

BROWNBOOK

FUNCTION & CREATIVITY

Khawla Al Marri + Cyril Zammit + Tamara Al Gabbani + Qais Sedki



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Precise S
Pen Input

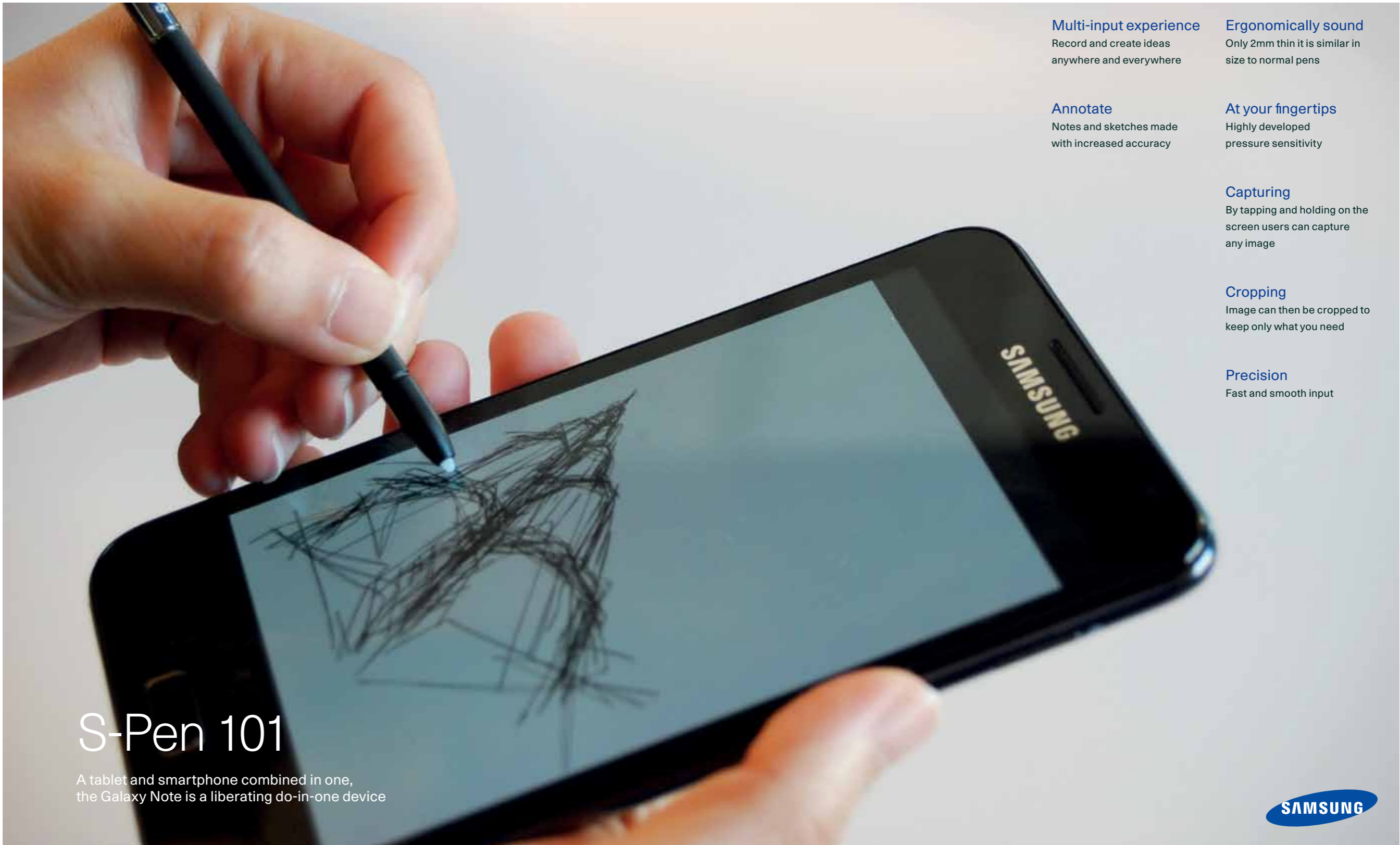


1.4GHz
Dual Core
Processor



8MP
Camera
with Flash

*Source: Gartner, Q3 2011 Smartphone Market Share Report



Multi-input experience

Record and create ideas
anywhere and everywhere

Ergonomically sound

Only 2mm thin it is similar in
size to normal pens

Annotate

Notes and sketches made
with increased accuracy

At your fingertips

Highly developed
pressure sensitivity

Capturing

By tapping and holding on the
screen users can capture
any image

Cropping

Image can then be cropped to
keep only what you need

Precision

Fast and smooth input

S-Pen 101

A tablet and smartphone combined in one,
the Galaxy Note is a liberating do-in-one device



PROFILE ONE

Pop Artist

Growing up in the 80s and 90s, Khawla Al Marri was exposed to a variety of visual art and graphics leading to her decision to experiment with Pop Art



Born in 1983 in Dubai, to a family of thinkers and readers, Khawla Al Marri wanted to be one of three things - an academic, a writer or an artist. However, from a young age it was clear her skills were moving in only one direction.

