

# tempo

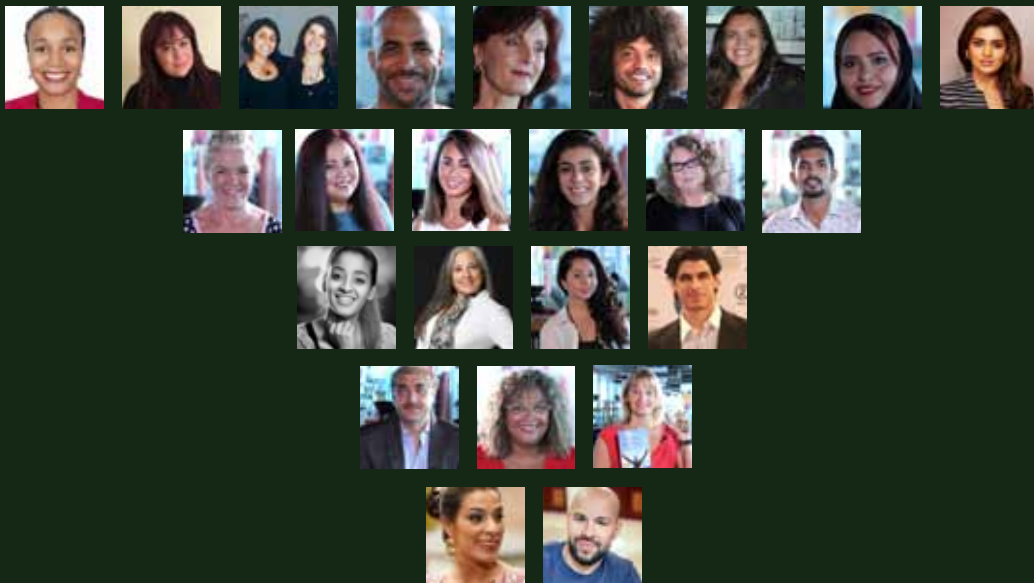
INNOVATION IMPACT COMMUNITY

Q4 - 2017

[www.feelyourtempo.com](http://www.feelyourtempo.com) [@tempoplanet](https://twitter.com/tempoplanet) [www.tamakkan.com](http://www.tamakkan.com) [@tamakkan](https://twitter.com/tamakkan)

## THE INNOVATION IMPACT COMMUNITY

Making a difference in your community



# ANGRY BIRDS™

## LET'S MEET AT

# Bawabat Al Sharq mall

Before you go Back to School and during EID AL ADHA celebrations



Terms and Conditions apply

Shop from **15<sup>th</sup> Aug. to 11<sup>th</sup> Sept.** to get a chance to  
**win a Jeep Grand Cherokee Summit**

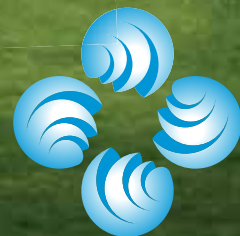
Activations: **23<sup>rd</sup> Aug. till 11<sup>th</sup> Sept.**

Live Shows: **During EID AL ADHA from 1<sup>st</sup> - 3<sup>rd</sup> Sept.**

Timing: **5 pm to 10 pm**

**ROVIO**

Angry Birds™ & © 2017 Rovio Entertainment Ltd and Rovio Animation Ltd. All Rights Reserved.



## بوابة الشرق حول

### Bawabat Al Sharq mall

[www.bawabatalsharqmall.ae](http://www.bawabatalsharqmall.ae)



BawabatAlSharqmall



BawabatAlSharqm



BawabatAlSharqmall

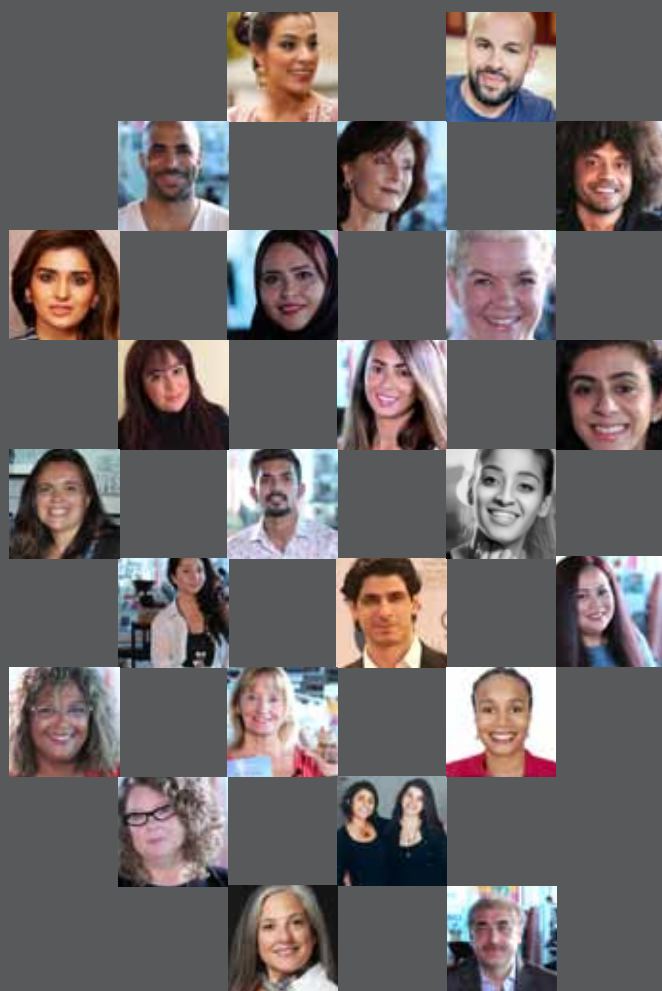


BawabatAlSharqmall



BawabatAlSharqm

# CONTENTS



## TAMAKKAN THOUGHT LEADERS

- 6 Avneet Kohli
- 7 Carol Talbot
- 8 Jules Lewis
- 9 Pernille Kloverpis
- 10 Sean Graham

## TEMPO CHANGE AGENTS

- 12 Brione LaThrop
- 13 Christina and Tanya Awad
- 14 Dahlia Mahmoud
- 15 Mahwash Rehman

## FEATURED ARTISTS

- 16 Maysoon Zayid
- 21 Mourad Merzouki

## TEMPO ARTISTS

- 22 Ellaine Fatima
- 23 Imad Deiratany
- 24 Meral Niazi
- 25 Rik Aby
- 26 Nikith Nath

## TAMAKKAN/TEMPO INFLUENCERS

- 27 Cristina Magallon
- 28 Freya Jaffar
- 29 Gina Dillon
- 30 Nicholla Henderson Hall

## TAMAKKAN ENTREPRENEURS

- 31 Ahmad Fouad Hafez
- 32 Anna Heystek
- 33 Deena Almansoori
- 34 Laura Helene-Kopinski

## EDITORIAL TEAM:

### MANAGING EDITOR

Sana Bagersh

### EDITORIAL COORDINATOR

Neil Bie

### DESIGN & LAYOUT

Shuhaib Shihabudheen

### WEB DEVELOPER

Rahul Raghavan

### DISTRIBUTION COORDINATOR

Melaku Muluneh

## TAMAKKAN + TEMPO VIDEO PRODUCTION CREW

Soman Thomas  
Shibu Parameswaran  
Lee Vein Aglosolas

@feelyourtempo

Feel Your Tempo

@tamakkan

TamakkanOfficial

© Tempo 2017

### ADDRESS:

To reach editorial at Tempo email: [editorial@tempoplanet.com](mailto:editorial@tempoplanet.com). If you need to find out where you can pick up your copy call: **02 491 8624/25** or check out the list of Tempo distribution points on our website.

### NOTE TO ADVERTISERS:

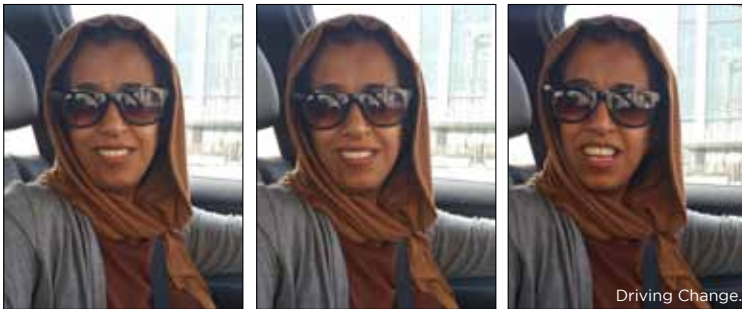
Advertisers can request brand tagging with all advertisements. To reach advertising: tel: **02 491 8624/25** | fax: **02 491 8626** | email: [advertising@tempoplanet.com](mailto:advertising@tempoplanet.com)

### DISCLAIMER:

Tempo Magazine does its best to ensure the authenticity and accuracy of its contents, the publisher cannot accept any responsibility for errors, mistakes and inaccuracies. The publisher reserves the rights of this product and no part of this publication may be reproduced in any form or by any means without the permission of the publisher.

**MEDIA LICENCE NO. 1/105866/24295**

## *Embrace the Power of One! Welcome to the Innovation Impact Community!*



**The Thought Leader. The Entrepreneur. The Change Agent. The Artist. The Influencer. It is that power of one individual that fuels the groundswell of positive change, commerce and innovation in our world.**

We have all heard those inspiring stories about how individuals step up to the plate to initiate positive change in society. It is such individuals that kickstart an idea, initiate a cause and drive a movement. It is individuals that enrich our community with new ideas and new purpose. We have seen the phenomenon of strong willed, committed and passionate individuals who create a positive idea and set off a chain reaction of social innovation. We call this phenomenon the Innovation Impact Community.

The IIC is a coming together in brilliant and full circle of our two social platforms, Tempo magazine and our Tamakkan entrepreneurship platform. Tempo has always been about the community since its inception in August 2009. Our focus in the magazine and

in [www.feelyourtempo](http://www.feelyourtempo) has always been showcasing our community's heroes, highlighting their contributions and giving them a platform to achieve more. Tamakkan, born in July of the same year, has also a social impact trajectory, providing a space for SMEs to network, learn and collaborate.

Through the Innovation Impact Community or IIC our aim is to share stories, experiences and guidance. We take Tempo's DNA of social giving and add to it Tamakkan' strategic focus on social entrepreneurship, and together they reinforce a single-minded purpose to amplifying hope and giving.

We bring you the Thought Leaders whose teachings touch on the human experience, and those challenges and fears that reside in many of us. They guide us to rise above our limitations by reframing our perspectives into frameworks that empower, rather than restrain.

The Artists hold a soft spot in my heart, because these are the ones who enrich our lives with the beauty of creativity

and imagination. And yet many artists around the world remain on the fringes, unable to support their passions and their crafts. Here we salute them for nurturing our souls.

Nothing is as telling about the pace of change in our world as the emerging role of the Social Influencer. These are individuals whose voices shape our communication landscape through a role they have willfully embraced. They help make sense of this frenetic babble, and humanize the experience by connecting us to others. They offer guidance to navigate our everyday human issues.

The Change Agent is that person who won't quit. He or she sees that something can be done to do good somewhere, somehow – and they dive in selflessly to catalyze a positive transformation. They are the conscience of our community, and we owe them for caring about others.

Then there is the entrepreneur, the one who fires the flame of innovation by designing, building, shaping and deploying. They are the risk takers and the true soldiers of commerce and industry, and for me, it is that sole individual, that startup or the SME that captures my imagination. Many of us are entrepreneurs and we should see ourselves as that essential cog in the industrial wheel that disrupts the status quo and gives us new ideas that power a promising future.

