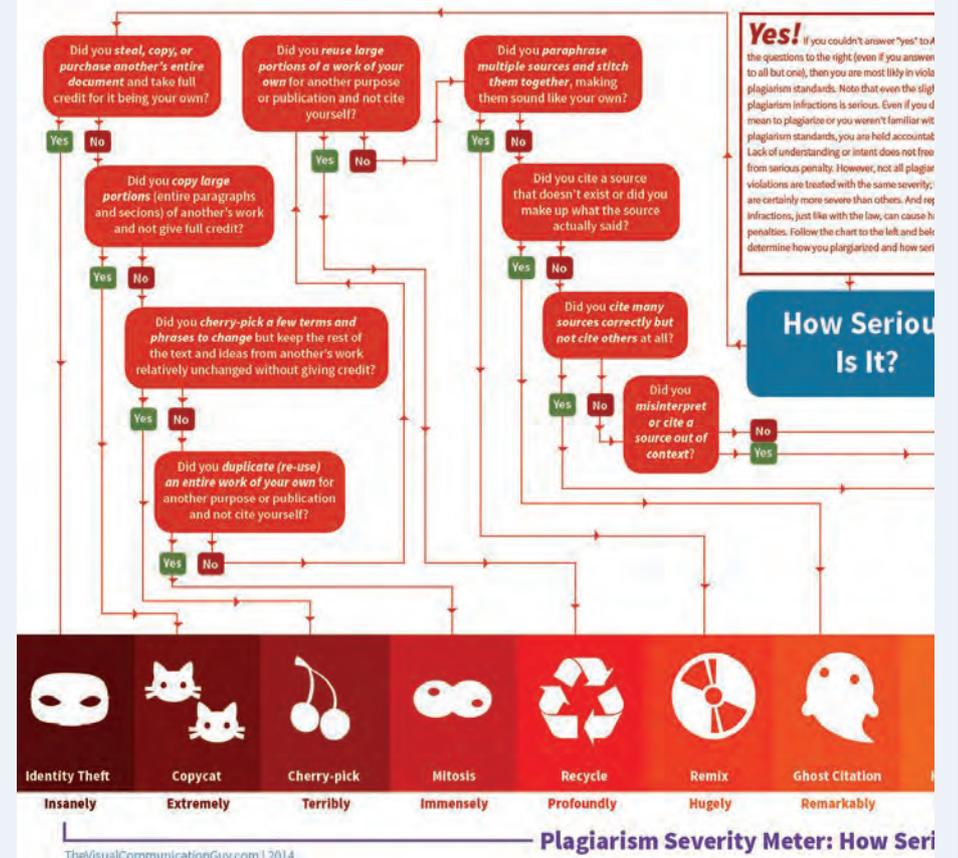
In this Year of Reading, please take extra care to understand the importance of valuing the written word, data and image. In our cut and paste era, it is easy to take someone else words, and use them as though it was our original thought or idea.

We all know how authors, artists and other creatives work hard to come up with their ideas, writings, novels, plays and other forms of expression.

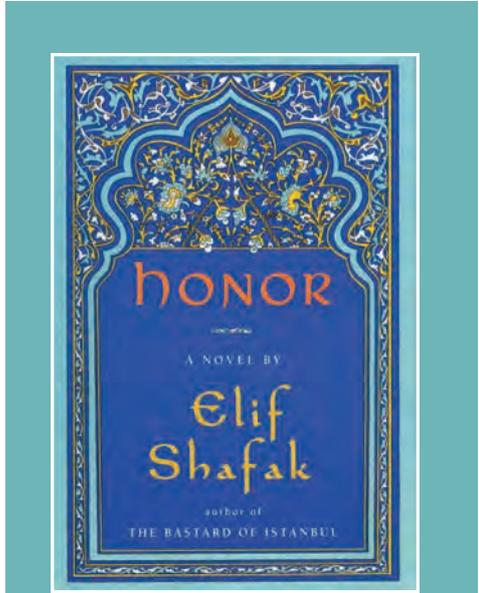
We should value the efforts and thoughts of authors, and not take these ideas without acknowledging the ideas or thoughts of the original author. Credit the artwork or creative output of everyone in a

respectful manner. You may have an opinion about other's ideas and thoughts; but if you didn't have the original idea please give credit! Keep your integrity high, respect the author's efforts and work. Review the charts below from TheVisualCommunicationGuy.com and ask the critical questions in the way you use data, information and words/photos/pictures or other creative works found online, in print and multimedia format. See where you fit on this chart. Have you violated the basic principles? How serious has your violation been? Seriously insane or somewhat miscued? See for yourself!

### Did I Plagiarize? The Types and Severity of Plagiarism Violations



We are also planning a Black History Month Ebtikar Innovative Program this coming February 27th & February 28th featuring storytellers, innovation corners, makerspace hands-on experiments and a diverse array of reading activities to highlight the contributions of African American inventors to technological innovation. Check out [www.feelyourtempo.com](http://www.feelyourtempo.com) for more details!



### TEMPO RECOMMENDS:

'Honor' by Elif Shafak  
A novel about love, tradition, betrayal and the obstacles faced by a family of Turkish immigrants in 1970s London.

## FOR MICHAEL BY UWEM UMANA

I opened the door slowly and tiptoed in. Pearl was giving away a light snore. Crouching on the floor with a powerful camping flash light switched on was Michael, reading the 'Diary of a Wimpy Kid. The Long Haul'. He was so engrossed in the reading that he didn't hear the door creep open, neither did he hear my breathing as I stood still, watching him. I tapped him on the shoulder. He jumped.

