



Inaugural MENA Grad Show highlights social impact ideas set to shape our lives

50 social impact innovation projects from some of the brightest minds in the region showcased in the inaugural exhibition as part of Dubai Design Week

- *Held under the patronage of Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, the inaugural MENA Grad show opens today at the Dubai Design District (d3) as part of Dubai Design Week*
- *50 graduate projects will be exhibited from 22 universities in the region that address solutions for a better future.*
- *Projects will provide a platform for people to discover the impact of innovation created by university graduates from across the region*
- *MENA Grad Show is part of the established Global Grad Show platform, which this year will take place in a digital format with submissions from over 60 countries*

United Arab Emirates, November 10th, 2020: MENA Grad Show, part of [Global Grad Show](#), and held under the patronage of Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, Chairperson of Dubai Culture & Arts Authority and member of the Dubai Council, and in partnership with A.R.M. Holding and Dubai Culture, today launched with a physical exhibition showcasing 50 of the most exciting social impact innovation projects that can help improve and transform lives.

Launched as part of Dubai Design Week, MENA Grad Show exhibition will allow visitors to meet the graduates digitally and learn about the aspirations behind their work, through a series of interactive films, and also understand how students in different disciplines, from architecture to chemistry and electrical engineering, approach complex social and environmental problems.

Commenting on the diversity of this year's applications, **Tadeu Baldani Caravieri, Global Grad Show's Director said**, "The submissions demonstrate the student's ability to understand the nuances of their surroundings and use empathy for others as tools for the work of social impact innovation. Often, the creative process is permeated by tradition and heritage awareness, which shows the students' concern about bridging past, present and future, therefore creating solutions that are relatable, pertinent and adoptable."

The inaugural MENA Grad Show received more than 200 submissions from 36 universities based in the Middle East and North Africa region with the shortlisted projects on display coming from graduates in nine countries including the United Arab Emirates, Egypt, the Kingdom of Saudi Arabia and Oman



Some of the standout ideas from the region's graduates include:

- A light that helps users stay connected and reach out for help from those around them in times of crisis - **UAE, Dubai Institute of Design & Innovation**
- An Arabic eco-font for the government to use that saves ink and will reduce the usage of plastic ink cartridges - **Egypt, German University in Cairo**
- A project that uses date palm tree waste as an alternative to cement in concrete - **Oman, University of Buraimi**
- A microwave leak detector which will detect even just a few drops of leaking water, which has the potential to help supply treated water to 150 million people - **Kingdom of Saudi Arabia, King Abdullah University of Science and Technology**

Mohammad Saeed Al Shehhi, CEO of A.R.M. Holding who are lead partners of MENA Grad Show said, *"We are excited to extend our sponsorship to the Global Grad Show's regional iteration, the MENA Global Grad Show. The initiative will be at the forefront of regional Social Impact Innovation as it highlights the importance of grassroot contributions to the world's most pressing issues."*

Alongside the exhibition, Dubai Culture will hold online workshops to form collaboration initiatives with the participating graduates to produce cross discipline ideas based on chosen challenges. Graduates will also be invited to take part in an entrepreneurship programme that will provide the basic understanding of business and the opportunity to apply for funding from A.R.M. Holding who last year pledged an AED 10 million to fund the development of early stage projects.

The MENA Grad Show exhibition is free to attend and is taking place 9-14 November, at d3 during Dubai Design Week.

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NOTES TO EDITORS

Further Information - Global Grad Show

Global Grad Show, an initiative by the Art Dubai Group, is a programme for graduates in universities across the world whose research tackles social and environmental issues. It is the world's most diverse initiative of its kind in terms of reach, participating disciplines and programme. Launched in 2015 as an exhibition of impact-driven designs from 10 universities, Global Grad Show has grown its network and reputation exponentially, currently engaging academics in over 60 countries and 300 institutions, in fields ranging from biomedical engineering to urban design, through to data sciences and interactive medias. The programme's year-round activations, support graduates and professors through three complementing angles: international exposure, knowledge exchange and entrepreneurship. The exhibitions, held physically until 2019 and online in 2020, are a celebration of impact innovation and an opportunity for the public to enter a universe of academic research rarely seen outside campus. Each year, these gatherings of talented minds from all over the world also create the opportunity for learning and collaboration and Global Grad Show champions these conversations through conferences, workshops, publications and dedicated initiatives for multi-country and multi-discipline work. To amplify the real-world impact of its community, Global Grad Show's entrepreneurship programme offers a full-cycle route for participants who wish to take their innovation to market. Through training, mentorship and connections with stakeholders from the development agenda, the programme accelerates the business development of the projects towards implementation. In 2019, A.R.M. Holding pledged a AED 10 million 10-year fund to support talents from the programme with seed capital to advance their development. Global Grad Show was recently named as one of the key initiatives under the Dubai Culture & Arts Authority's plan to realize its vision of evolving Dubai into a global hub for culture and innovation. One of its new initiatives is the MENA Grad Show, a celebration of academic talent from the region working on social impact innovation, as part of Dubai Design Week in d3.

Visit www.globalgradshow.com for further information.

About A.R.M. Holding

A.R.M. Holding is a multi-focused economic enabler that creates synergies and opportunities through local, regional and global investments. At the core of the company's business strategy is its commitment to social responsibility. A.R.M. actively employs its resources to advance society and empower its players to pursue innovative solutions and inspire a better future. A.R.M. collaborates with like-minded organizations and leverages its network and partnerships to create meaningful relationships and create growth opportunities. It holds equity stakes in some of Dubai's foremost companies in a variety of economic sectors including Banking, Telecom, F&B, Real Estate, and Hospitality. Investing in Real Estate since 1976, A.R.M. has contributed to society with significant investments in numerous industries and versatile projects across the region and internationally. To learn more about A.R.M. Holding, please visit: www.armholding.ae

About Dubai Culture & Arts Authority

On 8 March 2008, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, launched the Dubai Culture & Arts Authority (Dubai Culture). The mandate of the Authority is to serve as a dedicated entity for culture, arts, heritage,



and literature in the Emirate of Dubai, and to drive the growth of the city's artistic and cultural landscape. Under the leadership of Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, Chairperson of Dubai Culture, the Authority has played an integral role in reinforcing Dubai's position as a vibrant global centre for creativity.

Dubai Culture aims to enhance Dubai's cultural scene and draw attention to the UAE's rich heritage. The Authority's mandate is to build bridges of constructive dialogue between different civilisations and cultures to enhance Dubai's position as a creative and sustainable global city for culture, heritage, arts, and literature, with an aim to empower these sectors by developing creative and innovative projects and initiatives locally, regionally, and globally. Dubai Culture manages heritage sites across Dubai including Al Fahidi Historical Neighbourhood and Al Shindagha Museum, apart from managing Dubai Public Library branches which includes Etihad Museum Library, Al Twar Public Library, Al Rashidya Public Library, Hor Al Anz Public Library, Al Safa Art & Design Library, Al Mankhool Public Library, Umm Suqeim Library, and Hatta Public Library. Dubai Culture also plays a significant role in empowering the four creative sectors (arts, culture, heritage, and literature) by launching innovative initiatives and projects that aim at productive outcomes.