**We invite you to join the Innovation Impact Community!**

**Sana Bagersh**

Managing Editor

# THE DIGITAL DOCTOR IS IN!

brand  
moxie  
DIGITAL CLINIC

BOOK YOUR APPOINTMENT  
[BUSINESS@BRANDMOXIE.COM](mailto:BUSINESS@BRANDMOXIE.COM)

DIGITAL SOLUTIONS WEBSITES SOCIAL MEDIA WORKSHOPS





## BRING VISIBLE CHANGE TO YOUR SELF ESTEEM

**W**hen you are presenting a live event, unlike television there are no retakes. Your thoughts need to flow and you have one shot to make an impression. I was only about 22 years of age whilst addressing CEOs and change makers from different high ranked industries. My challenge was to be taken seriously, keeping them engaged and ensuring the event progressed seamlessly.

### OVERCOMING PERSONAL CHALLENGES

A technical glitch could surface anytime and the anchor would be expected to deliver impromptu. No matter how much you rehearse your script when the curtains rise you can expect anything to happen. It is essential for me to be calm and resourceful in such situations. I dressed much older than my age, I would read newspapers voraciously every day for topics to talk about. And I kept some jokes and games handy to be used in any situation.

A lot of my work arose from networking and being seen at the right place at the right time. Being a woman in showbiz at times also called for unnecessary attention from powerful people. Something I'm still improvising on is the art of diplomacy.

Abu Dhabi and UAE is a land of opportunities for many. True to its vision, the city has gradually built roads of development for generations to come. Being fairly new to this market in terms of work, I'm still setting foot with

determination to contribute and create new ways in the space of personal development.



### ADVICE FOR ACHIEVING SUCCESS

We are surrounded by people fighting their own battles that we know little or nothing about. Some are stuck between responsibilities and desires, others walk the thin rope between goals and expectations. In our early years, we get wired to make a place for ourselves in this mighty world. Down the road, we find ourselves succumbing to routine,

complacency, monotony or even burn out. Social media sparks comparison and happiness seems to be less attainable.

What most of us miss is the fact that happiness is not a destination but a journey; a journey fuelled by enthusiasm, passion, continuous investment in ourselves, compassion and sharing. All seems to fall in place when one constantly looks at life as a learner and grabs every opportunity to empower themselves.

Your past doesn't control your future - your present actions do. So, the question is what new skill are you learning? How are you developing yourself? I provide workshops in confidence building, public speaking, grooming, soft skills and soon therapeutic yoga to make some of the routes to empowerment accessible to others.

### BECOMING A SPEAKER

1. Ask yourself how does your message benefit the listener? Try focussing on what you can give rather than prove to your audience.
2. On an average human attention span lasts two minutes, hence ensure your opening and closing statement/ question/story is captivating.
3. Nearly 67 % of the impact we hold on others comes from our appearance, hence dress your part."

**Connect with Avneet:**  
Email: [avneetatwork@gmail.com](mailto:avneetatwork@gmail.com)

**See Avneet's video:**  
Youtube: TamakkanVideos  
Youtube: TempoPlanet



## MANIFEST A SHIFT WITHIN YOURSELF



**I've experienced being stuck in a job I hated, I've been fired, unemployed, depressed and stressed - and I was even arrested in the middle of a training program! I had to take time out, reflect and honestly ask myself how I got myself into a situation where I was not happy. Next, I had to give up the blame game, take back my power and ask: what can I do instead. This created more choice in moving forward.**

### OVERCOMING PERSONAL CHALLENGES

I discovered that I was running a sabotage pattern in my head; my thoughts were holding me back, limiting beliefs were holding me back and the voice inside my head was holding me back. I needed a whole new mindset shift and that's exactly what I created. As soon as I made that shift, ideas started flowing, thousands of ideas and a lot more opportunities.

### MIND YOUR THOUGHTS

Your thoughts create your reality and direct your outer world. Whatever you perceive outside of yourself, in people, in events, in situations, in circumstances are all actually projections from inside of you, like a reflection in a mirror. This means there is never a problem with another person, event or situation. It is simply a problem with how you are choosing to perceive that person, event or situation. The key is to solve the problem lies inside yourself. Look for the best in people, in events and in situations. When you change how you observe your world the outside world changes too!

### MIND YOUR LANGUAGE

Your thoughts are expressed through your language and the Oxford English Dictionary contains full entries for 171,476 words. It's unlikely that you are using a million different words each day, in fact, research indicates that the average

woman uses up to about 20,000 words a day. What is more, you will also be using the same 100 words on a regular basis to describe your experiences. Pay attention to your language. You have the power to inspire and lift others through the language you use.

### MIND YOUR STATE

Have you ever noticed that when you feel good about yourself, you get a much better result than when you don't feel good about yourself? This means that when you feel good, when you feel confident, motivated and energized, you get a better result than when you don't. So if you are going into a meeting you would want to feel totally confident and totally powerful, wouldn't you? If you're about to do an important presentation, you would want to feel totally in control or maybe energized. One of the quickest ways to change how you feel is to change your physiology.

Right now, if you are sitting I want you to sit upright, straight, lift your spine, open across your chest and shoulders and sit the way you'd be sitting if you were totally energized, totally motivated.

And as you sit that way, I want you to say to yourself, 'I am totally powerful, I am totally in control, I am going for it!' And use a really powerful voice to say those words too. Remember, you have your own internal self-motivator that you can switch it on any time you choose.

**Connect with Carol:**  
**Email: [carol@caroltalbot.me](mailto:carol@caroltalbot.me)**

**See Carol's video:**  
Youtube: TamakkanVideos  
Youtube: TempoPlanet



## SELF-EMPOWERMENT THROUGH RESILIENCE



**In a fast changing and challenging marketplace the world needs clear headed, healthy resilient individuals that can respond quickly to change, lead by example, perform at their peak, remain optimistic, be accountable and bounce back quickly from setbacks. In the UAE's fast growing market and business environment resilience is a more essential success skill that ever. The more resilient a person is the more ability they have to adapt swiftly to change and growth. Add to that increased productivity, creativity and performance and it are easy to see how this skill is so important.**

### THE POWER OF RESILIENCE

Earlier this year I became an accredited Resilience consultant with Nicholson McBride in the UK - a team of business psychologists

that have been researching resilience since 2009. After collating the results of over 35,000 Resilient Quotient (RQ) tests they identified five essential elements of resilience and created a 10-step plan to build unshakable resilience. Having had so many personal and professional experiences that have helped develop my own resilience I wanted to be able to offer research backed testing, reports and programs that measure, assess and build resilience up through a series of simple steps.

### THE FIVE ESSENTIAL ELEMENTS OF RESILIENCE ARE:

1. Optimism
2. Solution orientation
3. Individual Accountability
4. Openness and Flexibility
5. Managing Stress and Anxiety

Whether you are starting a business, heading up a business, writing a book, climbing a mountain, raising a family, moving country, learning a new skill, running a marathon or fighting for your life in a hospital ward RESILIENCE IS ESSENTIAL to success.

### OVERCOMING CHALLENGES

The journey of a thousand miles begins with a single step. The key thing is to take the first step! One of my mantras is "Less Talk - More Action". Knowledge is powerful; taking action on your knowledge is VERY powerful and essential to success. It's about being bold and activating the power of the start - the minute you start moving the way will open. Asking for help is a sign of strength, not of weakness

so whenever I have hit road blocks unable to solve a challenge I have been able to overcome it by asking for help from someone who has faced the same issues to see if they can offer a different perspective.

### HOW TO ACHIEVE WHAT YOU WANT IN LIFE

Look at an area of your life that you would like to change and use the power questions below to get you started. Know that the tiniest step in the right direction will get the change process started ... and the next steps get easier as you go along! Leadership starts with YOU. Use the following questions to guide you:

1. **What do I want to do, be, have?**
2. **What is my primary focus right now?**
3. **What's the first step I need to take?**
4. **Who can help me and what resources do I need?**
5. **Why is this important to me?**
6. **What do I need to stop, start, continue doing to move me closer to my goals**
7. **How am I different and how can I make a difference**
8. **What will happen if I do this?**
9. **What will happen if I don't do this?**

**Connect with Jules:**  
Email: [jules@mountainhighme.com](mailto:jules@mountainhighme.com)

**See Jules's video:**  
Youtube: [TamakkanVideos](#)  
Youtube: [TempoPlanet](#)

JOIN THE INNOVATION IMPACT COMMUNITY!  
[www.feelyourtempo.com](http://www.feelyourtempo.com) | [www.tamakkan.com](http://www.tamakkan.com) | [editorial@tempoplanet.com](mailto:editorial@tempoplanet.com)



## LEADING A MEANINGFUL HAPPY LIFE



**Our subjective state of mind and our experience of positive emotions is partly inheritable – up to 50% is determined by our genes – so if you ask the question “why are some people happier than others?”, about 50 percent of the answer lies in genetics. About 10 percent lies in our life circumstances (some of us are married, some of us are not, some of us have kids, some of us have not, some of us are more or less attractive, more or less healthy etc.) which leaves us with 40 percent that we – according to happiness science – can influence by intentional activity.**

### THE SCIENCE BEHIND HAPPINESS

Happiness scientists have been studying very happy people to reveal the secrets behind leading happy lives, and here is some of their findings: Happy people are really good at relationships. Happy people are more grateful, philanthropic and helpful, and they tend to savour pleasures in their

lives. Happy people are committed to personal significant life goals, whether it's raising moral children, or building a house, or advancing in their career.

Many companies and people are struggling at the moment due to downsizing, not only in Abu Dhabi but in the whole UAE, but even though they face extreme difficulties, they seem to hold on to the old way of doing business: the Industrial business paradigm with a constant focus on economic growth. Sadly this paradigm often fails to incorporate real meaning and pleasure in work, and as a result leave people unengaged and stressed in their job.

### THE LEVELS OF HAPPINESS

I'm delighted to share four happiness practices that will increase feelings of happiness and well-being.

### THREE GOOD THINGS

Journal and write down things that went well for you during the day, and make a mental investigation as to why they went well. It can be small things or relatively more important things, everything counts. Refocusing your mind on life's good events and the positive feelings that came with them can make a real difference in how you feel.

### LOVING KINDNESS MEDITATION

This meditation practice is a way of developing and boosting compassion towards others and yourself. Search for “loving kindness meditation” guidance on the

internet, get comfortable, relax and gently follow the instructions.

### GRATITUDE LETTER

Feeling gratitude not only increases your level of positive emotions, it also strengthens your relationships. Think about someone who did something you are extremely grateful for, but who you never thanked. Now write the person a letter expressing your deep gratitude and saying how they affected your life and why you're so grateful. Plan to visit the person to deliver the letter.

### AWE WALK

AWE is a positive feeling and can be defined as the feeling of being in presence of something vast and greater than the self. We all know this almost divine feeling of experiencing something so beautiful, great or dislike that the only thing we can say is “awe”. Deliberately trying to plan for AWE experiences can increase feelings of happiness. When you are doing your AWE walk, make sure your cell phone is switched off, or even better, leave it at home. Here are some ideas for your AWE experience:

1. Plan for a hike in the mountains
2. Go to see the never-ending sand dunes in the desert
3. Walk outside in the night and look up at the stars.
4. Watch the sunset from a beach
5. Visit a historic monument

**Connect with Pernille:**  
Email: [kloverprisconsult@gmail.com](mailto:kloverprisconsult@gmail.com)

**See Pernille's video:**  
Youtube: TamakkanVideos  
Youtube: TempoPlanet



## HARNESSING THE POWER OF DIGITAL MEDIA



**The real key is to think about who will be consuming my content, or buying my product, and where they go when they might be willing to engage with a brand. All the social platforms have created new consumption patterns and micro-moments in consumer journeys. When I'm on Facebook, I'm there for a reason, Instagram for another, Snapchat for another, and YouTube for another. The content on each platform is different and so are my expectations. All have the potential to inspire, entertain, educate, or sell to me, but it has to be appropriate. Otherwise we tune out or continue to scroll.**

### THE CONTENT FOR THE RIGHT PLATFORM

I think that's the biggest challenge many industries are facing today – people just don't understand the platforms and they aren't investing

in training their people to get up to speed. Everyone knows digital is important, and they know they don't understand, but they don't know how to get better. That's where we come in. It's one of the biggest areas of opportunity for companies and creators here in the region. The UAE has become a hub not only for tourists but also for multinational companies, startups, and influencers of all kinds. Getting smart on digital is the best way to grow quickly and efficiently.