'I was painting from the age of about seven,' she explains, 'and the best part was that my family loved the fact that a little member could paint. I chose to be an artist because I knew I could come up with new ideas which would show the world my home.'

Marri, modest and unassuming, specialises in Pop and street art. Her paintings are characterised by bright block colours and use simple curves to outline the subjects. She owes her inspiration to Warhol, Van Gogh and Picasso, and especially likes the work of Frida Kahlo. 'My background triggers a lot of things in me - it actually pushes me to create more art so I can spread my culture to other countries and help to change the many preconceptions existing about the Middle East and indeed, Arab women.'

Dosed with humour and daring, Marri's work has earned her much respect in the art world. In 2010 she also created a branding image for herself and turned her passion into a career. She has been so successful that last year she sold

Based on the Khaleeji TV shows, Marri produced a series of comic drawings and paintings called Archive 80

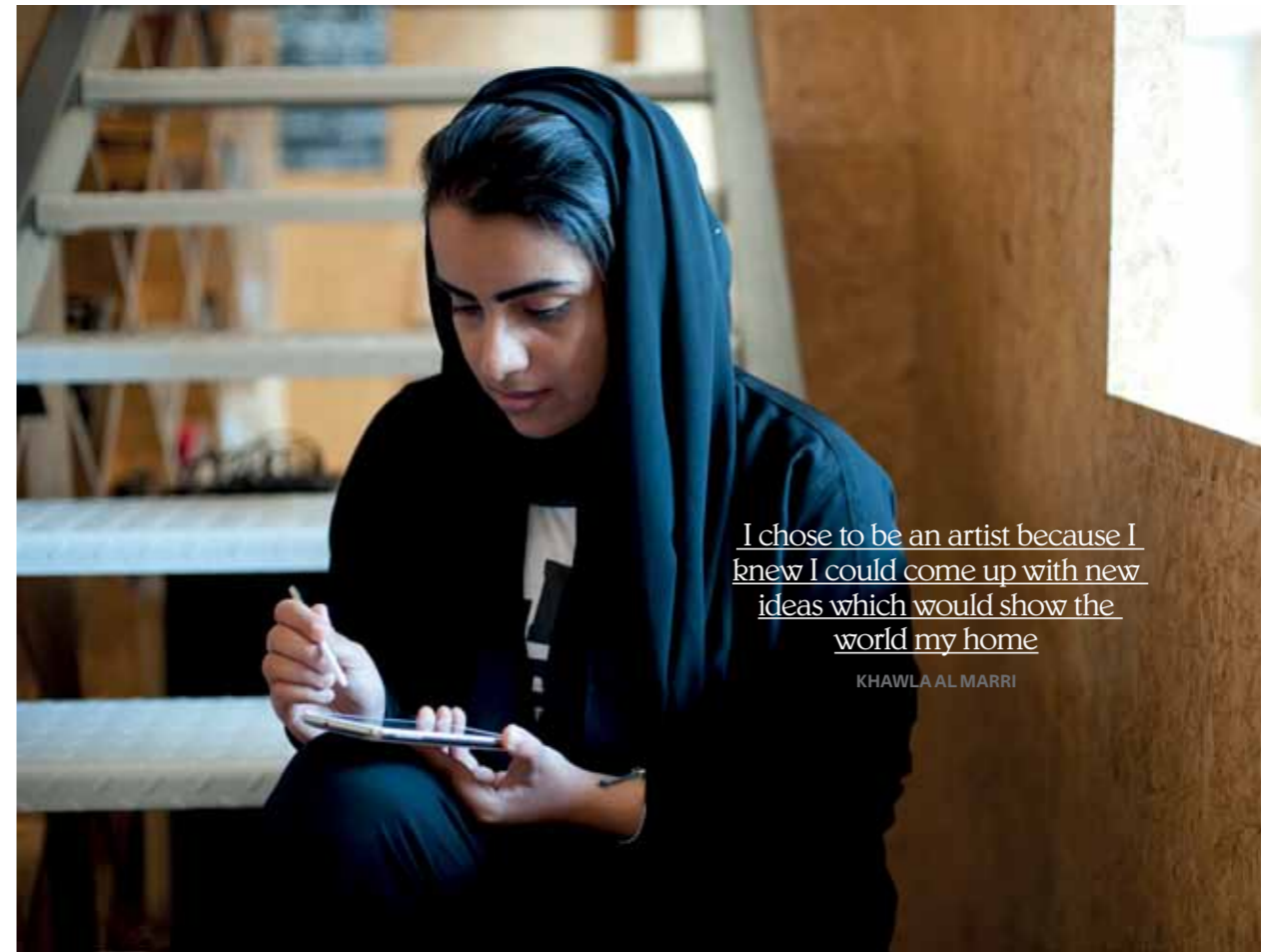
her work through Christie's and won the artist category of the L'Officiel Arab Woman Awards in Dubai.

