



# Abu Dhabi Sustainability Week '17

New York. September 27th, 2016.



# Introduction Videos Creative Strategy

The UAE is a nation with hospitality in its DNA.

Even before it became a nation, the different tribes that lived in these land were dedicated to welcome all visitors, host them carefully and make them feel at home and protected.

The nation is dedicated to being a host and a hub. In return, the nation expects a transfer of knowledge.



A black and white photograph showing three men in traditional Emirati clothing (ghummas and ghutras) gathered around a large, detailed architectural model of a city. One man on the right is pointing at a specific part of the model, while the other two look on attentively. The model shows various building structures and urban planning. The text is overlaid in the center of the image.

The strategic planning of His Highness Sheik Zayed is at the core of UAE's development.





This knowledge helps us today, to become the best version of ourselves.

By generously sharing this knowledge, we contribute to the make the world a better place.

This concept is also at the foundation of Masdar and ADSW.

Just like every nation, what makes UAE unique is its people. Generations of Emiratis that have inherit a will to welcome visitors and learn from them. That's the true energy that moves the UAE.

The human energy that exists in the UAE produces innovations which improve the world.

The umbrella concept that applies to all the work to be developed from here on respond to these 3 key facts:

The uniqueness of UAE (with Sheik Zayed's talent to teach his people to support themselves), resides in the history of excellency.

By creating the right environment, the UAE manages to attract and foster the world's biggest talent and wisdom.

UAE's generosity to share its acquired wisdom helps make the world a better place.

“Every man’s work, whether it be literature, or music or pictures or architecture or anything else, is always a portrait of himself.”