"Michael go to bed now, we have a long journey later in the day."  
"I know, I just want to finish this chapter before I go to sleep."  
"Can I kill such an enthusiasm?"  
On the 25th of December, Michael serenaded us with his skills on the recorder as he rendered 'My true love said to me'.

He was quite a big strong lad for his age of eight. He looked like a wrestler at first glance, but an interaction with him revealed a gentility that would not hurt a fly. Anytime he came to spend holidays with us, I loved it because I knew he would be the right kind of influence for my son.

We rode the toboggan together, cycled together and played footie together. We had great fun together. Michael was a very spiritual young man. He loved God with all of his heart and would do anything to please Him.

I remember one evening with him. I was going for my evening walk and he asked "Uncle can I come with you?"

I paused for a moment and then replied "sure."

He was a little puzzled by my hesitation.

He jumped into his pair of trainers and came along with me.

"Uncle, why is it that the world is getting worse?"

"What do you mean Michael?"

"Well, anytime you listen to the news, it's always something bad happening somewhere. Either a plane has crashed, or some disaster, or shooting?"

"You know buddy, you are correct. But I am not too sure why these evils. Maybe because people have forsaken God. They don't have the fear of God anymore and they now do bad stuff."

"Really. How can these things be stopped?"

"I don't know Michael to be honest with you."

"Do you think, it's going to get better by any chance?"

"I don't think so buddy"

"You know I watched one time on the internet how people went into a big forest to cut down so many trees and how the animals who used

to rely on these trees for habitat were made to be homeless and killed indirectly. My teacher also told us that these trees breathe out oxygen for us to breathe in. So if they keep cutting down these trees, that means we will not have enough oxygen to breathe in."

"Michael, you are very smart. What you have said is true."

"But why?"

"Again Michael I am sorry to disappoint you with my answer, that's the way man is."

"Really? So, man is uncaring?"

"So, it appears. Otherwise what else would make man to act so wickedly?"

"Uncle what can be done to ameliorate the situation?"

"Michael I do not know. By the way, where did you learn that word 'ameliorate' from? All the laws have been put in place. Countries have signed up to these laws to agree to end these evil practices, yet it still rages on."

"I learnt the word from a conservation website."

We went on and on for about thirty two minutes.

By this time, we had completed one circuit of 3.5km. I wished we could go for another round but I needed a break to give further consideration to my discourse with Michael.

My son Mekobong, loved Michael a great deal. They played together, ate together and slept together. They delighted in throwing banter about how much they knew and could reason. By the time the holiday was over, it was very sad to see Michael go.

All the nice memories we had, kept us going. Every now and again, I would bring out the photos of the last holidays and we would reminisce over it.

As the next holiday season drew nearer, I was on the circuit with my son for a walk when the much dreaded question arrived.

"Dad, Is Michael coming over this coming holiday?"

Tears rolled down my eyes. I tried to hide the tears from him. It was nighttime.

The whole drama re-enacted before me when I first learnt of the news. I couldn't take it. The disbelief and the wishes I had on my mind. For once I wished it was a bad dream that I would wake up from. Far from it, it was real. I had come to terms with it. I thought about Mekobong and how I would pass this news to him.

"Dad, you have not answered my question."

I put my hand over his shoulders and said "son, we are not going to see Michael again. He has gone home to be with the Lord."

"You mean he is dead?"

## ZAYED UNIVERSITY'S AL KHARAREEF STORYTELLING CLUB

was created to enrich the legacy of the Emirati storytelling tradition and contribute to the revival of this important cultural heritage within the United Arab Emirates.



Last year, the Club in partnership with the Abu Dhabi Music & Arts Foundation launched an Emirati cultural literacy project titled the Story Mile, a collection of 48 original fables and folktales, written by students from the Academic Bridge Program, illustrated by the College of Arts and Creative Enterprise majors and translated by ZOWD volunteers into the language of its characters, Emirati dialect.

The Story Mile tales, which are the first of a three volume series, were recently published as a book in English and titled "Tales from the Emirates" in Arabic. The stories not only share the storytelling tradition of the Emirates, but have also introduced other key aspects of Emirati culture and are creating new footprints in the sands of the cultural landscape of the UAE.



"Suddenly, the house burst into flames."

## THE HAUNTED VILLAGE

BY MARIAM JUMA AL DHAHERI

ILLUSTRATOR DINA BIN MASOUD

There once was a house made of arish. The sun never entered it, the rain never fell on it and the wind never shook it. Jinn occupied it for more than a thousand years. Humans called them Qawm Al Deseas ("The Three Rascals").

The people didn't want Qawm Al Deseas because they brought misfortune on the village, so the Sheikh decided to destroy the house. One day, soon after, the villagers all started reading the Holy Quran and Mawethat. But one old woman called Aisha didn't want the house destroyed. She had lived in the area for more than 70 years, and knew what would happen if the house was knocked down. Aisha warned the people but no one listened, so she left.

The night after Al Asha prayers, the villagers read together in a loud voice. Suddenly, the house burst into flames. They thought they had killed all the jinn, but they were wrong. Qawm Al Deseas didn't die. They had escaped and were now very angry.

They went to Ras Al Khaimah to get help from a friend who lived in the sea. Khattaf Raffay is a boat with a haunted sail. United, Khattaf Raffay and Qawm Al Deseas decided to kill the people, take their souls and throw the bodies away.