### ACHIEVING DIGITAL IMPACT

Despite what could be considered an economic slow, digital campaigns can very effectively increase ROI for brands of all sizes. The analytical tools that are inherent within digital platforms blow away any metrics we can get from traditional advertising. There's just no way to compete

when you can track results down to the individual. It allows people to create live strategy and directly communicate with stakeholders on all fronts. The UAE is particularly interesting because there is plenty of room to innovate and experiment. Giants are continuing to pop up literally out of nowhere.

### LEVERAGE THE DISTRIBUTION CHANNEL

Beyond just advertising, digital platforms are also paving the way for new forms of content and distribution channels for storytellers all around the world. Apple, Facebook, YouTube, Netflix, and Amazon are just a few of the household names that are investing millions and billions of dollars in original content not to mention the myriad other streaming platforms that are beginning to emerge. It's a whole new avenue for people to create content locally and distribute globally.

If I had to offer simple advice for people who want to start creating digital content it would be:

1. Understand your brand or identity,
2. Understand your audience and their motivations, and
3. Start creating content that aims to bring those two worlds together.

If it's a genuine match then I can almost guarantee you'll see success. It might be a bit awkward at first, but what relationship isn't?

**Connect with Sean:**  
Email: [sean@creatorup.com](mailto:sean@creatorup.com)

**See Sean's video:**  
Youtube: TamakkanVideos  
Youtube: TempoPlanet



### WORKSHOP DESCRIPTION:

What makes a video work? Why are videos more effective on one platform than another? These are simple questions that have complicated answers. Increasingly audiences are turning to the voices they trust online to help them make decisions and craft the life and experiences that they want. These online voices are called Influencers and are active in all corners of the internet with highly specialized and engaged followers. This course is designed to introduce agencies & partners to the power of Influencer Marketing and discover the most effective ways to partner with these Creators to successfully meet company objectives and growth goals. We will determine how the combination of platform distribution, audience targeting, influencer partnership and overall content strategy can help your team move beyond the algorithm of the day and win the content game.

**AUDIENCE:** Brand Marketers, Directors of Social, Ad Agencies, Heads of Customer Engagement

**LEARNING OBJECTIVES:** Build a roadmap of your brand's audience, KPIs and ideal platforms to reach them. Understand Influencer Marketing and how to partner with content creators. Determine how influencer marketing can integrate into your current video and social campaigns to meet your objectives. Learn which tools and metrics are most important on each platform and how to use key metrics in a campaign.

**DELIVERY AND COST:** 1200 AED per person for a full-day workshop. Includes influencer marketing strategy map and platform deep dives.

CreatorUp is a digital creative studio and the world's leading digital media training company, powering clients like Google, YouTube, SXSW, and more. We're passionate about sharing industry-leading knowledge to unlock the power of content. BrandMoxie is a leading marketing agency in the UAE.

#### COMPANIES THAT LIKE US



For more information  
or to register:  
[events@brandmoxie.com](mailto:events@brandmoxie.com)



## PRESERVING THE CULTURE OF THE EMIRATES



**S**ince my move to Abu Dhabi, I have led many creative projects. I am a writer, creative, innovator and educator. One of these was an English and Arabic book of Emirati fairytales and fables, called the Story Mile. I am also creator of the New Fairytales and Fables (NF&F) from the UAE National Writing Competition.

It is a cultural literacy project that promotes the rich Emirati storytelling tradition and celebrates the remarkable talents of students. It also introduces other key aspects of Emirati culture and heritage including the preservation and re-integration of 26 archetypal traditional characters into the UAE's cultural landscape.

### EMPOWERING THROUGH LITERATURE

NF&F began as a vehicle of empowerment for my students in 2001. At the time, I worked with

young Emirati females between the ages of 18-20 on improving their English skills to prepare them for the rigors of university academia. While most of the young ladies were challenged with English fluency, they were still able to painfully articulate the sadness over the vast cultural changes that were occurring during their lifetime. Storytelling became a tool to allow students to positively express their voices, celebrate their heritage and to preserve forgotten parts of their culture. It's been a remarkable journey to watch the transformation of the young ladies involved in this project, many of whom hadn't considered themselves to be writers and now have become published authors.

### PRESERVING EMIRATI CULTURE

We have taken great care to integrate the ancient characters from Emirati storytelling tradition into new tales that are socially relevant along with the preservation of the traditional dialect. The folkloric icons from Emirati childhood are no longer used to inspire fear and terror as a means of safety, but have now evolved into guardians of Emirati culture and heritage. These ancient heroes serve as reminders of the rich past of the country's traditions as they hold the characters accountable when they veer off track from the most important values that are integral to the culture of the nation.

We hope the stories and the visual art bring to life the best aspects of this beautiful heritage and inspire many more writers to share in the experience of preserving it.

### SPREADING LITERATURE THROUGH SCHOOLS

NF&F is an Emirati cultural literacy project. Once you expose kids to various aspects of UAE heritage, they prove to be your greatest ambassadors to share and transmute their knowledge to their parents and families. So, it was always part of the plan to expand this project from the University classroom and Kharareef Heritage Storytelling Club to schools.

### EMIRATI INSPIRED EID CELEBRATIONS

Over Eid al Adha, Ferrari World is launching 9 Days of Emirati Inspired Eid Celebrations at Ferrari World between September 1 and 9. The theme park will showcase cultural experiences inspired by the UAE's traditional customs for celebrating Eid. As one of the most common Emirati customs is storytelling. New Fairytales & Fables from the UAE National Writing Competition for Schools 2016 Winners will be presented to the public.

**Connect with Brione:**  
**Email: brielathrop@gmail.com**

## TEMPO CHANGE AGENT

2017

CHRISTINA AND TANYA AWAD

ARTISTS | BLANK CANVAS

## EMBRACING THE ART OF VISUAL SELF EXPRESSION



Tanya and Christina Awad

**C**hristina: It all started with a simple little game to kill time on a long nine hour drive across France. We decided to share a notebook and draw on the same page and fell in love with the idea of shared ownership of art and the patience one had to have for accepting what they did not understand. From this, we started and launched an event called Blank Canvas. We covered all the walls of our warehouse in canvas, contacted our community's musicians and poets and had our wonderful chef housemate cook up a feast, and watched the night unfold. It was a beautiful collaboration of music, poetry, painting and food.

## THE BIRTH OF A SOCIAL PROJECT

We witnessed professional artists, amateurs and people from all walks of life mingling, exchanging and empowering each other to create; to express. Something happened that night, it felt like something

was being built, we were creating a world that was safe for each of us to express ourselves through art and rhythm, and that resulted in a collective expression that was so powerful. It was then that we imagined that Blank Canvas can become a portal for creative freedom for communities around the world. The event was such a success that we held one shortly after.

**Tanya:** Little did we know that months later, we would be packing up our lives in Australia to revisit our birthplace, Abu Dhabi; bittersweet indeed, but life throws things at us sometimes and it's up to us to either catch them or miss them - we went for the first option. It has been a privilege to be in Abu Dhabi and watch Blank Canvas receive such a warm welcome, we feel it's a good time to be here. We've been holding events in Abu Dhabi for almost two years now and are so excited to witness a growing creative community in the UAE.

## AMPLIFYING THE HEALING POWER OF ART

**Christina:** What we want to share is nothing revolutionary. We want to nurture community by directing our focus towards the environment, local talents and skills, initiatives and businesses. We try to achieve this through art as we believe it helps us dig deep into our conscience and find what is important.

**Tanya:** There are too many people in the world who feel lonely, misunderstood and marginalized. This leads people to distract themselves and fall into a vicious cycle of materialism and self loathing. We don't claim to know how to eliminate all suffering in the world, but we do believe that

expression through art can serve as a great tool to simply feel like we are part of something bigger and to get us to do meaningful work! Simply, we believe that we are responsible for one another and through collaborative art, not only do we learn how to communicate with strangers, irrespective of language, we also learn how to embrace and help each other grow.

We find our strengths through each other and through our strengths, we learn compassion- a vital ingredient of this existence that ensures our happiness and self fulfillment!

**Christina:** Creative heads are connecting in the UAE and the arts scene is definitely growing. There are opportunities to link these people and provide space for them to express themselves. You will create so many things that you don't like, that you are ashamed of. One day, you might wake up and look back and think, 'Hey, that was pretty awesome actually,' you might also wake up and think 'That was a disaster,' but you know what? You'll probably laugh at either one of those outcomes - what is hard to live with is the 'Why didn't I even try?'

**Tanya:** We are always expected to deliver perfection, when in truth, perfection itself is subjective.

No one can ever see the world through your eyes, so why not try to show the world what beauty looks like to you? Art, in all its forms can help you do this. It can also reveal things to you about yourself that you never noticed. Just accept that there are things you are great at and things you aren't, this also proves why we need community!

**Connect with Christina and Tanya:**  
Email: [blankcanvas.community@gmail.com](mailto:blankcanvas.community@gmail.com)

Youtube: TamakkanVideos  
Youtube: TempoPlanet

## NURTURING YOUNG ARTISTS IN THE EMIRATES



**One of the first issues I have encountered coming back to the GCC was the general attitude about the creative field being a professional field. Somehow providing creative services (design, photography, branding etc) was seen as somewhat of a hobby rather than a profession with chargeable hours and quality control. In time that changed and I started seeing more local pop up design firms rather than just the international offices with international staff in the market.**

### OVERCOMING PERSONAL CHALLENGES

With the onset of the photography fever and art initiatives in the Gulf, anyone with a laptop and photoshop can now design logos for next to nothing and shoot libraries of images without any

accountability and understanding. Initially I thought this was a disadvantage and complained avidly about this. Now I actually think this has shown a clear difference in quality and provides more chances for those dedicated and disciplined to shine.

More of my classes started focusing on industry relations. I am very proud to have instituted education collaboratives and senior exhibitions with the Dubai Design District for the College of Arts at Zayed University along with numerous design projects with the Executive Office of Dubai and the Ministry of Education. The response on the professionalism local students exhibit and the caliber of their training often lead to jobs and support for their future endeavors. It is slow to change

the general perception of Art and Design and its importance to all fields. It is never the less starting to happen. Design and Technology is now being implemented to school systems with events and institutions coming up all over the country to promote culture and art."

### ADVICE TO ASPIRING ARTISTS

1. Clear your mind. This is such an important and overlooked step. It took me years to figure this one out. Take whatever time needed, be sure of what you are feeling and doing. Move on.
2. Find your natural ability. I am not referring here to talent, I believe that discipline is far more beneficial than raw talent for getting ahead. Find what are you naturally able to do better than what you hope to be doing but be disciplined in developing it.
3. Hold yourself accountable. Make sure you don't cut corners. When you do, understand the impact of your decision, take a moment to recover and get back to the drawing board. Plan a better route to get to your destination and follow your own guidelines.
4. Get into that field. Get in by all means necessary and that usually means free work and a lot of coffee runs. Understand the value of what you are offering and who you are but pay your dues.
5. Find me... but if you can't locate me find like-minded people! These people are your chosen family to inspire you to keep moving. I've been there; everyone who has tried to follow her or his dreams has been there. It's tough. Find your support system. Start at home and branch out.

