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REPORTAGE: DUBAI

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SHARJAH COLLECTION BY MYSK WINS THREE PRESTIGIOUS AWARDS FOR THE FOURTH YEAR IN A ROW AT LUXURY LIFESTYLE AWARDS 2023

Sharjah Collection by Mysk, a group of distinctive boutique eco-retreats under Mysk by Shaza umbrella, and purposefully located in key locations throughout the emirate of Sharjah, has won three prestigious awards for the fourth year in a row at Luxury Lifestyle Awards 2023.

Mysk Al Badayer Retreat has won the best luxury desert experience award in the UAE solidifying its position as a leader in luxury travel. Mysk Kingfisher Retreat has been awarded as the best luxury beach retreat in the UAE in recognition of its commitment to providing its guests with the ultimate luxury beach experience. Mysk Al Faya Retreat has won the best luxury wellness retreat award in the UAE in

recognition of the exceptional experience it provides to guests.

Luxury Lifestyle Awards is a global award selecting, recognizing, celebrating and promoting the best luxury goods and services all over the world with more than 5,000 goods and services being evaluated in 400 categories from 120 regions.

Shafik Alaaeddine, Area General Manager of Sharjah Collection by Mysk, said, "We are proud to receive these prestigious awards that come as a result of our continuous dedication and efforts to delivering quality and excellence across all of our retreats. We look forward to more accomplishments in the future and to continue providing outstanding

services to our guests."

Nestled in the heart of central Sharjah, Mysk Al Badayer is a stunning desert retreat that will transport you back in time to the days of the Silk Road. Offering a unique blend of traditional hospitality and luxurious amenities, this picturesque resort is the perfect destination for glamping with your family. It comprises spacious rooms and tents all with private pools and offering a wide range of activities including desert safaris, sandboarding, dune bashing, and falconry displays.

Mysk Kingfisher is located on an island off the east coast of Sharjah offering a haven of conservation where guests can enjoy the abundance of earth, serenity, and luxury. Nestled amidst mangroves, the natural habitat is home to a variety of birds, gazelles, turtles, and crabs providing exclusive access to a pristine ecosystem making it an ideal destination for a memorable family holiday in a unique and cultural setting. Mysk Kingfisher features 20 stunning tents, each with a private plunge pool, and a vast range of activities such as yoga, birdwatching, archery, kayaking, cycling and much more.

Nestled in the heart of the enchanting desert landscape of Sharjah, Mysk Al Faya Retreat provides a unique and unforgettable boutique experience with a full book-out option for a total



of 10 guests offering unrivalled serenity, exclusivity and privacy. It provides guests with the opportunity to explore Mleiha, the famed UNESCO world heritage site alongside intense stargazing and other action-packed desert activities. The award-winning retreat boasts luxurious amenities such as the herbal room, salt pool, tropical shower walk, and hands-free spa, making the desert camping experience in the UAE truly one-of-a-kind.



WELCOME TO DUBAI

BEAUTIFUL BEACHES,
RECORD-BREAKING
ATTRACTIONS AND
EXPERIENCES LIKE NO
OTHER – DUBAI IS THE
PLACE TO BE IN 2023.

IT'S NO WONDER
WE'VE BEEN NAMED
TRIPADVISOR'S #1
MOST POPULAR DESTI-
NATION IN THE WORLD
FOR THE SECOND YEAR
RUNNING.



CITY OF THE FUTURE

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IS DUBAI YOUR NEXT DESTINATION?

The sky is the limit when it comes to activities you can do on your visit to Dubai! A unique blend of modern luxury, rich culture, and endless entertainment, welcome to an unforgettable global destination. You can drive through the clouds from 13K feet over the Palm Jumeirah with Skydive Dubai, Burj Khalifa, the longest tower in the world Dubai has a wide range of exciting experiences to offer, from theme parks and waterparks to stunning skyline views and outdoor adventures in the desert. Whether you're looking for family fun or a relaxing getaway, Dubai has something for everyone to enjoy.

With 200 nationalities from different cultures

living in harmony in Dubai This reflects the city's tolerance, acceptance, and inclusion. You can see this diversity in people's styles, cuisines from around the world, retail and market offerings, and so on. The city welcomes all visitors deary, the Emiratis are known for their generosity and thrive on their hospitality, but here are a few things to remember on your visit If you're visiting Dubai for the first time, be sure to check out our top tips to help make your trip unforgettable.

Travelling to Dubai for the first time and not sure where to start? Follow our top tips on what to see and do, and you'll find your way around in no time.