'I knew from the start I was capable of creating something huge because I always looked at things slightly differently. I focus on details and plan things in my head,' she explains.

Devising new concepts and breaking down barriers is something she quietly thrives on, she continues. 'My culture influences my work. For example, I have used Arabic coffee, a symbol of our welcoming nature, as a link and theme in my projects. It becomes more than merely coffee; it becomes a bond in my work.'

Marri describes her own style as casual and does not profess to be very interested in fashion. She decorates her home with objects she collects on her travels. 'I like vintage and modern - I look at everything. To me, style is about being creative; finding something new to say.'

Technology is one of the most vital elements of her everyday life, says Marri. It is essential for her career to be connected with her friends and to the wider world. 'In the old days, artists had their own circle with whom they would share their ideas, and by word of mouth their reputation and their works would become known. 'However, I would be



I chose to be an artist because I knew I could come up with new ideas which would show the world my home

KHAWLA AL MARRI



lost without technology. I like to use slim devices and to be connected at all times. In order to be 'out there', and become known I think it's vital to be active in the social media world.'

Twitter is the Emirati artist's favourite social hub. It allows her access to the world and to be able to show her work to a huge audience at the push of a button.

'It makes it very easy for me to share my thoughts with everyone and is the most effective way of telling people what I'm doing. I mainly use my phone to connect with my friends and to tweet.'

Design apps are of particular interest to Marri and she explains the ones on the Samsung Galaxy Note would make light work of the sketching and brainstorming that are part of her creative process.

'I visit galleries all the time and travel a lot so I particularly like the Zigzag App, which would be so useful for jotting down ideas, instead of having to carry round a pen and paper,' she says. Currently planning her next street art installation and looking forward to a solo exhibition at Ara Gallery in Downtown Dubai this month, Marri says the themes of identity and tradition are her inspiration and hopes to remain successful in the future.

The Finesse of Form

Cyril Zammit is the founder of Design Days Dubai. He says development in all fields of design are essential for the future of the region



By his own admission, Parisian Cyril Zammit gets bored if he has nothing to do. As a 14 year old teenager he was already working full time in a radio station and making good use of his natural communication and networking skills. Perhaps not surprisingly then, he progressed quickly in his career and eventually left France for the Middle East to follow his passion for the art and design world.

In September 2009 he took up a role with the Tourism Development and Investment Company (TDIC) to develop their expanding stable of museums and art exhibitions in Abu Dhabi. Later he established the framework for the Design Studio at the Abu Dhabi Art fair to bring designers together from around the world to share their thought processes and philosophy.

Zammit moved to Dubai in August 2011, to launch Design Days Dubai - a fair dedicated to showing collectable and limited edition furniture and objects, as well as running workshops and talks. He wants to educate the public and to



WHAT IS DESIGN DAYS DUBAI?

A fair dedicated to showing collectible and limited edition furniture and objects, as well as running workshops and talks

open their eyes to his passions, he says. 'Design is perceived as the end product, and I want people to understand that it is more than that. A piece can be either functional or a piece of art, or indeed both - that is the beauty of design compared to, say, a painting.'

The pieces he has chosen to showcase for Design Days vary in price from the very affordable to the extremely expensive. 'I want the works to be accessible to all purses, and I have selected very practical designs. I am extremely curious in nature - I want to see how things are made, and how they work. I am enthralled by the fact that out of nothing you can create something really intriguing.'