**Connect with Dahlia:**  
**Email: [Dahlia.Mahmoud@zu.ac.ae](mailto:Dahlia.Mahmoud@zu.ac.ae)**

## TEMPO CHANGE AGENT

SEP 2017

MAHWASH REHMAN

FREELANCE PHOTOGRAPHER | DOCUMENTARY ARTIST

## “EMPOWER WOMEN” CHAMPION FOR CHANGE



**I am an international freelance photographer, a published documentary artist, a business professional and an activist. Currently I am also Empower Women Champion for Change 2016-2017 and co-leading the campaign #BreakTheGlass**

I went to art school to learn photography for a year and was awed that photography was such a powerful medium of expression. Since then, apart from my other diverse work, I have been using the medium to share visual narratives to address social issues and make a positive impact.

Last year, I had my first book published, 'Women in Green and Beyond' – a powerful visual narrative on women in sports, specifically the Pakistan's Women's Cricket Team, that aims to initiate discourse on gender equality and add to the global gender conversation.

Growing up I realized that in South Asian culture, women were always

expected to assume 'certain roles', and that they would generally settle for less in life! I have grown up with the desire to motivate women to constantly push themselves and to dream big. For this purpose, for the past 7-8 years, I have been working on projects that celebrate empowered women and present them as heroes to inspire others to follow in their footsteps.

Although 'Breaking the Glass Ceiling' was first used by feminists some two decades ago, as a metaphor for invisible barriers, mainly for women and minorities that prevented their advancement in the corporate ladder, regardless of their qualifications and achievements, we thought that this campaign should not be restricted alone to the corporate world, but rather should be inclusive of all fronts where a woman face barriers and that limits her from achieving her full economic potential. This barrier could be because to her culture, societal norms, behavior and gender role expectations, age, ethnicity etc.

Photography or any other service for that matter is relationship-based. The photographer and his subject share a unique relationship of trust and comfort, otherwise he/she won't sit in front of your lens. I have moved continents every few years in the last decade, and building relationships from scratch in new countries take time, and at times it can become a challenge.

## GETTING INVOLVED

I would encourage all of you to join this campaign and similar campaigns to bridge the gender inequality gap going forward. I know that it a thought changing process and it will take its course, but I am happy that at least I am part of this important process. To join us go to: [www.EmpowerWomen.org](http://www.EmpowerWomen.org). Here are some key take-aways:

1. Women are re-defining the strength of a woman by defying stereotypes and breaking barriers across disciplines. Women are taking up roles that used to be only for men are trying to create equal economic opportunities for themselves and other women.
2. Men who are advocates of women economic empowerment can extend their support to women in various ways: by having inclusive policies at work, or by supporting their partners or daughters at home to become economically empowered.
3. We are focused also on young girls and boys (aged 6-12) and how they perceive their own capabilities and that of the opposite gender.

**Connect with Mahwash:**  
**Facebook: Mahwash Rehman**  
**Photography**

JOIN THE INNOVATION IMPACT COMMUNITY!  
[www.feelyourtempo.com](http://www.feelyourtempo.com) | [www.tamakkan.com](http://www.tamakkan.com) | [editorial@tempoplanet.com](mailto:editorial@tempoplanet.com)

**See Mahwash's video:**  
 Youtube: TamakkanVideos  
 Youtube: TempoPlanet

# MAYSOON ZAYID

## COMEDIENNE

TEMPO  
EXCLUSIVE!

### THE BRILLIANT COMEDY OF MAYSOON ZAYID

*"A WOMAN OF COLOUR, MUSLIM, PALESTINIAN, DISABLED AND FLUFFY"*

**When I was a child, my parents couldn't afford physical therapy for my Cerebral Palsy, so they sent me to tap dancing class. I started performing onstage for large crowds at the age of five, so I have always been a performer. I also loved television. I watch more TV than any human being should. I have always wanted to be on TV. I don't care about fate, I don't need to be like Meryl Streep, I just know that TV is the perfect job for me. I studied theater at Arizona State University.**

I became a comedian because Hollywood shuns people with disability but Comedians always get a pass. Hollywood loves perfection but when you're being funny, you don't have to be perfect. I grew up watching Richard Pryor, Carol Burnett, and

Margaret Cho. I knew that comedy was the surest way to make my dreams come true. Now, I love comedy so much more than acting. It's amazing being able to fight the power while making people laugh. I am my own boss and no one but God can cancel me.

Being in entertainment is about constant rejection. You try out for ten things, you get one, and then it falls through. The biggest challenge for me is not giving up. Entertainment is tough and being a touring standup comic

is exhausting. I fly all the time and flying is miserable. When I tour in America, I take my cat Beyonce, with me. So when I tour internationally, she can't go and that is a huge sacrifice for me. It really has been an uphill battle. I'm fighting against discrimination on every level. I'm a woman of colour, Muslim, Palestinian, disabled, and fluffy. I'm everything Hollywood rejects and yet here I am, living the dream. I am currently developing a



sitcom with Hazy Mills Productions. All these years of struggles are finally paying off inshallah. This is my first time performing in Abu Dhabi, so it is all new to me.

One of the things that I noticed when I toured the Arab world is that a lot of people have never seen a functional, disabled adult and I think this is a great opportunity to educate about the possibilities and the rights of disabled people. I was the guest comedian in residence at Arizona State University and I love to teach, so being at NYU Abu

Dhabi is an incredible privilege. I'm excited to help train the next generation of Arab standup comedians. Who knows? Maybe a star from Abu Dhabi can join the next New York Arab American Comedy Festival.

Watch standup comedy online all the time. Start with [www.maysoon.com](http://www.maysoon.com). See what makes you laugh and figure out what type of comic you want to be. Are you political?

Are you clean? Do you want to talk about family? Or do you want to talk about the outside world? It is up to you and watching comedians will help you figure it out. Do NOT copy another comedian. Do not take their jokes, be original. Write at least five jokes every single day. If you're stuck, give yourself a subject like food or marriage or cars. The next step it's to find a place to perform. If there are no comedy

clubs, see if a coffee shop will let you perform. Get a group together, do your jokes in front of them. You can also put your stuff online. You can film yourself doing standup in front of your friends and family and post your videos for the world to see. The most important thing is to write jokes every day and practice whenever you can.

**Catch Maysoon Zayed perform at the NYUAD Arts Center!**

<http://nyuad.nyu.edu/en/news-events/abu-dhabi-events/2017/09/maysoon-zayid.html>

موسم  
SEASON  
2017-2018

**NYUAD** مركز الفنون  
**THE ARTS**  
**CENTER**



**A WORLD OF**  
*Performance*

## CCN CRÉTEL & VAL-DE-MARNE / COMPAGNIE KÄFIG PIXEL

Thursday, Sep 7 @ 8pm  
Friday, Sep 8 @ 11am & 5pm

مركز الرقص الإيقاعي الوطني في كرييتل و"فال دو مارن" / "كوباني كافيج"

عرض أداء "الهيپ هوب" والوسائط التفاعلية  
مزيج رائع من عروض أداء رقص "الهيپ هوب"  
المميز المصاحب أحدث تقنيات الواقع الافتراضي.  
المسرح الأحمر

## MAYSOON ZAYID

[ Abu Dhabi Debut ]

Wednesday, Sep 13 @ 8pm (Arabic)  
Thursday, Sep 14 @ 8pm (English)

Stand-up Comedy in Arabic and English

With grace and wit, the hilarious comedian, actor/writer, and disability advocate jokes about her family, global culture, and her life with cerebral palsy.

The Red Theater

عرض كوميديا الرتجالية باللغتين العربية والإنجليزية

تؤدي ميسون زايد، الشخصية الكوميديّة خفيفة الظل، والكاتبة والممثلة، والمبدعة عن حقوق المحوقين، ومزيج من الألق والطرائف، عرضها الكوميدي الذي تتناول فيه قصة عائلتها، والثقافة العالمية، وحياتها مع الشلل الدماغي.

المسرح الأحمر

## COMPAGNIA TPO FARFALLE

[ UAE Debut ]

Thursday - Sunday, Sep 28 - Oct 1  
Thursday - Sunday, Oct 5 - 7  
Various Times

عائلي، رقص، الوسائط التفاعلية

سينهر عرض "الفراشات" الأطفال من مختلف الأعمار بما يحمله من جماليات وإبداعات فنية تجسدها اثنين من الراقصين المحترفين بخفة وحركات رشيقة مميزة ترسم لوحات هوائية مدهشة في بيئة غنية بألوان الموسيقى وإبهار الصور الرقمية.

مسرح الصندوق الأسود

## SUSHEELA RAMAN / RIZWAN MUAZZAM QAWWALI QUEEN BETWEEN

[ World Premiere ]  
[ Commissioned by The Arts Center ]

Thursday, Oct 19 @ 8pm

موسيقى شرق آسيوية

عرض عالمي أول بتكليف من مركز الفنون يجسد روعة التلاقي الموسيقي الساحر بين أغاني المبدعة سوشيللا رمان الغامضة، والموسيقى الصوفية العذبة لأيقونة الفن الصوفي رضوان معظم كوالي التي تبث النشوة والسكينة في النفس بموسيقاها الوترية الجميلة وإيقاعاتها الأثرية.

ساحة العروض الشرقية

UAE Premiere

A mind-blowing mix of virtuoso hip-hop dance with cutting-edge digital projection.

The Red Theater

## بيكسل

عرض أول في الإمارات

الخميس ٧ سبتمبر، الساعة ٨ مساءً، الجمعة ٨ سبتمبر، الساعة ٥ مساءً | ٢٠١٧

## TOSHI REAGON with BIGLovely and FRIENDS

Thursday, Nov 2 @ 8pm

Outdoor Concert

Toshi Reagon's expansive vision of sonic Americana inspires audiences with BIGLovely's big-hearted, hold-nothing-back approach to rock, blues, R&B, country, folk, sacred, and funk.

The East Plaza

فانك، روك، بلوز

## توشي ريغون وبيلغوفيلي

عرض مقدم بطلب من الجمهور

الخميس ٢ نوفمبر، الساعة ٨ مساءً

ساحة العروض الشرقية

## OCTAVIA E. BUTLER'S PARABLE OF THE SOWER

[ World Premiere ]  
[ Co-commissioned by The Arts Center ]

Thursday - Saturday, Nov 9 - 11 @ 8pm

Based on the novels  
*Parable of the Sower* and  
*Parable of the Talents*

الموسيقى والكلمات: توشي ريغون  
وبرنيس جونسون ريغون  
الإخراج: إيريك تينغ

عمل مسرحي ساحر يتعدى شكل الأوبرا التقليدي بقوته وجداله الرائعين، ويسلط الضوء على مفاهيم عميقة حول الجنس والعرق ومستقبل الحضارة الإنسانية.

المسرح الأحمر

## OLIVIER KEMEID'S THE AENEID

[ Mainstage Student Production ]  
[ Presented by the NYUAD Theater Program ]

Wednesday - Saturday, Nov 15 - 18 @ 8pm  
Saturday, Nov 18 @ 2pm

إنتاج طلبة البرنامج المسرحي | إخراج سارة كامرون سوند | كتابة أوليفير كيميد | ترجمة جوديث ميلر

تنقل رؤية المبدع أوليفيه كيميد للحمة "فرجيل" الكلاسيكية بحث أينايس عن وطن داخل عالم الثورة والهجرة الحديث.