EXPERIENCE NEW HEIGHTS

If there's only one place you can visit while on a trip to Dubai, let it be the world's tallest building, Burj Khalifa. Take in incomparable views as you step out onto the world's highest observation deck on the 124th floor, perched 555m high. Admire the desert sands and sparkling coastline in the distance, and ultra-modern towers all around, which perfectly capture Dubai's journey from desert city to modern metropolis. To combine views of the city skyline with thrills, few places compare to Sky Views that's located

on floors 52 and 53 of the twin Address Sky View hotel. It's home to an exclusive observatory with a 46m glass floor, a fun glass slide experience and, for the brave, a hands-free walk along a tower edge that's over 219m above the ground. The sunset timings are especially popular, presenting a photo opportunity you cannot afford to miss.

Tip for first-time visitors: Book your tickets to Burj Khalifa's At The Top online ahead of time and skip the queues.



DISCOVER DUBAI'S PAST

Beyond the record-breaking sights, a visit to Dubai's historical treasures, museums and heritage areas should be on every holiday itinerary. Head to Al Fahidi Historical Neighbourhood to tour centuries-old architecture, as well as to shop for authentic souvenirs at nearby souks. Dubai's Spice Souk is a colourful, aromatic and sensory experience, while the nearby Gold Souk is one of the oldest and most fascinating traditional mar-

kets in the city for purchasing jewellery and gemstones. Unlike stores in malls, there are more traditional wares here – just make sure to haggle for the best prices. You'll also find lots of art galleries and cafes in the area, including the cosy XVA Art Hotel featuring 14 unique and individual rooms that showcase the architectural and cultural motifs of the region.

مرحبا بكم في دبي

GET AROUND LIKE A LOCAL

Dubai is an easy city to navigate with multiple transportation options. Jump aboard the Dubai Metro for a ride that conveniently stops at the city's top shopping and leisure destinations, including The Dubai Mall, Mall of the Emirates and Dubai Marina. There is also the tram that goes along Dubai Marina and beyond, and a dedicated monorail on the Palm Jumeirah. For something a little

different, we recommend a scenic evening commute to Dubai Festival City aboard a sleek water taxi, or a traditional abra boat ride across Dubai Creek for just AED 1.

Tip for first-time visitors: Make sure you get a Nol card which works across Dubai's public transport system.

INDULGE IN UNIQUE EXPERIENCES

When in Dubai, a superlative experience always awaits. Adventure enthusiasts can sign up for the thrill of a lifetime by booking a skydiving experience at Skydive Dubai or riding the world's longest urban zipline, Xline Dubai Marina. If you're looking for next generation science, the Museum of the Future is one of Dubai's most famous landmarks that explores how society could evolve in the coming decades using technology and innovation. For the more leisure-inclined, charter a yacht and go deep sea fishing while admiring the city skyline from a different perspective or take the plunge at the world's deepest swimming pool for diving, Deep Dive Dubai. And if anyone asks about your trip to the desert, don't forget to tell them about your time on the snow-covered slopes of Ski Dubai, the first indoor ski resort in the region.



Tip for first-time visitors: An early morning hot air balloon ride over the desert with Balloon Adventures is a must-try experience.



AM



AMEDEO MENEGAZ

Amedeo Menegaz, dynamic entrepreneur, was born in Rome in 1973. In 1999 he began working, as a designer, for the Archiconsult SA studio in Lugano, of the well-known architect Giorgio Giudici.

After 7 years of experience, combined with passion and talent, he decided to pursue a professional career independently: the AmProgetti studio was born in 2006.

In 2010 he founded the company AmProgetti Sagl, an architecture studio and Feng Shui school; in this renewed context, the construction of the first Feng Shui residence in Ticino begins, the Residenza Sguardo (completed in 2012).

In 2014, Amedeo's book, The sense of Feng Shui, was published by Salvioni Editore, and he set up the Feng Shui interior design studio in Dubai: AMEDEO MENEGAZ FZ LLC in D3 (Dubai Design District).

In October 2015, the AmProgetti Sagl studio was recognized as a training company for AFC architecture apprentices.

Starting from January 2017, Amedeo is a guest during the program In onda con voi on Teleticino. The first episode aired on January 19th. All the episodes concerning Feng Shui are uploaded on the YouTube channel.

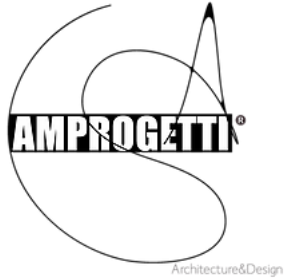
December 2020 Amedeo develops his art and founds the oEdem'Art brand.