Disguised as traders, Qawm Al Deseas and Khattaf Raffay built a store in the Souq and hung up a sign, 'Change Your Life in a Minute.' They invited the Sheikh to open it. When he stepped inside, his mind started playing tricks. He saw an amazing chair made of gold and purple diamonds and other wonderful things. Khattaf Raffay told the Sheikh to close his eyes and put his hand on a sail.

Possessed by Qawm Al Deseas, the Sheikh saw everything he wanted in life - popularity, riches, and much more. He left the store telling people how wonderful it was. The people visited one by one. Qawm Al Deseas and Khattaf Raffay were veryso happy, because with each body they entered, they became stronger. They turned all the people into jinn and made the whole village haunted.



Dana Sawan, one of UAE's up and coming fashion designers, took time off to chat with Tempo about how she combines traditional Arabian fabrics with a modern fashion look.



# ARABIAN-INSPIRED FASHION: DESIGNER DANA SAWAN

BY NEIL BIE

**TEMPO:** What has shaped Dana Sawan's design vision?

**Dana:** I'm 28 years old, originally from Palestine, born and bred in the UAE. I am adventurous, I am a risk taker and I love to learn new things every day! I have always followed fashion trends and observed the work of designers working locally or internationally and that's when I realized there was a gap in fashion that combined contemporary style with traditional culture.

For me fashion is a passion and a way to express your taste and personality. I started my fashion line in 2015 using mostly Ghutra/Hatta/ Shmakh/Keffiyeh print.

**TEMPO:** What is your creative process?

**Dana:** An idea comes to mind and that's when you have to imagine the cut, and how this material fits on different people with different tastes. The very specific checkered

print stands out even if it's in a simple design.

**TEMPO:** What's your fascination with the hatta/ koufieh/ ghutra/ shmakh print?

**Dana:** I have chosen this print because it gives Arabs a symbol of solidarity. Even though it comes in different names it is actually the same print but it is given different names and pronounced differently across the Arab world. The basic koufieh prints usually come in

basic colours like black, red and white but with my designs I've chosen to be more on the creative end and have all sorts of colours.

My main motivation is to create a bridge where East meets West, by taking the traditional fabrics and creating a new modern fashion line for women. It needs to be elegant and unique; fashionable and traditional at the same time. The designs can be worn casual or formal, it's all about how you style it!

**TEMPO:** How have people reacted to your designs?

**Dana:** They have absolutely loved it and I was impressed when I received orders from different parts of the world, from the US and all the way to Australia!

**TEMPO:** Are there designers that inspire you?

**Dana:** Many, but my favourite is Oscar De La Renta. I love the multiple colours that he puts into pieces that are simply breathtaking.

**TEMPO:** What's a typical day for you?

**Dana:** I am always on the run! By day, I work in a financial firm and after that I switch to working on my designs between finalizing material and design. I cherish quality time with family and close friends, always have a big heart to see my nieces and nephews as well. I attend charity events, travel from time to time to see new places and learn new culture as well as meeting new people. Right now I am taking horseback riding lessons as I love horses!

**TEMPO:** How can someone break into fashion design? Any advice you want to share?

**Dana:** For as long as I can remember I have always wanted to start something, somewhere, but I didn't know how to and when. I never kept that from stopping me. Work to accomplish something, even if it fails because there is never success without some failure!

**LINK WITH DANA:** Instagram/DanaDeesh or danadeeshdesigns@hotmail.com



## FILMMAKER'S CORNER



BY MICHELLE NICKELSON | CO-CHAIRWOMAN OF WIFT, UAE

### AMAL ALAGROOBI:

#### EMIRATI DIRECTOR AND FILMMAKER

Emirati director and filmmaker, Amal Alagroobi got her start in thought provoking documentary films, *Half Emirati* and *The Brain That Sings*. Amal is now moving into narrative film with her short film, *Under the Hat*. She was also the Best New Director for WIFT, UAE.



**Michelle:** You started your career in a different sector, as a neuroscientist. What was the turning point when you decided you wanted to get into directing?

I'd always wanted to be a part of the film business but I looked around and I wasn't happy where I was. The film festivals: I used to watch them on TV all the time... cinema was just a part of my life. I felt like I was missing out on opportunities and I just decided one day that I wanted to follow my heart and pursue my passion. I didn't really set out to tell stories; I wanted to create them and be in them.

**Michelle:** As a director, is your style more hands on with actors, or more improvised?

I have only directed one fiction film and that was my first experience working with actors. I spent quite a bit of time with them explaining their back-stories, rehearsing and having a chat about how to reach the root of their characters. I think you need to get what you want out of actors, as a director but you have also cast them for a reason.

**Michelle:** What do you feel is your strongest asset as a director, and what would you like to improve on?

I think I really understand human beings and human emotion and that allows me to manifest this in my work. I have a great yearning for social justice and so my voice resonates in my documentary work. I think I also interpret stories in my own unique way in that produces a unique film. I think the only thing left to improve on is my ability to handle different situations and that will come with experience.

**Michelle:** I had the pleasure of meeting your parents at the premiere of *The Brain that Sings* at DIFF. They are very supportive and excited about your work. However, there are many young women in the Middle East who might want to get into the media industry, but don't have that level of support, as it's not a traditional occupation for women. As an Arab woman filmmaker, what do you see for the future of Arab women in the industry, and what do you think can be done to support them?