مسرح "الصندوق الأسود"

## 600 HIGHWAYMEN THE FEVER

[ Middle East Premiere ]

Friday & Saturday, Nov 24 & 25 @ 3pm & 7pm  
Sunday & Tuesday, Nov 26 & 28 @ 7pm

مسرح "تشاركي"

تأمل جميل لا ينسى في معاني التواصل والانفصال الإنساني، يُقدم بشكل تفاعلي مع الجمهور.

Exploding the form of an opera, a mesmerizing theatrical work of rare power and beauty that reveals deep insights on gender, race, and the future of human civilization.

The Red Theater

## رواية أوكتايفيا باتلر "حكاية المزارع"

العرض العالمي الأول بتكليف مشترك من مركز الفنون

الخميس - السبت، ١١-٩ نوفمبر ٢٠١٧، الساعة ٨ مساءً

عرض مقتبس عن روايتي أوكتايفيا باتلر "حكاية المزارع"، و"حكاية المواهب".

Directed by Sarah Cameron Sunde  
Written by Olivier Kemeid  
Translated by Judith Miller

Olivier Kemeid's version of Virgil's classic tale shifts Aeneas's search for a homeland into the modern world of revolution and migration.

The Black Box

## "الإنبازة"

أوليفيه كيميد  
بتقديم من برنامج جامعة نيويورك أبوظبي للمسرح

الأربعاء - السبت، ١٥-١٨ نوفمبر، الساعة ٨ مساءً، السبت ١٨ نوفمبر، الساعة ٢ مساءً | ٢٠١٧

Participatory Theater

A lovely, haunting meditation on human connection and disconnection, performed in complete collaboration with the audience.

The Red Theater

## "٦٠٠ هايووين" - "الحمى"

العرض الأول في الشرق الأوسط

الجمعة والسبت، ٢٤ و٢٥ نوفمبر، الساعة ٣ و٧ مساءً الأحد والثلاثاء، ٢٦ و٢٨ نوفمبر، الساعة ٧ مساءً

# Fall Season and

## HEKAYAH | THE STORY

[ In Honor of UAE National Day ]  
[ Third Annual Edition ]

Tuesday, Dec 5 @ 7pm

الشعر والأغنية - النسخة السنوية الثالثة

"حكاية" فعالية احتفالية باليوم الوطني لدولة الإمارات واستعراض الثقافة الإماراتية مع كوكبة من الفنانين والشعراء المبدعين الذين يحتفون بالتراث عبر إبداعات الكلمة في الشعر والنثر والأغنية.

ساحة العروض الشرقية

Poetry & Song

Poets, songwriters, and musicians celebrate the UAE's cultural diversity and explore their heritages.

The East Plaza

## حكاية

عرض بمناسبة اليوم الوطني لدولة الإمارات العربية المتحدة

الثلاثاء ٥ ديسمبر، الساعة ٧ مساءً

## CINEMANA

[ Inaugural Season ]

Monday - Wednesday, Oct 16 - 18  
Monday - Wednesday, Nov 6 - 8  
Various Times

Film Screenings and Workshops

A contemporary Arab cinema series presented by the NYUAD Film and New Media Program in partnership with The Arts Center and Paris-Sorbonne University Abu Dhabi.

Various Venues

تقدم بالتعاون بين جامعة باريس السوربون وجامعة نيويورك أبوظبي

سلسلة مميزة من الأفلام السينمائية العربية المعاصرة يقدمها برنامج جامعة نيويورك أبوظبي للسينما والإعلام الجديد بالشراكة مع مركز الفنون وجامعة باريس السوربون أبوظبي، والوصول إلى جماهير جديدة حول العالم. مسرح "القاعة الزرقاء"

## "سينمانا"

السينما العربية  
الموسم الافتتاحي - عروض أفلام وورش عمل

١٦ - ١٨ أكتوبر ٢٠١٧  
٦ - ٨ نوفمبر ٢٠١٧  
تواريخ إضافية في ٢٠١٨

## ROOFTOP RHYTHMS

[ Season 6 ]

Monthly Fridays @ 8pm  
Various Dates

Poetry / Spoken Word

The Middle East's longest-running poetry open mic shines a spotlight on some of the UAE's most talented, established, and up-and-coming spoken word and performing artists.

The Marketplace

شعر/إبداعات الكلمة

الفعالية الشعرية المفتوحة الأطول في الشرق الأوسط تعود للجمهور في موسمها السادس أكثر تميزاً بمشاركة مجموعة من الفنانين الموهوبين المعروفين منهم والناشئين، في مجال إلقاء الشعر في دولة الإمارات.

"ذا ماركيت بليس"

## "روفتوب ريثمز"

التميز في إبداعات الكلمة  
الموسم السادس

أيام الجمعة من كل شهر، الساعة ٨ مساءً



# Spring Season

## ANGELIQUE KIDJO'S REMAIN IN LIGHT

[ UAE Debut ]

Saturday, Feb 3 @ 8pm

موسيقى أفريقية

تقوم المبدعة أنجيليك كيدجو، أحد أكثر الشخصيات تأثيراً في القارة الأفريقية، بإحياء روائع الألبوم الموسيقي الكلاسيكي لفرقة "ذا توكينغ هيدس" الصادر في عام ١٩٨٠، باستخدام الإيقاعات الجميلة، والغيتارات الأفريقية المميزة، والجوقة ذات الإيقاعات الغنائية المتنوعة.

ساحة العروض الشرقية

## AAKASH ODEIRA COMPANY #JeSuis

[ World Premiere ]

[ Co-commissioned by The Arts Center ]

Wednesday - Friday, Feb 7 - 9 @ 8pm

رقص معاصر

"#أنا" عرض أداء جديد صممت رقصاته المبدعة الفنان الرائع أكاش أوديرا لاستكشاف أهمية حياة الفرد في خضم الصراعات.

مسرح "الصندوق الأسود"

## KRONOS QUARTET

[ 3 Different Performances ]

Thursday, Feb 15 @ 8pm

Friday, Feb 16 @ 4pm

Thursday, Feb 22 @ 8pm

موسيقى وسينمائية

تجمع فرقة "كرونوس" التوتيرية الرباعية بين روح الاستكشاف الجريء والالتزام المستمر بإعادة التصور البديع للتجربة الرباعية التوتيرية.

المسرح الأحمر

Outdoor Concert

One of the African continent's most influential figures reimagines Talking Heads' classic 1980 album, with electrifying rhythms, African guitars, and layered backing vocals.

The East Plaza

## "البقاء في الضوء" تقديم أنجيليك كيدجو العرض الأول في دولة الإمارات

السبت ٣ فبراير، الساعة ٨ مساءً

Contemporary Dance

A new ensemble work choreographed by Aakash Odeira exploring the relevance of a life in conflict.

The Black Box

## فرقة أكاش أوديرا - "# أنا"

العرض العالمي الأول - بتكليف مشترك من مركز الفنون.

الأربعاء - الجمعة، ٩-٧ فبراير، الساعة ٨ مساءً، والجمعة ٩ فبراير، الساعة ٢ ظهراً

Music and a Live Cinema Event

Kronos Quartet combine a spirit of fearless exploration with a commitment to continually re-imagine the string quartet experience.

The Red Theater

## فرقة "كرونوس" التوتيرية الرباعية، فرقة مقيمة عروض ثلاثية الأبعاد

الخميس ١٥ فبراير، في الساعة ٨ مساءً  
الجمعة، ١٦ فبراير، في الساعة ٤ مساءً  
الخميس، ٢٢ فبراير، في الساعة ٨ مساءً

## BARZAKH FESTIVAL

[ A Festival of World Music ]

Thursday, Mar 1 @ 7:30pm

47SOUL

Batida

Friday, Mar 2 @ 6:30pm

RAM

The Ex + Fendika

Al Nuban Folklore Troupe

مجتمعات ثقافية عالمية  
متنوعة تستعرض معاً على خشبة واحدة ليومين

"برزخ" مهرجان موسيقي مميز يجمع عروضه المتعددة فنانين من ثقافات متنوعة تعودوا بإبداعاتهم حدود الأنواع الفنية، وعكست موسيقاهم العالمية تأثيرات متعددة وهويات متألقة.

ساحة العروض الشرقية

## IMAGINE SCIENCE FILM FESTIVAL

[ 4th Annual Edition ]

Thursday - Saturday, Mar 8 - 10

Various Times

لقاء العلوم والفنون

تجانب فريد بين الفنون والعلوم، ومزيج بديع بين المواضيع والأنواع، وواقع الحقيقة وعالم الخيال.

مسرح "الصندوق الأسود"

## RAGAMALA DANCE COMPANY WRITTEN IN WATER

RANEE RAMASWAMY &  
APARNA RAMASWAMY,  
CO-ARTISTIC DIRECTORS

[ Middle East Premiere ]

[ Co-commissioned by The Arts Center ]

Wednesday & Thursday,  
Mar 21 & 22 @ 8pm

عمل متعدد الاختصاصات يجمع بين الرقص والموسيقى والفنون البصرية.

يعكس العرض الراقص "كتب بالماء" الذي أبدعه وصمم رقصاته الفنان راني راماسوامي وأبارنا راماسوامي، النموذج العالمي حول باحث في رحلة تسعى للتغلب على الضعف البشري وإيجاد الحقيقة المطلقة.

المسرح الأحمر

Diverse Global Cultural  
Streams Come Together  
on 1 Stage for 2 Days

A musical meeting place of genre-shattering artists from diverse cultures, whose global-minded music reflects multiple influences and recombinant identities.

The Red Theater

## مهرجان "برزخ" مهرجان الموسيقى العالمية

الخميس ١ مارس، الساعة ٧:٣٠

مساءً باتيدا  
٤٧ سول

الجمعة ٢ مارس، الساعة ٦:٣٠

مساءً "إكس" + فندিকা  
"آر إي إم"

فرقة النوبان للفنون الشعبية

Science and Art Collide

The hybridization of art and science, mixing subjects and genres, and even fact and fiction.

The Black Box

## مهرجان أبوظبي للأفلام العلمية "إم جين ساينس" المهرجان السنوي الرابع للأفلام

الأربعاء - السبت، ٨ - ١٠ مارس  
مواقع مختلفة

Multidisciplinary Work  
Combining Dance, Music,  
and Projections

Written in Water reflects a universal paradigm - that of the seeker on a journey to overcome human failings and find ultimate truth.

The Red Theater

## شركة "راجامالا دانس" لعروض الأداء - عرض "كتب بالماء"

عرض أول في الشرق الأوسط -  
بتكليف مشترك من مركز الفنون

الأربعاء والخميس، ٢١-٢٢ مارس،  
الساعة ٨ مساءً

## TANIA EL KHOURY GARDENS SPEAK

[ Gulf Premiere ]

Friday - Tuesday, Apr 27 - May 1

Various Times

عمل موسيقي تفاعلي

"حدائق تحكي" عرض تفاعلي يتناول التاريخ المنقول شفهيًا لعشرة أشخاص دفنوا سرًا في حدائق سورية.

المسرح الأحمر

Interactive Sound Installation |  
Performance

A moving sound installation sharing oral histories of ten ordinary people who were buried in Syrian gardens.

The Red Theater

## "حدائق تحكي"

تانيا الخوري - العرض الأول في الخليج

الجمعة - الثلاثاء، ٢٧ أبريل - ١ مايو  
مواقع مختلفة

By Heather Raffo

Directed by Joanna Settle

What does "home" mean and what will we do to protect it? The new play *Noura* challenges our notions of belonging, shame, and sacrifice through a portrait of Iraqi immigrants in New York.