Zammit has inherited resilience and fortitude from his grandmother, who he describes as one of his strongest inspirations. 'She was from the countryside in the south of France, and lived through the Second World War. She came from a modest background, always had maximum respect for people and kept both feet planted firmly on the ground at all times.' It is these characteristics that pushed him into moving to a country where he didn't speak the language, he explains.

He cites the Korean designer Choi Byung Hoon, who creates furniture and objects purely from stone and wood, as epitomising the way design can be not only aesthetically pleasing, but also functional. 'When it comes to my personal style,' Zammit says - 'I'm a fashion freak, as long as there is no branding on show. I like modern colours with a touch of classic and colour - especially the colour blue, which dominates my wardrobe.'

'At home, I like the interiors to be linear and aesthetically clean. I like the simplicity of Scandinavian design; the pure lines of the 50s in particular. And Dutch design, which is inventive and incorporates a wide array of materials and everything from the Far East - where designers have learnt the art of craftsmanship and traditional techniques and how to translate them into the modern world of design.'

Simplicity is much harder to achieve but more interesting to look at, he goes on. In the field of technology, the simpler a product is to use, the more innovative it is. 'I use technology a lot, especially Twitter, both for Design Days and my personal account. I email and chat with my phone, and I spend hours on the net reading articles about design and following trends.'

Zammit believes that the new generation of well educated, well travelled people who live in Dubai, have a strong desire to put the Emirates on the map. 'They look forwards, but they also look backwards at their culture. They want to implement something new but always maintain respect for their heritage and their roots. The link between technology, youth and innovative thought is incredibly important in the development of this country and in terms of creativity within the region.'

Dream Catcher

Tamara Al Gabbani does not believe in being average; she believes hard work and passion make dreams a reality

'I think life should be spent doing you what you love and what makes you truly happy. That way you truly give it your all; your career goes from being 'work' to waking up to what you look forward to,' says Tamara Al Gabbani.

Previously a TV presenter and actress, she is currently a fashion designer and entrepreneur. Named one of the Telegraph's best dressed at the 2011 Cannes Film Festival, in one of her own creations, Tamara is riding on a high. With Arab and Serbian parentage, Tamara's life has been extraordinary. Raised in Dubai, she studied business and finance in London but as a passion she sketched and designed clothes. Upon returning to Dubai she fell into TV presenting by happy coincidence and soon discovered she had a natural aptitude for it. 'TV presenting was stigmatised as a career,' she says. 'When I started out, I was one of the first English speaking presenters in the region and I had to work very hard to prove myself in the industry.'

However, a friend watching from the wings soon recognised Tamara's ability. Bowled over by her fashion knowhow and her sketches, she pushed Tamara into taking her skill to the next level. 'She said to me "Feel the fear and do it anyway",' recalls Gabbani. 'I thought, what's the worst that can happen and decided to take the leap.'

After much research and conceptualising her brand, Gabbani launched her Goddess collection of dresses and tiaras. Oozing with glamour and gorgeous colours, Tamara's first collection has been an instant hit and she is now being inundated with orders.

About to launch her new collection for 2012, which focusses on scarves and pashminas, Tamara says her business is 100 per cent reliable on technology.

'My phone is crucial to me on both a personal and professional level. I have to be available all the time. Technology is an integral part of my life - my business runs

Formerly a TV actress, presenter and producer, Gabbani is now a fashion designer and entrepreneur

on it. I communicate with my clients by phone and email, I update Facebook and Twitter daily.

'My business is very visual too. I get orders from clients who want to show me a particular colour or design they like and the Samsung Galaxy Note would enable me to download their images easily and efficiently,' she says.

'For me luxury is two things - freedom of time and peace of mind. The Samsung Galaxy Note is also light and simple to use; I could take it with me to meetings to show clients my collections, and it would allow me to be more efficient. In fact, I could probably do everything on it,' she laughs.

It would be useful then for someone who says inspiration comes from everything she sees and ultimately from within. 'It might be an emotion or a feeling which jolts my creativity but I am definitely sensitive to my instincts. Her favourite designers are Christian Lacroix, John Galliano and Nicolas Ghesquière, but when it comes to her own designs she relies on her personal experiences.

'My mother was my greatest influence. She was beautiful, intelligent, kind and strong and she raised my sister and me as a single mother in an Arab country. It was not easy for her, but her resilience and perseverance paid off. She died five years ago, but she was one of the most stylish women I ever knew. I definitely inherited my creativity from her and my grandmother.'