I think that women are at the forefront of the film industry in Arabia. I don't think there is as much hostility towards them - personally I have only felt a sense of respect from my colleagues in the industry here. I think it's difficult for a woman to make a name for herself in this industry because there are certain decisions she has to make about her lifestyle and that usually is not conducive to Arab culture/traditions/society. But that does not mean that things can change. It's possible to balance your life and find a medium and that should never stop you from pursuing your passion.

Alagroobi Films recently conducted a few courses where we found, mostly women who were enthusiastic about pursuing a career in the film industry - we found editors, cinematographers, producers and we've managed to include them in the productions we do. This is part of our duty to the country we have established our company in; we can just make movies, we have to leave something here for the people and add to the pot.

**Michelle:** Tell us about your newest project, *Under the Hat*. What was the inspiration for the story?

*Under the Hat* came to me as I was lying in bed. We have just moved into a new home and the Prayer caller of the mosque just sounded so bad. I kept thinking perhaps maybe they can remove him. But who will replace him? I then fabricated a story about the least likely candidate and there we had it! It was tough trying to find a scriptwriter to write the script in Arabic because many people found the nature of the story rather sensitive. I finally met Yousef Ibrahim; we really got along and worked together for a solid two years to develop the script. It's not easy. Scripts have many revisions and even then it may not be perfect.

**Michelle:** What's next for you?

I'm going to spend some time working on developing my writing skills. The story always starts with a good script and if I can't master all aspects of my craft then I will never be great at what I do.

With my production company Alagroobi Films, we are going to start developing some more scripts and working with some of our international producers to create more feature films for theatrical release so we will be looking for great writers and slowly building our team.

We needn't forget that the film industry is a film business - eventually our films have to make money so we are also looking for some great investors who would like to pump funds into long-term investments as well as into the development of the Arab film industry.

Women in Film have been in Los Angeles for over 40 years, supporting women in various facets of the media industry. Women in Film and Television (WIFT) UAE, is currently the only branch of the parent organization in the Middle East. Our objective is to support women of all nationalities in the UAE with their media projects. We will be showcasing women filmmakers in each issue of Tempo.

## PARENTAL GUIDE



BY HEATHER LONG VANDEVOORDE, PH.D. | @HVDVOORDE

### LOVE

Recently the AISA Parents Group at the American International School, Abu Dhabi, ran a writing competition. Winners were named from each grade from grade 3 - 12. And there was an overall winner. This year that was Hamdan Zoghbor, a grade 7 student from the UAE. The topic was, "If I was president of my country for a day." February is the month of love and I thought this essay was full of love. Enjoy.

#### DEAR WORLD,

Hello dear citizens, my name is Hamdan and I will be the president of the UAE for only a single day so we better hurry up and not waste the valuable time we have so set the timer to twenty four hours, and let's get started! If I was a president for a single day in the UAE, what would I change? I am determined that it is enough to accomplish all the people's dreams, make my country a heaven on earth, and make it a place to call home. As President of the UAE, the first thing I would instantly do is make a 2 minutes speech about my objectives and my responsibility as a president.

Twenty three hours and fifty eight minutes left for the day to finish. I would be thrilled to start with the elderly people in the UAE. I will build them a hotel only for them like above fifty years old or so. Even if they are poor and can't afford it, I will pay their total bill. Their beds will be as soft as a cloud and as huge as an elephant. They will also have their medicines, and they'll get almost anything they need.

Nineteen hours and 30 minutes. Let's start with the young adults who work every day except Friday and Saturday. Every day I see grumbled adults talking angrily about their problems in their jobs, and sometimes I agree with them. For example, I accidentally eavesdropped upon somebody who said on his phone in a lion-like voice that it's not fair he should continue to work all night when other people can take a break. So, the day I am president, they will have a holiday, and they could come to me if they have a serious trouble about their job.

Fourteen hours and fifty minutes left for the day to finish. And now, for the children and teenagers who goes to school will have their own surprise.

I like to start with the poor people who go to poor schools, I will let them choose a School and then let them start studying there but the grades depend on their knowledge. If they have less knowledge, they will go to their appropriate grade and start studying there, but if they are smart I will pay for the school for a whole month because those people just deserve it. Also the day I am president, I will make another two-minute speech about the student should respect their hard working teachers, because they are the light bulb that light your way to the perfect destination.

Nine hours and nineteen minutes remaining.



Now, it's time to think a little outside the box. It will help the others and also make the fame of the UAE spread quicker than a screaming fire.

I have two other ideas about helping the world as President of the UAE, and I'll say them one after another.

My first brilliant idea is help people who die from starvation or famine. I am doing this because of the strong sentence I heard: "anyone who dies from starvation is not natural, someone is behind it." People shouldn't just die like that, so I will send soldiers to the poor safe part of that country and then give them food and money. This mission will get started in the day I am president.

My second brilliant idea is about creatures, some cuter and some uglier than humans. These are the animals. Did you know fifty-six billion animals die in a year and more than three thousand animals die every second in slaughterhouses around the world? Can you imagine that? So, I will create an island in the UAE for all of the animals where you could see them but not kill them. If there was no island, I will just choose an uninhabited place for them that could help repopulate the world.

Looks like I only have a single hour and twenty minutes left before the end of the day, so I will just spend the rest of my day relaxing, swimming and playing.

Ten seconds left! Nine, eight, seven, six, five, four, three, two, one, a new day had rose and now, I am just a happy and famous fellow in this huge, wide, magnificent world.

From the world's last hope,  
Hamdan Zoghbor



# BLACK ON BLACK RHYME: KEITH RODGERS

I got together with my poetry mentor Keith Rogers who is a big brother to me, and the founder of Rooftop Rhythms' parent organization, Black on Black Rhyme. We talked about his love for poetry and self-expression, and more.