The Red Theater

## فرقة مسرح شكسبير - "نورا"

العرض الأول في الشرق الأوسط

الخميس ١٠ مايو، الساعة ٨ مساءً  
الجمعة ١١ مايو، الساعة ٨ مساءً  
السبت ١٢ مايو، الساعة ٣ مساءً



THE ARTS CENTRE

VISIT NYUAD-ARTSCENTER.ORG  
FOR SHOW AND TICKET INFORMATION

NYUAD  
مركز الفنون  
THE ARTS  
CENTER





PIXEL



MAYSOON ZAYID



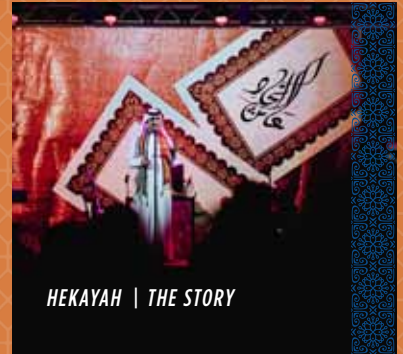
COMPAGNIA TPO  
FARFALLE



QUEEN BETWEEN



OCTAVIA E. BUTLER'S  
PARABLE OF THE SOWER



HEKAYAH | THE STORY



TOSHI REAGON  
with BIGLovely  
and FRIENDS



KRONOS QUARTET



OLIVIER KEMEID'S  
THE AENEID



CINEMANA



600 HIGHWAYMEN  
THE FEVER

VISIT [NYUAD-ARTSCENTER.ORG](https://nyuad-artscenter.org)  
FOR SHOW AND TICKET INFORMATION

NYUAD مركز الفنون  
THE ARTS  
CENTER

# MOURAD MERZOUKI

## CHOREOGRAPHER | DIRECTOR

TEMPO  
EXCLUSIVE!

### THE POETIC RHYTHM OF HIPHOP

**I am the Director of the National Choreography Center of Créteil and Val-de-Marne, Company Käfig. I was first trained in martial arts and circus performance at the age of seven. Then I discovered hip-hop culture at the age of fifteen through several French artists and through the TV program HIP HOP, which had a big impact on French teenagers at that time. That's when I started gravitating towards dance and soon started experimenting with choreography.**

I worked with several French contemporary dance choreographers before starting my own company.

I created my first dance company in 1989 with Kader Attou, Eric Mezino and Chaouki Saïd. Then in 1996 I realized I wanted to start my own project – something that was more 'personal'... and that was "Käfig" which means "cage" in Arabic and German. It is a piece about being locked up and references hip-hop which is often associated with being locked in a single style or specific representation. My whole artistic work since then has been about delivering dance from this 'cage' and pushing out boundaries

by integrating and confronting other art forms. Since 1996, I created 27 shows that have toured world-wide. Our company has given over 2800 performances in 58 countries.



#### FUSING DIVERSE ARTFORMS

At the very beginning, it was difficult to get rid of the image that hip-hop conveys. It is a dance form for young immigrants from

the suburbs. But hip-hop was not always considered a form of dance and some people thought it would be a trend that would not last. Fighting this perception was hard but it also gave us the strength and motivation to prove that this dance has a firm place in the art scene.

I want to share my artistic work with people throughout the world and I am bringing it to Abu Dhabi through NYUAD. I think of dance as a universal language. My hope is that the audience will be surprised by the energy and poetry of hip-hop, and see that it is far from the clichés we often associate with it.

The main advice I would give to a new choreographer wanting to make his or her mark would be to keep an open mind about what surrounds you. Be curious, travel and meet people and always question yourself. You will get inspired when you confront what you think you know by looking at things through different points of view.

**Catch the PIXEL performance at the NYUAD Arts Center!**

<http://nyuad.nyu.edu/en/news-events/abu-dhabi-events/2017/09/compagnie-kafig-pixel.html>

## TEMPO ARTIST

2017

ELLAINA FATIMA

MAKEUP AND PHOTO ARTIST

## FINDING YOUR PASSION AS A FREELANCER



**B**eing an artist, you always want to improve, and that doesn't go away. It's a competitive field, and nowadays there many new makeup artists and photographers emerging in every nook and cranny that can be quite overwhelming. You just have to hit the floor every day (ok, most days) ready to work hard. You won't succeed otherwise, and you're honestly better off working for a job with a steady paycheck.

### CHOOSING A CAREER IN MAKEUP AND PHOTOGRAPHY

Work for full price or for free, but never at a discount. I learnt this the hard way because I kept giving discounts at one point and earned the discount reputation. If you take a project for free, do it because you are passionate about it and can benefit your portfolio wise. It took me a while to walk away from low paying opportunities and working for "exposure" that don't even cover

the expense of my travel and gear and I advise you not to make the same mistake.

Use social media well to expose your craft! I see so many makeup artists and photographers making the same exact mistake on Instagram, they use one account for their personal and professional life, and then overdo it on the personal side. That's not what a potential client wants to see. Either get a separate account for your personal life, or keep the personal photos to a minimum, and only well photographed ones (it's ok for clients to see your personal life a little bit!). Up your social media game using hashtags to get found.

Invest time and money into networking. You'll meet amazing people who want to work with you. Opportunities are announced through events, call-outs on Facebook groups and Meetups that give emerging talent an exciting opportunity to meet, collaborate and share ideas with other creative-minded people in the makeup and photography industry.

In the UAE where the demand for a makeup artist is quite high, whenever there is a lack for makeup gigs I wear the photography hat. Usually women have an upper hand when it comes to photographing ladies event or weddings.

### OVERCOMING CHALLENGES

When I decided to be a professional make-up artist and photographer, I decided right away that I wanted to offer a luxury service for makeup and a memorable creative session for photography.

Initially it was difficult to explain to clients why the service was priced as it was. I still struggle with this

to date, but, as one client bought in, she would share her experience and soon the power of "word of mouth" became an important part in marketing myself amongst a sea of other makeup- artists.

### TIPS TO GET STARTED

1. Take photo walks, go out and see the beauty of the world as is without any expectations.
2. Constantly inspire yourself by browsing imagery online or on magazines, learn listen to new music every week, explore different kinds of art and meet new people that will help you appreciate things in life and perhaps inspire you to create your new photo and makeup piece.
3. Start a makeup and photography page/ blog/ account to enrich your life and tell your stories through pictures to not only improve your art but also inspire someone to start one too.
4. Do a 365 day project that would commit you to try and take a single photo each day and post it on community photo sites such as 500px, Photoblog, Flickr, that empower you with their feedback. This allows you to explore new photo genres outside your comfort zone.
5. For those planning to start out, always go with your intuition; it will never let you down. I can't speak of that enough, because your head is so different to your heart, listen to that little voice!

**Connect with Ellaina:**  
Email: [elle.laine@gmail.com](mailto:elle.laine@gmail.com)

**See Ellaina's video:**  
Youtube: TamakkanVideos  
Youtube: TempoPlanet

## FROM ROUGH DRAFTS TO AWARD WINNING SCRIPTS

**I am a writer, film director and media specialist with more than 16 years working experience with Abu Dhabi Media, the Abu Dhabi Film Festival and the Abu Dhabi government group of TV stations, radio, magazines and newspapers. I won the Black Pearl Award for my short film "Single Male" which was recognised in several film festivals.**

In 2010, I was appointed by Abu Dhabi Tourism and Culture Authority as Managing Director of the New York Film Academy in Abu Dhabi and received the "Best in Abu Dhabi" award for my achievements. In 2016, I wrote and directed a short film "At a Traffic Light" about street children that was picked up by Qomrah 2 tv show and aired on MBC tv channel. I have an MBA in film studies, and a bachelor degree and a certificate from UC Berkley and Harvard university, respectively.

I started writing when I was a kid. Books were my world and they took me to places that will never exist even with all the technologies and social media that we have these days. I started writing mainly poems for my friends in university. I published a book on poetry in 2002. I felt that there were more stories in me and that needed different tools to tell them, so I started writing stories and learned filmmaking to turn these stories into film.

Talent can't succeed alone. It needs education and lots of work. Education will show you what others have done and will give you the tools to create. Education will

help you sharpen your talent so you can stand out in a world full of competition.

For me the main challenge to turn a script into film was not lack of funding! It was finding the right



people to work with. I produced my last short film with zero budget because the team believed in me and in my story. Finding the right people to work with is the real challenge. Other challenges are finding a market for your film and the dearth of serious investors in the region. But if you have the will, you will always find the way.

After the Abu Dhabi Film Festival closed down there were only nominal funding for small films that came from the Dubai Film Festival. At this time, there are no serious film production companies except those focusing on commercials. I don't see any opportunity for a film writer in Abu Dhabi, I only see limited opportunities in small production roles for commercial jobs. For instance, I was involved with the Brad Pitt film "War Machine" which involved a few production days but these big movies come ready with their crew and equipment. There were only a few logistics and administration roles available for the local market.

### ADVICE FOR ASPIRING SCRIPTWRITERS:

1. Don't push it to be a film writer! Either you are a writer or you're not. Even if you have what it takes, take writing courses to sharpen your skills.
2. Convey real stories. People don't care about your stories and feelings if they don't touch their lives.
3. Reading and talking to people are ways to find something interesting to write about.
4. Get a paid job, and make "writing" something you do on the side. Do that until you are able to start paying your bills by writing for films.

**Connect with Imad:**  
Email: [imad.atany@gmail.com](mailto:imad.atany@gmail.com)

**See Imad's video:**  
Youtube: TamakkanVideos  
Youtube: TempoPlanet

## TEMPO ARTIST

2017

MIRAL NIAZI

ACTRESS | STORYTELLING FILMMAKER

## DREAM, BELIEVE, AND ACTION!



**Yes, I am like any other Arab woman in this part of the world. I come from a divorced family and a very strict society. It was a difficult time to grow up. It was a time when children were forced to follow the dreams set by their parents and to focus on jobs that pay the bills. My father asked me when I was 13 years old, "What do you want to be when you grow up"? I said immediately with no hesitation, "I want to direct movies."**

His reaction was 'Oh Lord, my daughter is in danger!' I don't blame him because that was misconception that society had of the film industry at that time. It was especially true if you were a woman. There just didn't seem to be a future for you in film, except if you were in Hollywood.

I was a rebel ever since then, never accepting what society dictated. I remember always thinking, 'Why did God not create me as a boy so

I could do whatever I want and go where ever I want?' I never stopped dreaming.

I inherited my artistic side from my mother - she is an artist. I began painting on every surface I saw: drawing characters from cartoons and movies. I wrote stories and comic books and I was told by my music teacher that I had singing ability.

**FINDING MYSELF IN FILM**

I did jobs that I never loved just to please my family. But I also felt lost for many years. I worked in marketing and business development, but I was not happy. I wanted to be proud of myself instead of pleasing others and I never gave up despite all the rejections I encountered. Then one day I got my first chance to work in a film production as a crew member. This led to several successive projects that helped build my experience in production.

God had heard my prayers. I got a gig in theatre and got approached for film work and TV commercials "Getting into acting as an Arab woman is not easy. I strongly believe I can reach my goal internationally, while still holding on to my principles and my traditions. My slogan in life is 'dream, believe and action'.

I have just started a VLOG with a fellow actor, Rik Aby. I strongly believe it will be a hit and that it will give us international exposure. My dream is to make it in Hollywood. And dreaming is the first step to reality.