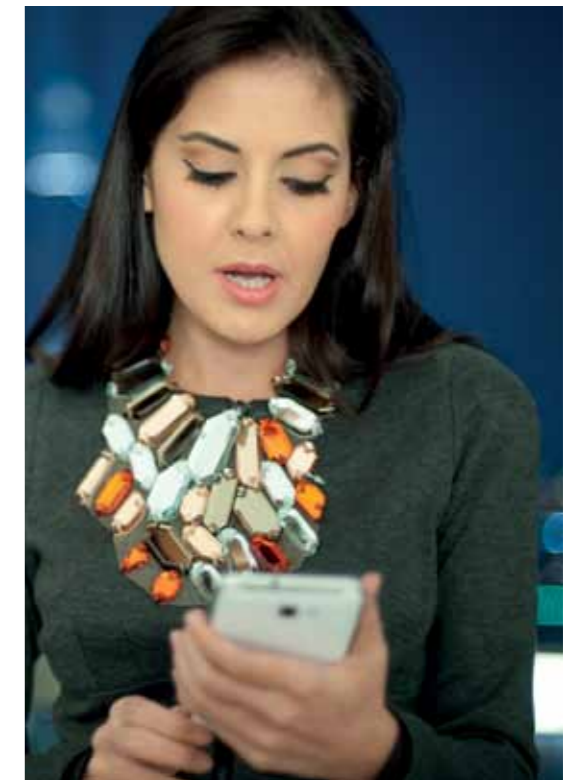
Gabbani describes her own fashion style as fearless. 'Fashion is freedom; how I feel when I wake up determines what I'll wear that day. It might be a pretty little Audrey Hepburn-style outfit one day and neon spandex the next.

'The way I decorate my home is an extension of my personality. My living room is modern, clean, simple, light and airy, whilst my bedroom is regal, with silk curtains, crystal chandeliers and a four poster bed. I try and make every room different,' she says.



For me luxury is two things – freedom of time and peace of mind

TAMARA AL GABBANI



Going for Gold

Author of the UAE's first manga series, The Gold Ring, Japanese-inspired Qais Sedki shares his thoughts about the technologically rich world he inhabits.



I just think technology needs to facilitate things; it shouldn't be tech for tech's sake. It should be useful, those are the things I look for

QAIS SEDKI

For the self-published author who heads up his own production house, inspiration can strike at any moment. 'I am always thinking about my next story,' says Qais Sedki who has just published the second volume of The Gold Ring, a manga inspired comic book about a young Emirati boy who enters a falconry competition. 'So a pen and paper is my most useful tool. It works because it is tactile and you can access it at any moment. I am constantly looking for things to incorporate into my stories and ideas come from cool phrases I hear or silly things that happen, basically from real life. I get these kind of flashes and they can come anytime, I often use voice notes on my phone to record the ideas but sometimes it is an image that can't really describe in words so to be able scribble it down and incorporate that pen and paper into technology could be really something.'

Sedki, holding the Samsung Galaxy Note, says that the sketching function was certainly the phone's most useful function. 'I just think technology needs to facilitate things; it shouldn't be tech for tech's sake. It should be useful, those are the things I look for.'

However much he might find himself sketching his way through the inspirational writing process for his comics, he is the first to admit he is 'horrible' at illustration. Instead he leaves that to his team at Pageflip Publishing, the business he founded from which to produce his own works.

'In fact I think of myself as a book director not simply a writer. I have the material I put together in draft form open to the artists and they start doing storyboards and when

that happens I come in and start shaping the work. I look for cultural insensitivities and other things that we need to avoid.

'Manga specifically is like a movie in a book, the characters are extremely animated and you can see the action with the characters, your mind fills in the blanks. So calling myself a director is fitting to my medium I think.'

Sedki's work is often credited as bridging a cultural gap between the extremely competitive Japanese market and the niche market in the UAE because His product is unlike any other in the Gulf Arab literature scene. This kind of interest surprises him, he explains but he also says there is more at play than what people first see.

'A lot of people see Japanese and the Gulf Arab influence but there is a third element in there and that is very Western in nature. I read a lot of novels and most of them are in English because even myself I find it easier to read in English because of the variety of titles and they are better written so that element also makes it's way into my work too.'

Presentation is everything, Sedki continues, citing the kind of paper and binding as very important. When it comes to technology too, the aesthetic also plays a role, he says. 'This is an extremely impressive screen for example but as long as it has a use and is not just to impress people, then I am happy to use it.'

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