**Dorian:** What impacted your life and inclination to become a poet and events organizer?

**Keith:** I got into poetry at a very, very young age. As early as first grade. I've always been fascinated with rhymes. I first made a name for myself in poetry in grade school. I would write poems for my friends to give to their girlfriends or write letters that rhymed to girls I was crushing on. I was such a romantic.

I was born in Lake Hamilton, Florida in the county of Polk. Being born there impacted my life because it is a small town full of relatives, friends and co-workers that struggled, played and rejoiced together. It instilled in me a work ethic that taught me that you don't have to have a job to go to work!

**Dorian:** Tell me more about Black on Black Rhyme. How many cities is it in now and where do you see it going from here?

**Keith:** Black On Black Rhyme is a collective of poets, singers, dancers, designers, musicians and photographers that bring their passion for entertainment and education together to form an artistic movement that you can groove with! I started Black On Black Rhyme in my apartment in 1998 and it is still going strong today! It is not just poetry, but a way of life! Its members become family and as the memories accumulate generations are created.

Black On Black Rhyme is currently in six cities. I see Black On Black Rhyme producing a TV series of some sort and creating more impactful poetry compilations to inspire others to write.

**Dorian:** Black on Black Rhyme introduced me to performance poetry and definitely saved my life. Because of the name, some people think your group is only for Black people or only discusses Black matters. What are your thoughts about that?

**Keith:** The name Black On Black Rhyme is a positive spin on the term Black On Black Crime, so if you're are instinctively turned away by the name then you probably are the one that needs to hear it the most! The poets are so prolific in the topics they write on. They run the gamut from oppression to education, from politics to sports, from religion to health! So to answer the question of do we just write on Black topics, NO! We write on the right topics.

**Dorian:** I agree with your thoughts on the name controversy. People should always give something a chance before they judge. When did you get in to poetry?

**Dorian:** You have returned to the Middle East, to perform in UAE. What is this like?

**Keith:** I decided to take the trip across the world to Abu Dhabi because a close friend of mine, Dorian Rogers, started something beautiful and I wanted to be the beholder. I wanted to experience the Experience! Sometimes in life you have to take a break from yourself and enjoy what you have inspired. Now that I have returned, I would best describe my trip to the UAE

as amazing. Experiencing a totally different culture, the richness of the nation, the appreciation of my art, to hear poetry in other languages. Let me stop before I relapse!

**Dorian:** Where do you see yourself headed, and what's the secret to a great poem?

**Keith:** Five years from now, I see myself as a well sought after speaker, host, author and performer spreading that Black On Black Rhyme love all over the world. I believe the secret to creating a poem that resonates with people is to feel it. Is it a complete concept? Did it make you want to meet the characters, pay their bills, feel their pain, experience their joy? Now, that's a sign of a great poem!

**Dorian:** One last thing before you go. How can you be reached regarding the bill for this coffee? Should I just email over an invoice?

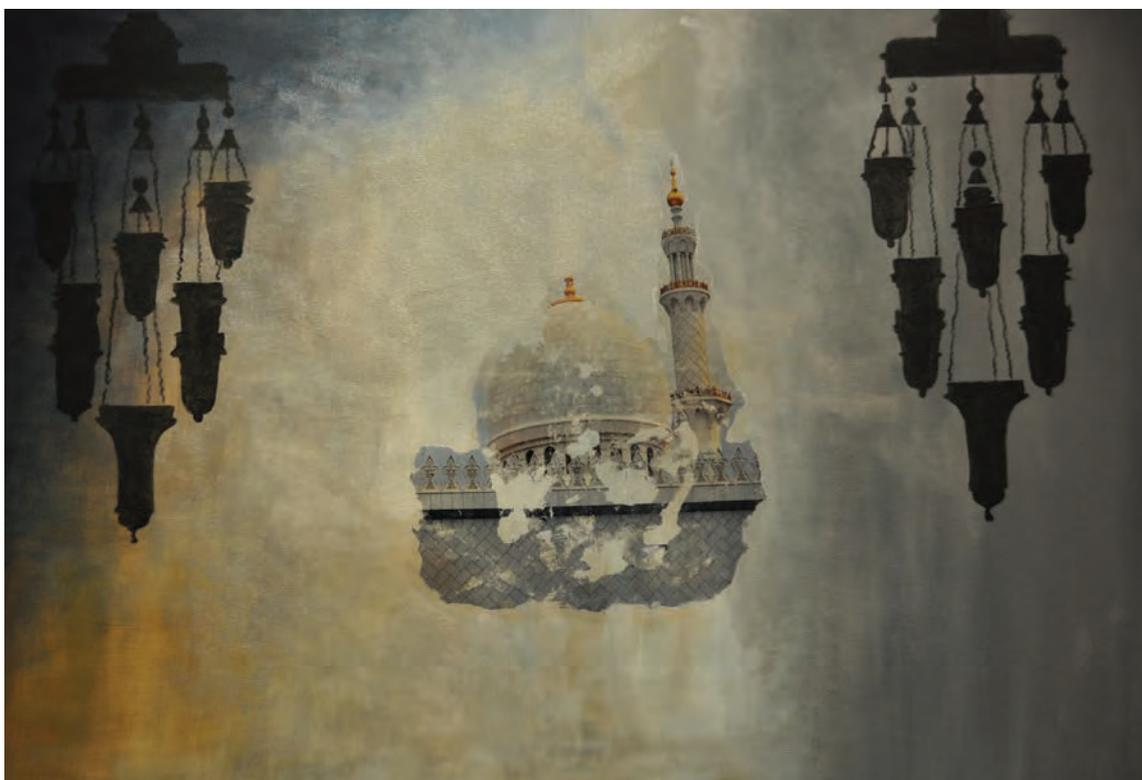
**Keith:** \*blank stare\*

**Connect with Keith:**  
[Dismusbkeith@hotmail.com](mailto:Dismusbkeith@hotmail.com)  
 + [blackonblackrhyme.com](http://blackonblackrhyme.com)