**Connect with Miral:  
Facebook: Rik&Miro**

**See Miral's video:**  
Youtube: TamakkanVideos  
Youtube: TempoPlanet

## TEMPO ARTIST

2017

RIK ABY

ACTOR | VOCALS | STORYTELLER

## CHARACTER STUDY IN ACTING



**I have been a multilingual method actor, presenter, voice over artist and entertainer for more than 15 years.**

Some of the films I was in include "Moments of Fiction," and the Emirati Feature "Royal Love" with Dr. Habib Ali Ghloom, Abdullaah Zaid, Jumma Ali. I also acted in "Macbeth Arabia" with Bashar Atyat and am currently in "A Tale of Shadows" which is currently screening across cinemas in the UAE.

I am collaborating with Miral Niazi in a Vlog that you'll be soon be seeing much more of. Miral and I are two multi cultural ethnic Arab actors who show our quirky interpretation of life.

Being naturally empathetic, one of the main challenges I faced as

an actor is being able to control my mental, emotional and physical state. It is very easy for me to be drawn into characters and not be able to come out of them immediately, but I have now found the balance I need.

I want to congratulate the UAE for becoming eligible to participate in the Oscar Foreign Category - it's definitely a step in the right direction. We can only hope to build a stronger industry in the UAE to compete internationally.

**Skills an Actor Should Have:**

Listening	Empathy
Honesty	Training

**Connect with Rik:**  
**Facebook: Rik&Miro**

**See Rik's video:**  
Youtube: TamakkanVideos  
Youtube: TempoPlanet

JOIN THE SOCIAL INNOVATORS. [www.feelyourtempo.com](http://www.feelyourtempo.com) | [www.tamakkan.com](http://www.tamakkan.com)  
[editorial@tempoplanet.com](mailto:editorial@tempoplanet.com)

**BRANDMOXIE PRESENTS THE SMOVIES**

**THEME: CULTURE AND UNDERSTANDING**

**THE EPIC 60 SECOND FILM CHALLENGE NOW OPEN**

**START SHOOTING!**

**WWW.THESMOVIES.COM**

**VOX CINEMAS**

## TEMPO ARTIST

2017

NIKITH NATH  
PHOTOGRAPHER

## PASSION PLUS CONFIDENCE EQUALS OPPORTUNITY



**I believe in following your heart. Everyone has a passion. It may be photography, or painting, or dance, or anything at all that makes you more happy doing it than anything else in the world. When you discover it embrace it and find a way to make a career out of it.**

Once you have discovered your passion, the next step is to have confidence in yourself, and that comes from the hard work you put in your chosen field. Find articles, tutorials and videos that will help you improve your skills and inspire you to be the best you can be.

Once you have gained confidence in yourself the next step is to convince your family and your loved ones. You have to teach them to trust you and support you. All of this takes time. It may even take years, but once you have achieved it, you will not be alone in your journey. You will have an army of loved ones behind you inspiring you to keep going forward.

Just like any other profession, the UAE offers opportunities for photographers in nightlife, corporate events, exhibitions and also models and designers

portfolios and fashion look-books. It's all about building your portfolio and sending them out to prospective clients. The key is not to be let down by rejections but to take feedback to improve your works.

## TIPS FOR PHOTOGRAPHERS

## 1. Walk around your city

On an off day, grab your camera, whether it is a DSLR, a digicams or even your mobile phones, and go visit a nearby market or walk through the busiest street in your city and observe the people. See what they do, how they interact, and see the beauty in spaces... the lighting, the shadows and the potential for unique compositions. You may find your talent as street photographer.

## 2. Go for a weekend trip

Plan a trip with your friends and be sure to take your camera with you. Along your journey capture the roads, the scenery and the candid shots of your friends. You may find the travel photographer within you.

## 3. Browse the Net

Watch music and photography videos to discover a genre in photography that interests you, and to find an established photographer who inspires you.

Connect with Nikith:

Email:  
studiosnsquared@gmail.comSee Nikith's video:  
Youtube: TamakkanVideos  
Youtube: TempoPlanet

## POWER NETWORKING USING LINKEDIN



**B**eing called an “influencer” entails responsibilities. When brands approach you to work with them, it doesn’t necessarily mean that they will just pay you to post their online campaigns. You become the brand ambassador when you sign with these brands, so you also have to protect their name especially when you are offline.

LinkedIn as a platform is totally different from Facebook and Instagram since LinkedIn is text base. People READ when they are on LinkedIn because professionals and high net individuals are on this platform, especially in UAE. If you

know how to use LinkedIn, it is really a goldmine. You can literally pitch your ideas to a CEO or a decision maker through this platform

Almost all information is channeled through social media. Internet penetration rates are approaching 100% in a number of countries according to Digital Global Overview 2017 with the UAE taking top spot at 99%. That is 9.2 million users online with 88% using social media.

### OVERCOME CHALLENGES

Traditional industries will argue that influencers are not

effective, and that consumers don’t want to be sold to by an influencer. As with every marketing tactic, it is only effective if done right. The challenge is to deliver an organic reach because anyone can boost an online campaign - that’s your engagement there. Who are you targeting that your followers will be interested in. On LinkedIn, will they read what you post? On Twitter, will they open that link?

The messenger matters, but the message needs to shine. When coming up with a creative strategy, the first step is identifying your core objective for using influencers

like UAE DNA in the first place. Is it awareness? Is it to drive engagement? Is it sales? It can be hard to choose just one, but at the end of the day, what would allow you to gauge success.

### THE IMPORTANCE OF LINKEDIN

Though not as popular as Facebook or Instagram, LinkedIn is by far one of the best social networking sites to reach out to and connect with the right business people. If used strategically, LinkedIn can help in the development and promotion of your personal brand. You can have interaction with your target audience, publicize your company and generate more leads and do more businesses by connecting with the right people.

In UAE with a population of 9.3 million, there are more than 3 million high net individuals on LinkedIn. Here’s the statistics:

- \*26,000 are CEO’s
- \*126,000 are Directors
- \*276,000 are Executives
- \*and a staggering 552,000 are Managers

It is a professionals site signing up at a rate of more than two new members per second. LinkedIn by far is the world’s largest ‘professional social network and an investment in this area is well worth it in the long run.

**Connect with Cristina:**  
**LinkedIn: UAE DNA**

**See Cristina’s video:**  
Youtube: TamakkanVideos  
Youtube: TempoPlanet



## BRINGING THE ABU DHABI COMMUNITY TOGETHER



**I'm not from a media background and neither am I very technical. So, I've basically learnt on the job! But I enjoyed using social media – particularly Facebook – and in fact my lack of technical knowledge kept the 'human touch' to my style of moderating. The other challenge was being so accessible to members that in the beginning I was unable to detach. It became a 24-hour service that residents were using, and at least 2-3 times a week I would be awake till 4am managing the group and members concerns.**

### NAVIGATING CHALLENGES

So it grew to a point where I had to treat it like a job and be objective, and bring in friends to help as moderators. Another massive and quite important aspect was managing all the different perspectives, different cultures and sense of humour! It's taken some time, but admins play a

huge role in setting the tone of a group and I think we have molded and conditioned members to understand and be tolerant of one another, as we are ourselves. So trying to accommodate so many different nationalities was perhaps the biggest challenge. But even now you always get the few that are always dissatisfied with something!"

### SOCIAL MEDIA FOR CHANGE

Give more credit to social media users intelligence in Abu Dhabi. The well-heeled demographic here wants interactive and quality content. They want their voices heard. Facebook groups – although massively neglected by Facebook in my opinion – are perfect for this purpose and underrated in their influence. In the UAE, we are bombarded with advertising. And being mostly an expat populace without close friends and family here, ironically social media has disconnected us further from the human touch.

What ADQ&A does as a Facebook group in the capital is foster human relationships outside of the screen. So if you have an interest or passion you want to bring to social media: interact, meet and listen to your members/followers. Come out from behind the screen and meet people.

### HOW TO USE SOCIAL MEDIA EFFECTIVELY

1. Work on something you love doing. If you don't – don't read further!
2. Be consistent with your content.
3. Remain close to your authentic model and belief for it. Don't give up even on a bad day
4. Find a team to help you. If you all get on and enjoy what you do, this will reflect in your content and appeal to your members
5. Don't spend money on unnecessary art work. Keep it real – there are tons of free apps which you can use and put your style on.
6. Recognize and interact with your members so they feel valued. Even if you have less than 100 in the beginning. They will return to where they feel valued and become attached to you and your brand and become your brand ambassadors.
7. Social media is fast changing so be ready for change and overnight surprises!
8. Offer some spontaneity to members, as they are more likely to check your content regularly

**Connect with Freya:**  
**Facebook: Abu Dhabi Q&A**

Youtube: TamakkanVideos  
Youtube: TempoPlanet

GINA DILLON

INFLUENCER | CONSULTANT

## SOCIAL MEDIA FOR SOCIAL CAUSES



**I asked myself what I could easily do without investing any resources to make life better for the Abu Dhabi community. I used my skills to create, develop the Facebook FreeCycle and UAE Housemaids group in the hope that they could provide some resources for those in need.**

The initial seeds of development for the groups came to me when I was new to the city. The FreeCycle seed came when I read a Facebook post in a community page that said, "If I don't sell this it is going in the trash!" Some people are FreeCycle supporters for environmental reasons and others for humanitarian reasons. Either way, FreeCycle is good for Abu Dhabi. The seed for the UAE Housemaids group came to me when I read a Facebook post by a housemaid who claimed to be

mistreated and underpaid by her sponsor.

I decided I wanted to create a private space where both housemaids and sponsors could ask questions to learn more on the laws pertaining to domestic sponsorship. I realized if I was in the dark on the legalities of sponsorship then many others may be too. I also wanted to

create a "cyber safe house" of sorts where a housemaid could reach out for help if she needed assistance. My main goal for the group was to provide a space where we could discuss fair and equitable treatment for housemaids and provide them with employment/sponsorship opportunities.

### SPARKING CREATIVITY

Creativity is the spark that generates all productive change, yet it is the most overlooked component of innovation. Any change or ideation begins with asking ourselves the question 'how might I...?' which is the intro for generating new ideas to either create change or develop totally new concepts. Unfortunately, most people skip this essential step and great ideas become the victim of

good, or worse, mediocre ideas, which take far less energy.

Anyone can be a changemaker, or an innovator if they follow the basic principles of critical and creative process. When developing my social media groups I asked myself, 'What is needed? What is sustainable? What is good for the community?' By asking these questions I was able to toss around several theories on what would work before I began formulating the exact function and implementation of the groups.

### PROMOTING SOCIAL CHANGE

Change can happen in baby steps. As corny as it might sound, one has to ask themselves what kind of change do they want to see in the world and how much effort are they willing to invest to make it happen? When I first began my social media/social change journey in the UAE it started because I personally needed something. I needed:

1. Purpose in my new life so I created solutions for those in need.
2. To find new friends; people who had the same values as me so I used social media as a tool to connect.
3. A platform so I could continue to create and innovate so I used social media as my voice to spread a message of community.

In the end, I believe the most important thing is to be genuine in your efforts and to always use social media as a tool for good.

**Connect with Gina:**  
**Facebook: Freecycle Abu Dhabi**

## SOCIAL MEDIA ENTREPRENEURSHIP



**I started the Learning Curve Podcast in 2015 as an opportunity to share the success of Women Entrepreneurs in the Middle East. There are so many amazing women in this region creating amazing businesses which I believe inspire other women who are keen to start their own businesses.**

I've interviewed over 110 women in the last two years and generated over 150,000 downloads across 99 countries. We have also started supporting coaches, authors and consultants with a podcast service - where we help them share more information about their business in a format which allows listeners to enjoy learning, discovering or being inspired.

