

Dubai business elite to share stories of their journey in the city of the future

Artistic multimedia project “Faces of Dubai” a living document of the city's untold history



**FACES
OF DUBAI**

Dubai, Jan 22, 2019 (IssueWire.com) - Dubai's evolution into a city of the future, a global centre for business, tourism and living, and an economic powerhouse of the region has always been fuelled by its people, those who adopted the leaders' vision, and accepted all the opportunities the city has to offer. For some the journey has been easy, and for others, not so much. But they all pursued their dreams and achieved success. Each of them has a unique story to tell on how Dubai's tolerance and acceptance has helped them in their personal and professional growth.

A select few of these successful individuals will share their stories and what Dubai truly means to them in the upcoming multimedia edition of 'Faces of Dubai', a visual documentary tribute to the city of Dubai and the people who have made it here.

'Faces of Dubai' was launched by Dubai-based visual artist Yasir Saeed in April 2012 with the objective of establishing a unique platform that introduces the people, and highlights the personalities of those who have helped create and shape this amazing city.

The upcoming multimedia edition will feature video interviews of a select few of the business personalities of the city, along with their thoughts about Dubai and how diversity and tolerance here has been vital to their successes.

The artistic project offers the city's entrepreneurs the opportunity to highlight their understanding of Dubai's unique business proposition, and its ever-rising position in the world, while raising their own profiles and throwing a spotlight on their individual contribution to the success of the city.

The upcoming edition, to be released soon, is the first in the series to be produced this year in collaboration with Brands & Trends, a leading marketing & consulting firm based in Dubai.

The two previous editions of Faces of Dubai have featured prominent Dubai business personalities, such the [Executive Vice Chairman and CEO of Dubai Duty Free Colm McLoughlin](#); [CEO du, Osman Sultan](#); [CEO Saudi German Hospital Dr. Reem Osman](#), and [Founder and Chairman of Sobha Group PNC Menon](#) among others.

Yasir Saeed, the founder and owner of Faces of Dubai project said: "Over the past few years the project has expanded from being an online gallery to a website, print edition and a social media hub capturing stories from different profiles across the fabulous city."

"This year the project will include video interviews highlighting the core value of Tolerance, that makes it possible for people from over 200 nationalities to live and work peacefully, and thrive in Dubai. The 2019 editions will encapsulate this value in line with the UAE Government declaration of this as the 'Year of Tolerance'."

"I am pleased to collaborate on this project with Brands & Trends, whose distinguished track record and local expertise are added value."

Mohammed Balbaki, CEO Brand & Trends said: "We firmly believe in the thought behind Faces of Dubai and are happy to partner with Yasir on this unique project, which highlights the value that Dubai has brought to the people who live and work here. We are keen to add value and take the project to

take it to new heights with our management proficiency and well-established network.”

The soon to be released multimedia edition of Faces of Dubai, which will be distributed across Dubai in print form, will feature Yasir Saeed’s signature portraits and video interviews of the participants, explore their thoughts about the city and how the diversity and tolerance in Dubai has played a vital role in their success.



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