# THE ART OF ZARI JAFRI: A BLEND OF LIFE, LOVE AND MUSIC

BY: YARA NASIF

“Just like music, paint on canvas holds the power of musical instruments playing at the same time yet making perfect sense and showing a harmonious balance between silence and sound.”



Zari Jafri is a UAE-based artist that blends her love of life, music and travelling into beautiful mixed-medium pieces. Tempo caught up with Jafri to learn more about her life, art, dreams and inspiration...

**TEMPO:** Who is Zari Jafri?

**ZARI:** I was born in Hull, England to an Indian father and Finnish mother. I was raised partially in Pakistan and the UAE but I spent the majority of my childhood in Finland. After I got married, I moved to Karachi, Pakistan where we became parents to two amazing spirits, our son

and daughter. In Pakistan, I started my own company, which provided haute couture items for new mothers and their newborn babies. My work eventually extended to cover clientele across Pakistan, the UAE, Britain, US and Canada. I've had the amazing opportunity to work for the largest TV station in Pakistan as a host for a weekly documentary series. I've also had the opportunity to work as a life coach, which allowed me to help people achieve their goals. My true passion lies in art and music. I have been painting for a couple of years using mixed media techniques. My paintings

reflect the message of universal love and spiritual symbolism.

**TEMPO:** What sparked your interest in art?

**ZARI:** Life itself is the biggest inspiration of all! I have always been a philosopher at heart and found art as a non-verbal tool to speak out the multi-dimensional thoughts in my head. My inner self thrives when surrounded by art, literature, music and dance. I find peace while travelling, encountering new people and immersing my heart in new cultures.

**TEMPO:** What inspires you to create?

**ZARI:** Just like music, paint on canvas holds the power of musical instruments playing at the same time yet making perfect sense and showing a harmonious balance between silence and sound. Art simply inspires me to have a voice and connect with the world around me. It also inspires me to understand my thoughts.

**TEMPO:** Describe your artistic process.

**ZARI:** My paintings go hand in hand with music. Music is



my muse. It's the source of a beginning and ending of any piece that I create. I might have a vision on a new piece of work however music will take over and lead me to another uncharted territory! I am sure you will find it hard to find an artist that has a plan and sticks to it. It is the most amazing experience to create multilayers of colours just to be able to peel them off, one by one.

**TEMPO:** Describe your art.

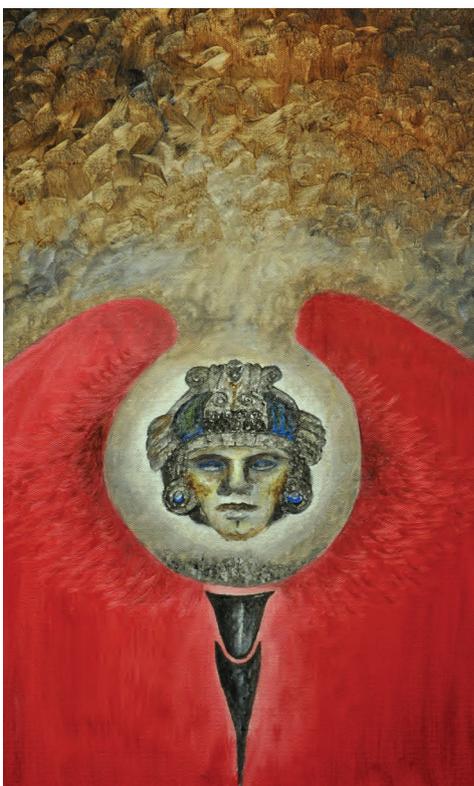
**ZARI:** I would describe myself as a mindful artist. Throw in a sprinkle of abstract element and splash it with vibrant colours of modernism. I love to experiment with different mediums. Using oils with acrylics is my favourite medium to work with.

**TEMPO:** What are your future plans?

**ZARI:** I am currently working on larger pieces with some quirky new ideas! Once these are completed, I will start planning exhibitions in the UAE. I hope that my work inspires people to experience life from within the deepest corners of their emotions, create a-ha moments that eventually create a tsunami of even more questions!

**TEMPO:** What do your friends and family think of your success?

**ZARI:** How I wish people were blessed with family and friends like mine! Truly without their support, I could not be the person I am today. They are the true force behind every single stroke I paint. Because of them, I have the courage to spread the wings of my creativity, fly into a world with no borders, dive into the vast oceans of colours and get lost in the amazing labyrinth of imagination!



