

FUTRIWORLD

DECEMBER 9-11 2021/ ABU DHABI
MANARAT AL SAADIYAT

FUTRIWORLD

MIDDLE EAST

SUPPORTED & HOSTED BY



STRATEGIC PARTNER



FUTRIMWORLD

THREE DAYS OF EXCLUSIVE MUSIC, FOOD, IMMERSIVE EXPERIENCES, DROPS, GIVEAWAYS, TALKS AND MUCH MORE.

A new multi-faced event, focussed on entertainment, innovation & commerce.

INTRODUCING OUR SUPPORTING PARTNERS.

MUSEUM OF
ICE CREAM

VICE

anghami

mlt.

ستورم
STORM

benefit
SAN FRANCISCO

BR baskin
robbins

MOB KITCHEN

LANCÔME
PARIS

AFRIVAL

SAHI

FREEDOM
PIZZA

ARMANI
beauty

THE WALL STREET JOURNAL
WSJ

WATCHBOX

case

Careem

Kiehl's
SINCE 1851

RUUBY

Rubicon
SAFETY

SNEAKER
DISTRICT
ABU DHABI

GULF NEWS

INKED

campaign

THE LUXURY CLOSET

Best
Bites

where
to
uae

Le MERIDIEN
ABU DHABI

BOOM & MELLOW

Virgin
MEGASTORE

twofour54
Abu Dhabi

EMIRATES
WOMAN

WHAT'S ON
ABU DHABI

THE GIVING MOVEMENT
[SUSTAINABLE]

AD
GAMING

FUTR|WORLD

MIDDLE EAST

FUTR SUMMIT

DECEMBER 9th 2021

FUTR Summit is focused on fresh thinking and innovation within retail, marketing & commerce. The gathering will bring together leaders from brands, retailers, corporates, shopping malls and e-commerce to create a melting pot of ideas and tools for businesses to succeed with the modern customer.



HIGHLIGHTED SESSIONS

Partnerships that go beyond boundaries - the future of retail

FIRESIDE CHAT

Michael Ward, CEO & Managing Director, **HARRODS**
Edward Sabbagh, Managing Director - EMEA & VP Growth, **FARFETCH**

Inspiring innovation: ideas are welcome, execution is worshipped - the future of entrepreneurship

KEYNOTE

Jeff Hoffman, Global Entrepreneur, **PRICELINE GROUP & BOOKING.COM**



FUTR SUMMIT

HIGHLIGHTED SESSIONS

**Make over from the lab of in-store technology, experiences
& customer planning - the future of in-store**

PANEL

Ramit Harisinghani, CEO - MENA, **B8TA**

Ria Chauhan, General Manager, **WATSONS**

Elisa Bruno, General Manager, **LEVEL SHOES**

Michael Chalhoub, President Strategy and Innovation & Vice-
President JV's, **CHALHOUB GROUP**

MODERATOR

Sabir Khodabux, Digital Director, **MOTIVATE MEDIA GROUP**

**Entertainment, interaction & technology blending real-life &
virtual experiences - the future of e-commerce**

PRESENTATION

Noel Mack, Chief Brand Officer, **GYMSHARK**

**How startups transform economies & ideas move continents
- the future of everything**

PRESENTATION

Mike Butcher MBE, Editor at Large, **TECH CRUNCH**



FUTR|WORLD



FUTR SUMMIT

HIGHLIGHTED SESSIONS

Resonating with the youth, subcultures and getting people to give a damn about you - the future of consumers

PANEL

Milou Steenvoorden, Global Senior Director Consumer Engagement,

ADIDAS

Venetia Archer, CEO & Founder, **RUUBY**

MODERATOR

Tala Hammash, Assistant Director - Admission & Strategy,

NYU ABU DHABI

Exceeding expectations & going above for customers in spaces - the future of experiential

PRESENTATION

Manish Vora, Co-Founder, **MUSEUM OF ICE CREAM**

One step back, two steps forward: revolutionising established businesses - the future of cultural transformation

PRESENTATION

Andy Lightfoot, CEO, **SPACE NK**



FUTR FESTIVAL
DECEMBER 10th 2021

A spectacular, world-class line up of progressive music artists across multiple genres with a focus on up-coming talents. The FUTR Festival will bring visitors closer than ever before to international music artists with its purpose built stage and capacity of 1500. Be the envy of everyone, and attend to create your music moment.



THE LINE UP

WIZKID

Performing in Abu Dhabi for the first time, Afropop supreme Wizkid is set to perform the headline set. Mixing elements of R&B, grime, and reggae with Afrobeats, Wizkid will shine a bright light on his own creativity and excellence to the masses.

ALICAI HARLEY

Born in Kingston, Jamaica and raised in London, Alicai Harley aka 'Hot Shot' is the next big thing making a global splash with her dance-hall, pop, R'n'B and UK grime sounds. Listed as #OneToWatch by BBC 1Xtra & Capital Xtra, she will be making her first appearance in the UAE at FUTR World.