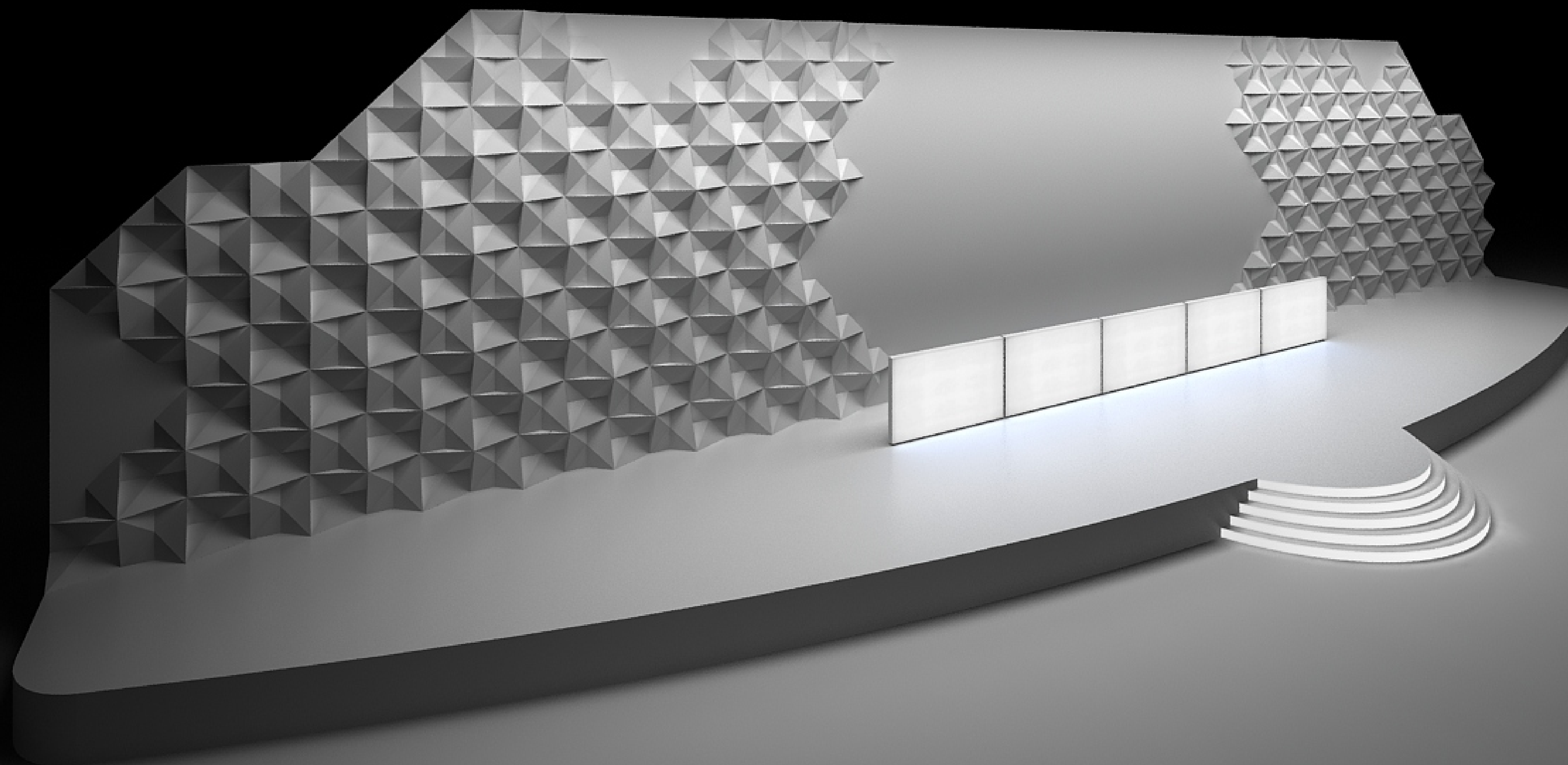
Samuel Butler



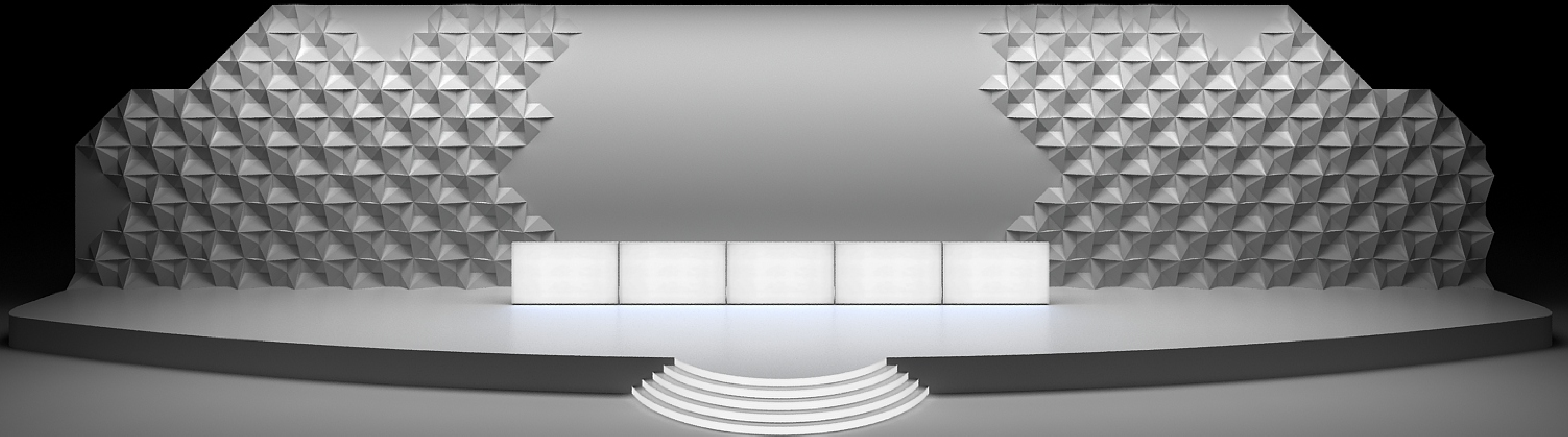
# Scenario design / Legacy video



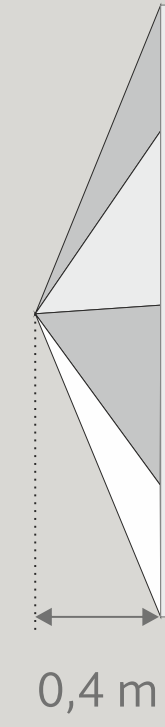
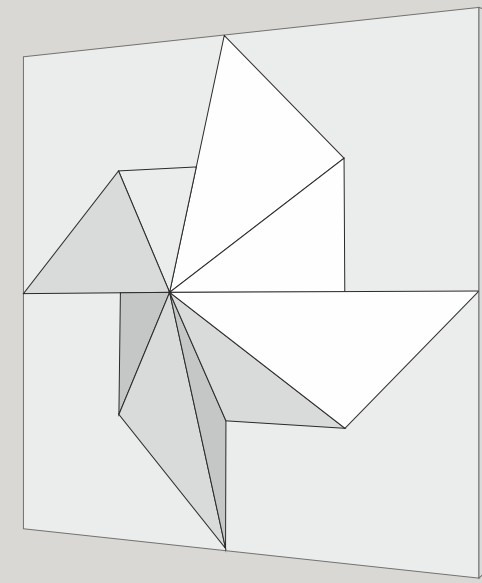
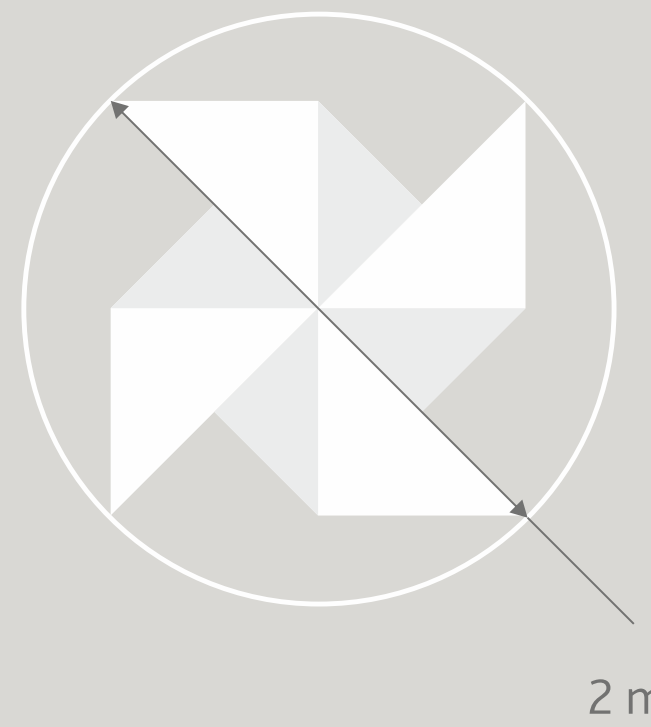




With this proposal of the scenario design we're setting the groundwork for a 3D mapping event that can become alive with real heartbeats or water-ring waves.

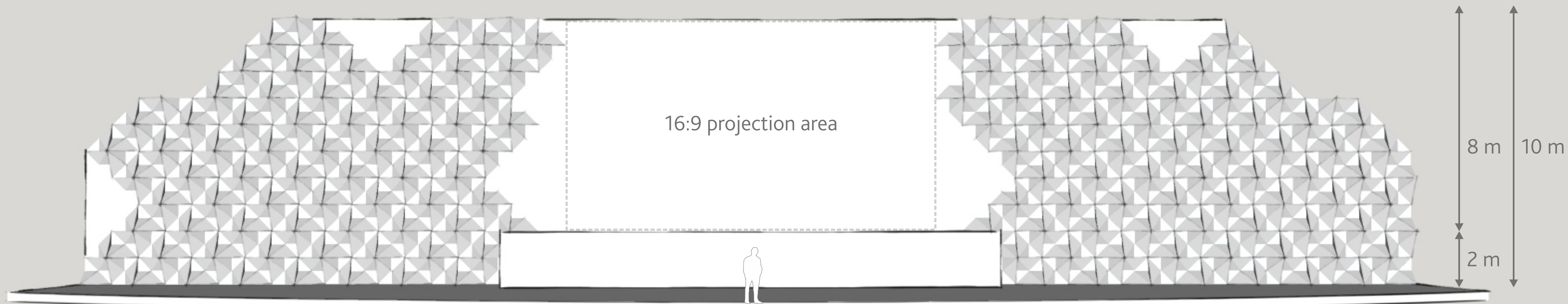


With this proposal of the scenario design we're setting the groundwork for a 3D mapping event that can become alive with real heartbeats or water-ring waves.



By converting the windmills into volumetric shapes, we're enhancing the 3D mapping effect (David's concern) but maintaining the scenario background into a single plane which should simplify the construction process.

50 m







**“The real voyage of discovery  
consists not in seeking new  
landscapes but in having new eyes.”**

Marcel Proust



# Thank you.