# TIME CAPSULE

PHOTOGRAPHY BY Alaa Albuainain



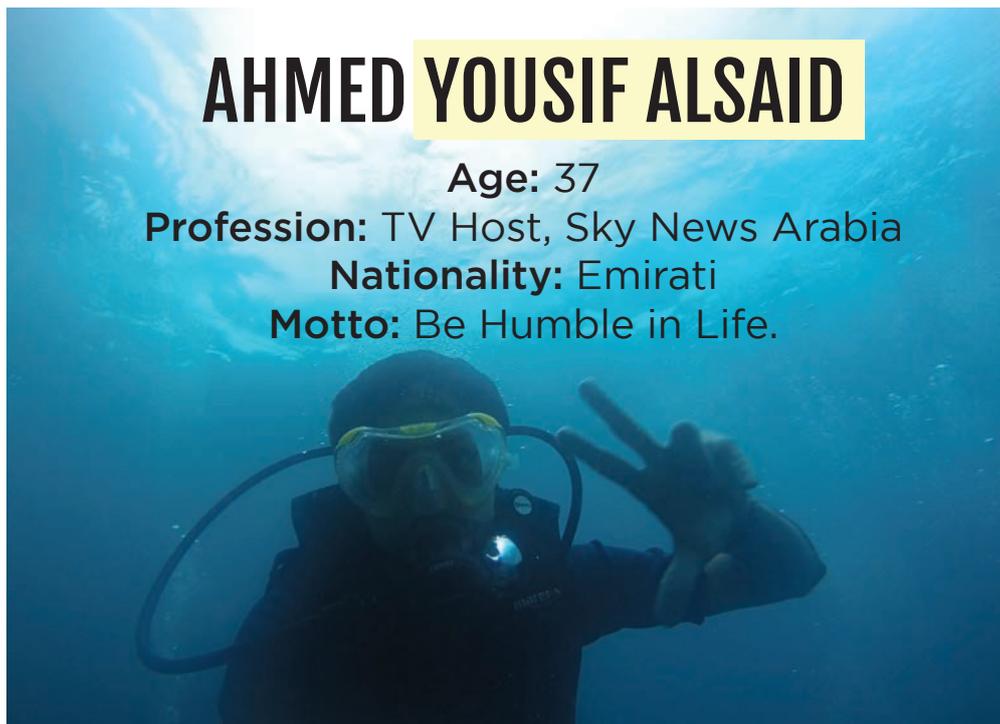
## AHMED YOUSIF ALSAÏD

Age: 37

Profession: TV Host, Sky News Arabia

Nationality: Emirati

Motto: Be Humble in Life.



What I need to improve on  
 - When someone needs to talk I want to always be there for them  
 - I want to learn to say no sometimes when I have to

A historical event I would have loved to have been there for  
 The final of the world cup in Mexico 1986 to see Maradona in action

Deserves a big thank you  
 My mother

My favourite meal  
 My mother's rice with shrimp

My earliest memory  
 First day of school I was six years old and all of the kids were crying expect me. I was wondering why they were crying then I started to cry with them.

If my life was a book it would be called  
 Journey with a Smile

My social experience  
 I am addicted to Instagram and Snapchat and also Periscope. I have more than 260,000 viewers on my Snap Chat, out of which I only know 150 to 200

To look great I would wear  
 Traditional clothes: kandoorra with gutra and agal

I wouldn't mind being stuck in an elevator with  
 Charlize Theron

Music I'd choose to make a party  
 Greek music, some Yanni

Movie that made me cry  
 The Notebook.

If today was my last day on earth, I'd want it to be  
 With my parents, my family, my wife, and my daughter.



My most valued possession?  
 My daughter, Noor

### PERSONALITY

My most valued possession  
 My daughter, Noor

Where I hang out most  
 Starbucks Cafe

One thing I can't live without  
 Nutella chocolate

Person who inspires me most  
 My Dad. He managed to build himself from nothing by taking full control of his life and becoming really motivated to do something.

Things I need for survival  
 My mobile  
 Walking machine  
 Air Miles Card  
 Pen  
 Camera

My typical day  
 Wake up morning, exercise, have a spoon of Nutella, go to work

In 10 years I will  
 Own a media production company

My idea of peace  
 I hope everyone lives on peace because of the message of Islam

My goal in life  
 Make a real positive impact on others

Item I can't get enough of  
 Fahrenheit by Dior perfume. My auntie give to me as a gift in 1992 and since that day I keep buying it

Recent random act of kindness  
 When I was in Egypt, there were two guys fighting with each other: one of them was a taxi driver. To break the fight I swiftly put money in the hand of the taxi driver and told him I had to leave quickly. When I got in the car I asked him if he could be my driver for whole my vacation there and he accepted! I gave him my other phone and he has since become my friend.



# FIGHTER FOR LEUKEMIA: NADEEN ISSA

BY SANJANA MAHAJAN



The Circle of Life from Disney's The Lion King is the namesake of 18 year old Nadeen Issa's charity organization which raises awareness about leukemia and managed to increase the number of bone marrow donors in the Middle East. The Palestinian American talked to Tempo about her vision.

**TEMPO: How does an 18 year old Palestinian American who's getting ready to go to university have time to run a philanthropic initiative?**

**Nadeen:** Well I started this club when I was in eighth grade, so around five years ago; I'm getting ready to go to University of Chicago this fall. I set up Circle of Life as a non-profit initiative that aims to increase the number of bone marrow donors in the Middle East by raising awareness on its importance, especially for leukemia patients.

**TEMPO: What made you want to do this?**

**Nadeen:** One of my best family friends, who is like my little sister, was diagnosed with leukemia. She was diagnosed with the cancer but she couldn't find a bone marrow match, and this made her chances of survival slim. A bone marrow transplant must have a similar sequence of DNA in order to be accepted by the patient's body, so the donors' ethnicities play a huge role. At that time, out of 14.9 million donors worldwide, only 45 were from the Middle East! I knew I needed to help her and other

Middle Eastern children in some way, but since I was too young to donate marrow myself, I decided to start a leukemia walk to raise awareness. And Circle of Life was born.