DJ CROWN PRINCE

Soul rebel and locally loved DJ who knows how to get a party started.





FUTR LIVE

DECEMBER 10th-11th 2021

FUTR Live creates immersive experiences, showcases, exclusive product launches, giveaways and talks brand new to the region. Immersive areas where brands activate looking at the future of industries. Including never seen before collaborations, installations and innovative concepts.

POPS | DROPS | EXPERIENCES | MUSIC | F&B

MUSEUM OF ICE CREAM

Not showcased before in the region or Europe for that matter, MOIC will create a very IG & TikTok friendly installation with a ice cream ball pit of hundreds & thousands and swing.

A CONVERSATION TO UP YOUR SOCIAL MEDIA GAME WITH THE GLOBES
TRENDING BEAUTY & GAMING TIK TOK STARS WITH 26+ MILLION FOLLOWERS BETWEEN THEM
FIRESIDE CHAT

Abby Roberts, Beauty Influencer & Content Creator
Nintendo Girl, Gaming Influencer & Content Creator

FUTR WORLD

FUTR LIVE

POPS | DROPS | EXPERIENCES | MUSIC | F&B

FUTR VOID (FT. PLANESWALKER & RUUBY)

Wellness space with exclusive beauty makeovers by UK award winning at home beauty service Ruuby, also featuring soundscapes by music producer, Planeswalker.

BENEFIT COSMETICS

VR gaming installation, exclusive product display, giveaways and coffee lounge.

FUTR LOOKBOOK

(FT. TIFFANY LOY & THE GIVING MOVEMENT)

Larger than life walk-in wardrobe with AR mirror where you can try on The Giving Movement's unseen collection powered by SNAP's new tech launch at the event. Also showcasing reusable sustainable materials by artist Tiffany Loy.

NASA

Media and soundscape experience showing footage of missions, launches, mars and more, which can be download via a QR code onsite to take away after the showcase. Created by NASA Goddard Flight Space Centres media specialist Rebecca Roth who will also be giving a keynote talk 'bringing space to life'.

THE LUXURY CLOSET

Exclusive drop of unseen collection, people can shop onsite and learn more about selling luxury re-commerce on the platform.





FUTR LIVE

POPS | DROPS | EXPERIENCES | MUSIC | F&B

E-GAMES EXHIBITION (FT. AD Gaming, TwoFour54 & sQuad Core)

Gaming exhibition including influencers & professional gamers like Big Bird shown on big screens where visitors can play against champions or friends.

F&B POP UPS (FT MLT | DOSE CAFE | FREEDOM PIZZA SALAD JAR | RUBICON | RED BULL)

Bringing together some of the coolest F&B brands the UAE has to offer in our garden area to serve up food street style. Each artisan will be creating an event first, never before tasted 'FUTR Dish'.

LIVE MUSIC

DJ TALA SAMMAN

DJ TEEJAE MAI

DJ SONYA

DJ MR SHEF CODES

INSPIRATIONAL INSIGHTS FROM A START-UP ENTREPRENEUR WHO BUILT A TRENDING FITNESS PLATFORM & FASHION BRAND IN THE UK CREATING £6 GBP MILLION REVENUE IN THE FIRST YEAR

MASTERCLASS

Grace Beverley, Author, Influencer, CEO & Founder, T/ALA & SHREDDY



FUTR LIVE

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LANCÔME

Nexus Machine launch, which does a full diagnoses on your skin via a new technology which is a first in the Middle East.

TALKS INCLUDE

Hadia Ghaleb, Influencer, CEO & Founder, **GHALEB PRODUCTION**
Lowi Sahi, Lifestyle Influencer, CEO & Founder, **SAHI MEDIA**
Zahra Lari, Figure Skating Champion & Ambassador, **NIKE & ETIHAD**
Sandra Sahi, Music Artist
Darin Al Bayed, Comedy Influencer & Content Creator

FUTR SPACE (FT. Arrival, Jo-Ho & Intriguan)

Envision the FUTR Space through the silhouette of the UK's coolest commercial EV company Arrival. Transcend the Future of Travel via Through Worlds, an immersive 360 audio-visual experience created by artists Jo-Ho & Intriguan.

FUTR ART (FT. FH.VISUAL & Foad HamzehIn)

Artistic visualisation of a creative ambiance, through technology and art. Foad HamzehIn will display unique visuals including a first of its kind interactive hologram, a calligraphy class participants can try and customise through tagging visitors names.

+MANY MORE EXPERIENCES INCLUDING SNEAKER DISTRICT EXCLUSIVE!



FUTRWORLD

FUTR**W**ORLD

MIDDLE EAST

TICKETS | SOCIAL | WEBSITE

BOOK YOUR TICKETS TO FUTRW**ORLD:**

<https://tickets.virginmegastore.me/ae/festival/13701/futr-world-2021?ref=list>

INSTAGRAM | TWITTER | FACEBOOK

[@FUTR**W**ORLD](#)

WEBSITE

[WWW.FUTR**W**ORLD.COM](http://WWW.FUTRWORLD.COM)

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