He is hosted with two of his works at the virtual collective exhibition «Love and its forms» curated by the artist Rubinia.

<https://bct.comune.terni.it/amore-e-le-sue-forme-0>

*«I need to feel the power
within me.» AM*





- AMEDEO MENEGAZ -

AmProgetti

- FENG SHUI ARCHITECTURE -



Switzerland
AM Progetti Sagl
Via San Giovanni 10, CH - 6500 Bellinzona
amedeo@amprogetti.ch
amprogetti.ch

Dubai
AMEDEOMENEGAZ FZ LLC
D3 Dubai District Design +41 76 414 97 07

“FEEL THE ENERGY OF THE NATURE”

Quote from Amedeo Menegaz's "Il senso del Feng Shui", SalvioniEdizioni, 2014

In AmProgetti's architecture, contemporary style meets the ancient Feng Shui philosophy, a very important aspect in the creative process.

This oriental discipline makes it possible to qualify living spaces by creating an energetic harmony between man and natural elements.

The study and knowledge of Feng Shui prompted Amedeo Menegaz to found a thematic school and to formulate the concept of «Feng Shui residence», defining in design terms the possibility of sharing the practical advantages of this philosophy.

Feng Shui has become an essential approach in the work of the AmProgetti studio, both in the design of new spaces and in the reformulation of existing ones; it is what is defined as Feng Shui consultancy, i.e. the personalized analysis of the customer for an intervention aimed at increasing well-being in his living spaces.

AmProgetti periodically organizes courses on Feng Shui design at its headquarters in Bellinzona, for the training of new qualified professionals.

WHAT IS FENG SHUI?

Feng Shui is an ancient oriental philosophy dating back 6,000 years. It brings well-being and vital energy to our private spaces, workplaces and all frequented environments. This Chinese practice provides guidance on

how to furnish, arrange furniture, use shapes, choose materials and colors according to one's elemental structure, in order to increase inner and outer harmony and the quality of life.

The main purpose is to improve physical and mental health by removing negative energies, which are often the cause of discomfort, ailments and disturbances.

Feng Shui consultancy concretely proposes the possibility of an effective change for the benefit of individual fulfillment.

You will discover a concrete improvement in your affective and social life. Positive energy will increase optimism, self-esteem, determination to achieve goals, which will imply a secure self-realization.

Harmony, health and success are the keywords.

AmProgetti's Feng Shui philosophy expands, reaching international borders.

This is where «Amedeo Menegaz Feng Shui and Design» comes to life. Designed to best meet the needs of the individual, to ensure psycho-physical well-being in the individual.

ONE OF THE WORLD'S MOST DYNAMIC ESTATE INVESTMENT MARKETS



CONSTRUCTION AND REAL ESTATE GUIDE

Dubai's real estate market adjusts quickly to changing demand, and growing e-commerce across the UAE creates significant opportunities in warehousing, industrial and logistical real estate. Dubai is shaping the future of cities with sustainability and innovation

Establishing the pillars on which the city's growth has been built over recent decades and responsible for the iconic structures and developments that have made it instantly recognisable, Dubai's construction and real estate sectors are important drivers of the economy. These have been driven by demand across all verticals and a strong appetite for investment from around the world.

Dubai's property market continues to go from strength to strength. In the second quarter of 2021 alone, the emirate recorded 15,638 sales transactions worth more than US\$10 billion, representing year-on-year increases of 183.4% and 237.8% respectively.

The Q2 performance proved the best quarterly sales result since Q4, 2013, and capped off a strong first half to 2021. In total, 27,373 sales transactions worth US\$16.87 billion were reported in the January to June period, demonstrating the market's resilience despite the impact of the Covid-19 pandemic.

ROBUST REGULATORY ENVIRONMENT

Dubai's real estate market is governed by well-established laws, providing a protected legislative and regulatory structure for businesses operating both inside and outside of free zones.

Beneficial legislative and regulatory structure

At the heart of Dubai's construction and real estate proposition is a robust and progressive regulatory environment that protects both investors and stakeholders and also encourages innovation.

Among the measures taken in recent years to stimulate sustainable growth have been the introduction of 100% foreign ownership for a wide range of businesses outside free zones as well as longer-term visas for investors and

experts in key sectors. For both residential and commercial property investments, both onshore and offshore opportunities are available, and Dubai's low-to-zero tax rates - not just in property but across the board - provide it with a key advantage over its global peers. Supportive regulation and visas

In order to facilitate and protect the interests of investors, a number of recent legal and regulatory updates have enhanced the sector with initiatives being safeguarded by a sophisticated judicial system that effectively handles any property disputes and protects the interests of all parties involved.