**TEMPO: And how did that go?**

**Nadeen:** We faced a lot of challenges raising funds through our yearly leukemia awareness walk, especially trying to convince big corporations that we were legitimate. Since we were all very young, most corporations would look at us in a 'oh-how-cute' sort of way, but they were not really willing to give us any large donations.

**TEMPO: How much did you raise?**

We've been able to raise over AED 200,000 for the Leukemia Research Foundation. We were also able to increase the number of bone marrow registrants within the Middle East by more than four times over the course of the last five years. I'm very proud of our success, but we still have a lot more work to do - we are not done yet!

**TEMPO: What do you still need to achieve?**

**Nadeen:** My main goal for Circle of Life is to significantly increase the number of bone marrow donors in the Middle East, and to collaborate with a large corporation so that we can set up our own bone marrow database within Abu Dhabi.



Circle Of Life Organization Leukemia Charity Event at Zayed Sports City. Photos from Hassan Al Sheikh site.hassanalshikh.com

**TEMPO: So what happens at the annual Circle of Life walk?**

**Nadeen:** At the walk, you can find face painting booths, bouncy castles, carnival games such as ring tosses, raffle tickets, yoga, zumba, and much, much more. We also sell original merchandise for Circle of Life including water bottles, t-shirts and bracelets. It's a great event for families and friends.

**TEMPO: You've already left the school at press time. How have you managed to continue the organization?**

**Nadeen:** Given that I had to leave for university, we had an election process to find people already in our team that would be best equipped to run and lead this organisation. At the same time, I created a sort of cheat-sheet

including all the general things they would need to do to give them a head start. Just because I left, that doesn't mean they can't reach me. I am always available to help them when they need me. I hope for this to become a domino effect and for more elections to come as the different classes graduate.

**TEMPO: How can people support your cause, Nadeen?**

**Nadeen:** We have a Facebook page: Circle of Life, Instagram: @circleoflifeorganization, and Twitter: @circleoflife\_. Like our Facebook Page, join our walks, and please support us by either signing up for donating bone marrow or making contributions towards the LRF! Help us raise awareness on this important cause!

VOX POP

# VALENTINE: HOW DO YOU FIND LOVE?



**MOYASSAR ABDULTADER**  
26  
Customer Relations Manager  
Sudanese

**VALENTINE'S DAY PLANS?**  
Nothing planned yet, however a stay at a resort can be an option that we will consider. Last year I went to Wild Wadi. This year it would be a dinner in a nice restaurant by the beach.

**ANY ADVICE FOR LOVE?**  
It can be as simple as meeting in the mall, however just be courageous and take the chance to communicate and express your intentions.



**ANTHONY KHOURY**  
17  
Student  
American

**VALENTINE'S DAY PLANS?**  
I'll be taking my girlfriend out to a curry dinner. She loves curry. I was at a soccer tournament in Qatar last Valentine's Day, so I didn't do anything romantic. This year, Valentine's is one day after the tournament so I'll get to take my girl out.

**ANY ADVICE FOR LOVE?**  
Make them good curry and the person will fall to your arms. Also, you have to be brave and ask someone you have strong feelings for.



**HUDA KALASH**  
35  
Unit Manager/Sales  
Lebanese

**VALENTINE'S DAY PLANS?**  
Nothing so far, I usually see it as a normal day and will do my daily routine. Last year I had a dinner with two of my close friends, none of us had a partner. We decided to go about it in a special way as this can be with friends too, not just lovers.

**ANY ADVICE FOR LOVE?**  
When you search a lot for something, you may overlook a lot of important things. Just go with the flow.



**NASTASIYA SALENAVA**  
22  
Front Desk Agent  
Belarussian

**VALENTINE'S DAY PLANS?**  
No, I don't celebrate Valentine's day, I'll just send a congratulatory letter to my family. Maybe I'll go out with my friends. Last year I watched movies at home with relatives. I don't plan on anything special.

**ANY ADVICE FOR LOVE?**  
I believe in destiny, so love will come to you or not.



**JOY ABELLA**  
34  
Accountant  
Filipino

**VALENTINE'S DAY PLANS?**  
Valentine's dinner at a fancy restaurant with family and friends. It's always special.

**ANY ADVICE FOR LOVE?**  
Just wait and be patient for the right person to come, and be open.



**ANNA KOH**  
15  
Student  
South Korean

**VALENTINE'S DAY PLANS?**  
Planning on making chocolate and eating it - same thing as last year, except this year I'm going to do it with friends.

**ANY ADVICE FOR LOVE?**  
I've never been in love, so I wouldn't know.



**LEIYAN**  
16  
Student  
American

**VALENTINE'S DAY PLANS?**  
Dinner with friends and family

**ANY ADVICE FOR LOVE?**  
Wait for the person to find you.



**KRISTINE DE LEON**  
30  
Customer Service  
Filipino

**VALENTINE'S DAY PLANS?**  
Have some dinner somewhere outdoors. We just go out for dinner and my fiancé gave me flowers and chocolate.

**ANY ADVICE FOR LOVE?**  
Have some quality time for your loved ones and give simple things in return.

# BRANDMOXIE

## DIGITAL JUICE

- **DIGITAL MARKETING STRATEGY**
- **SOCIAL MEDIA MANAGEMENT**
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