### GETTING STARTED IN PODCASTING

Use audio and video to expand your business message then create a community around what you do! People love to feel connected to others who have a common interest. Given the powers of technology creating audio or video isn't difficult so don't be shy to embrace podcasting to help you with your tasks. There are so many services out there now that help you learn, develop and expand on your abilities so you can share your message. I've met amazing people through the power of community and it encourages us all to put forward our best first.

### OVERCOMING CHALLENGES

For a podcaster the real challenge is developing the audience! Here in the Middle East the podcast community is still small and needs development. In the United States and Europe podcasting is powerful and growing. TV shows have behind the scene podcast shows, and businesses owners have their own podcast shows to help them grow their reach and engagement, share new ideas, and interview clients and customers. It's still a new concept and we are still in the early stages of evolving the tool!

Facebook Group Management is an ongoing challenge. The primary challenge are the managing the members. Most members follow the rules and guidelines and maintain a thoughtful and productive attitude in the group but then there are members who seem to believe they can be rude, abusive, aggressive or post how they like. I've learnt to always handle these members in a polite and constructive way.

### SOCIAL MEDIA TIPS

1. Don't be afraid to use FB Live or shooting your own video. Script it if you have to but start sharing your message using video. The more you do the better you become. People love to watch video. Think of the number of short videos you watch on social networks yourself.
2. Never sell on social networks. Rather encourage conversation, dialogue and activity. Show value, avoid selling as it rarely works.
3. People love funny inspirational images - use them and ask people to share. Don't be shy to use calls to actions; people do like to be told what to do as it makes decision-making easier.
4. You can now place a video on your Facebook Fan Page Cover image. Use that space to really capture your audience and use the call to action buttons Facebook makes available. Facebook fan pages can really be used as websites these day so use of the facilities they offer.
5. Put aside a budget to create advert campaigns because organic exposure is dead. Make a great targeted campaign using tools available on Facebook to build audiences and create campaigns.

**Connect with Nicholla:**  
**Facebook: The Learning Curve Podcast**

Youtube: TamakkanVideos  
Youtube: TempoPlanet

**AHMAD FOUAD HAFEZ**  
GENERAL MANAGER, MAPCO SPECIALIZED  
CONTRACTING & DÉCOR

## BUILDING A DEDICATED TEAM



**I come from construction background but I entered the interior design field when I established Mapco in 2007 in Abu Dhabi. I wanted to provide exceptional workmanship and serve that space in the market. So we established a team of skilled workers and bid for key interior projects. Within three years we built a reputation for quality, delivery and craftsmanship. Next, we wanted to raise construction standards and so we put together a team of innovation focused engineers. Our strategy is to grow methodically by building new business areas across our group of companies that distinguish us locally and internationally.**

Our challenge has been to build a reliable team of skilled workers and engineers who are able to deliver advanced projects that require a high degree of monitoring, upgrading and follow up. This is a competitive market with high level requirements, and that means companies such as ours have to deliver both quality and value. There has been considerable growth in the medical, hospitality and entertainment sectors. If you're a company that wants to be successful, you should focus not only on ideas but on building a dedicated team that is truly capable of delivering them.

**Connect with Ahmad:**  
**Email: [info@mapcoid.ae](mailto:info@mapcoid.ae)**

JOIN THE INNOVATION IMPACT COMMUNITY!  
[www.feelyourtempo.com](http://www.feelyourtempo.com) | [www.tamakkan.com](http://www.tamakkan.com) | [editorial@tempoplanet.com](mailto:editorial@tempoplanet.com)

**See Ahmad's video:**  
Youtube: TamakkanVideos  
Youtube: TempoPlanet

**RENT OUR SPACE**

Club meetup, music event, innovation challenge, poetry event, piano recital, affirmation circle, press launch, design brainstorm, yoga party, film night, product focus group, technology hackathon, Toastmasters event, high brow book club, coding bootcamp, mindfulness retreat, film location, photograph shoot, jam sessions etc

**YOU DREAM IT. WE HOST IT.**

For more info, email: [events@brandmoxie.com](mailto:events@brandmoxie.com)

## CONQUERING CHALLENGES AS A WOMAN ENTREPRENEUR



**M**y journey significantly changed the moment I moved to the UAE and while working for a corporate I knew this was not going to be my end journey. During a performance review meeting (my last one!) with my boss, I had an epiphany and there and then informed him that I will be resigning to start my own consulting business. I took the leap of faith as I did not fit in, I was not happy and I was going nowhere. The moment I decided that I was free for the first time...

As exciting as it was, feeling liberated and that I could conquer the world, it was the most daunting feeling ever. After so many years of having a steady 9 to 5 job, stable income, increases, bonuses, promotions – it was now up to me to make this a success. So there I was with a registered company, alone - no work - no clients! And my real journey started with many lessons and not really knowing exactly what I was going to do! I then remembered one of my

mentors saying “just do something” and I did. I did what I knew best and started helping people with their visas as this is a pain point and an extremely important stability factor to live and work in the UAE. My services grew via word of mouth until I secured my first big client, met my business partner and local sponsor after two years stepping out into the big world out of my comfort zone. Since then I have co-founded four complimentary businesses – IT software development, back office business services, events management and professional employer organization.

### NEW OPPORTUNITIES FOR ENTREPRENEURS

1. Hybrid human and e-services – routine processes are being taken over by applications and online technologies however the human interface cannot be replaced in totality. Example in my industry where the traditional PRO's role is disappearing with the

introduction of the e-Channel service – I see the next step of concierge service evolving that will still need a human face. This just means a new level of skill to be developed incorporating technology.

2. The rise of the gig economy, freelancers and smaller organisations – thus greater need for automated /online outsourcing of support administrative services.
3. Business by apps as first line of contact.

### SETTING UP YOUR BUSINESS

1. How can you make a difference in peoples' lives? What problem can you solve effectively, take away the pain, make it effortless?
2. Understand who you are and what excites/drives/motivates you. It is essential that you do what makes you happy and is your natural will – even in a regular job
3. Have fearless faith, belief in yourself and be resilient
4. Be aware of what is going on around you – read, learn, listen, question
5. Say no more often and see what happens
6. Be brave and jump – what is the worst that can happen? You can go back – nobody cares – only you.
7. Feel the fire in your belly: be the sun and shine because if you don't it will burn you.

**Connect with Anna:**  
Email: [anna@bothuae.com](mailto:anna@bothuae.com)

Youtube: TamakkanVideos  
Youtube: TempoPlanet

## UNLEASH THE TRUE LEADER WITHIN YOU



**A**s a coach, I work with people from different career levels and backgrounds. When we talk about leadership it always goes back to how you manage people in the workforce. While leadership is part of each one of us, it's a life style, it's emotional intelligence, and it's a mindset.

In coaching, I love to bring out true leadership in people. After all that's why I chose to leave a secure job to do what I do now. I believe this will support my country's progress by building generations of leaders. I want to share with them my skills and experiences to make it easier for them in their journey. If I knew what I know now about leadership 12 years ago, I would be a totally different person. So if I can help 100 people in the next five years to be true leaders who can contribute and impact the UAE positively, I will be the happiest person on earth.

### KEEP OVERCOMING PERSONAL CHALLENGES

When you start a business and even if you have a team, you will feel isolated. You have to do all the thinking and decision-making. It took me few months to get over that. Meeting other business men and women, scheduling working dates with like-minded people is important to feed on each other's energy.

The second main challenge was to go without the secure income that I was used to. As an employee, you know regardless what happens during the month, you have that paycheck by end of the day in your account. As an entrepreneur, you panic about that next pay check all the time.

The third big challenge is the psychological challenge we create for ourselves through our doubts and fears. You ask yourself, 'Am I

doing the right thing? Do I have what it takes? Why can't I just get a job?' The voices of doubts are endless, so I set little reminders of how great I am. I have notes, friends and thought patterns to help keep me on track so I don't surrender to my saboteurs.

### ADVICE FOR ENTREPRENEURS

1. Learn about yourself. If you consider entrepreneurship, you are signing yourself up to a long journey of self-discovery. Know what makes you tick, your strengths, your weaknesses.
2. Get curious. About life, economy, politics, music, art, everything and anything that makes you say 'oh wow I didn't know that'. Knowledge is power and the more you know, the easier your vision will become as you can see how every piece of the puzzle fits.
3. Know people. This the fun part. As entrepreneur, you will have an ocean of knowledge to dive in to. Attend seminars, go to networking sessions, meet like-minded people. As your network grows, so will your knowledge expand with it.
4. Accept failure. Yes, you will get a lot of chances to fail and to get up. It's half the fun of being an entrepreneur. You will stumble, fall, and 'Say goodness what did I do?' And then you will go and try another thing and another and another and along the way you will grow, learn, feel, laugh and cry. You will live.

**Connect with Deena:**  
Email: [dalmansoori@fortitudoconsultancy.com](mailto:dalmansoori@fortitudoconsultancy.com)

**See Deena's video:**  
Youtube: TamakkanVideos  
Youtube: TempoPlanet

## ENABLING AND ENRICHING YOUNG MINDS



**I have begun to see a new paradigm in the way I perceive my life, and that has come from a journey of self reflection about my pursuit of my passions. This sense of enlightenment has opened my soul and has allowed me to face my fears. It has given me the strength and courage to be my best self and live the life that I have want. It is from this that Inner Seed was born in 2014 as a lifestyle consultancy that enhances an individual's inner growth through empowering activities.**

I am fortunate enough to have grown up within a diverse ethnic

background; I have always considered myself to be a free spirit with a nomadic lifestyle. I started practicing yoga in 2009 and found contentment in my self-taught classes at home. The stillness of the mind brought me more compassion and understanding of my world and the people around me and consequently led to my pursuit of various yoga qualifications.

"My kids programs (Yoga and life Coaching) are a very important as they serve to introduce children and special needs to the art of creative movement. They teach children that they can create the life they want.

### SEIZE THE MOMENT

I believe that opportunities are endless. I believe that there is always room for improvement whether in the mind, body or soul. My aim is to create a mindfulness movement and teach people what it is to live in the moment. The fact that people across the UAE are becoming more self conscious makes it easier for them to open up and express themselves. They are becoming open to change, and that is the first step to a healthier lifestyle

"I would like to say that anything is possible, there is no limit that what you can do! Everything is in one's hands. You have the power to change and create the life you want. If you feel a negative emotion, then that's your body sending you a cue to change.

That is your subconscious signaling that something is not right. I urge you to listen to that voice and to be your true self.

### FIND YOUR INSPIRATION

1. Pursue your dreams, and follow your heart. For me it started with leaving my corporate job, travelling the world and opening my own company.
2. Recognize the importance of a healthy mind. It's not just about eating healthy food and exercise.
3. Encourage young kids to start yoga at an early age as this will empower them towards a successful future.

**Connect with Laura:**  
Email: [laura@innerseeduae.com](mailto:laura@innerseeduae.com)

**See Laura's video:**  
Youtube: TamakkanVideos  
Youtube: TempoPlanet



# MATH2LEARN

INTERACTIVE FUN LEARNING

LEARN AT SCHOOL.  
PRACTICE AT HOME.

COMING TO A SCHOOL NEAR YOU



Do you want  
to join **THE**  
**INNOVATION**  
**IMPACT**  
**COMMUNITY?**

Are you making a difference to life in the UAE  
through your work in social impact, thought  
leadership, entrepreneurship,  
art and innovation?

Talk to us.  
[editorial@tempoplanet.com](mailto:editorial@tempoplanet.com)