

strawberryfrog



DWC

دبي وولڊ سينٽرل
DUBAI WORLD CENTRAL

CREATIVE PRESENTATION

JULY 11, 2025

HELLO



strawberryfrog

TODAY IS ABOUT...

- _ Agreeing on creative routes to spark a movement for Dubai World Central and Luma Villages
- _ Sharing the visual voice, tone and manner for the creative directions
- _ With agreement on the creative routes, we will develop fully integrated work for review
- _ We will also begin creative development on Cityscape such that it wisely ties in to the creative routes and movement

STRATEGIC OVERVIEW

OUR TASK

Holistically combine the growth and productivity potential of the economic zone, with the lifestyle benefits of Luma villages, to dramatically introduce the world to a new city of happiness.



OUR STRATEGIC IDEA:

THE HUMAN CAPITAL

“Dubai has always invested to remain at the forefront of the Middle East’s journey towards human development.”

*— HH Sheikh Mohammed bin Rashid Al Maktoum**

*Flashes of Thought: Lessons in life and leadership from the man behind Dubai

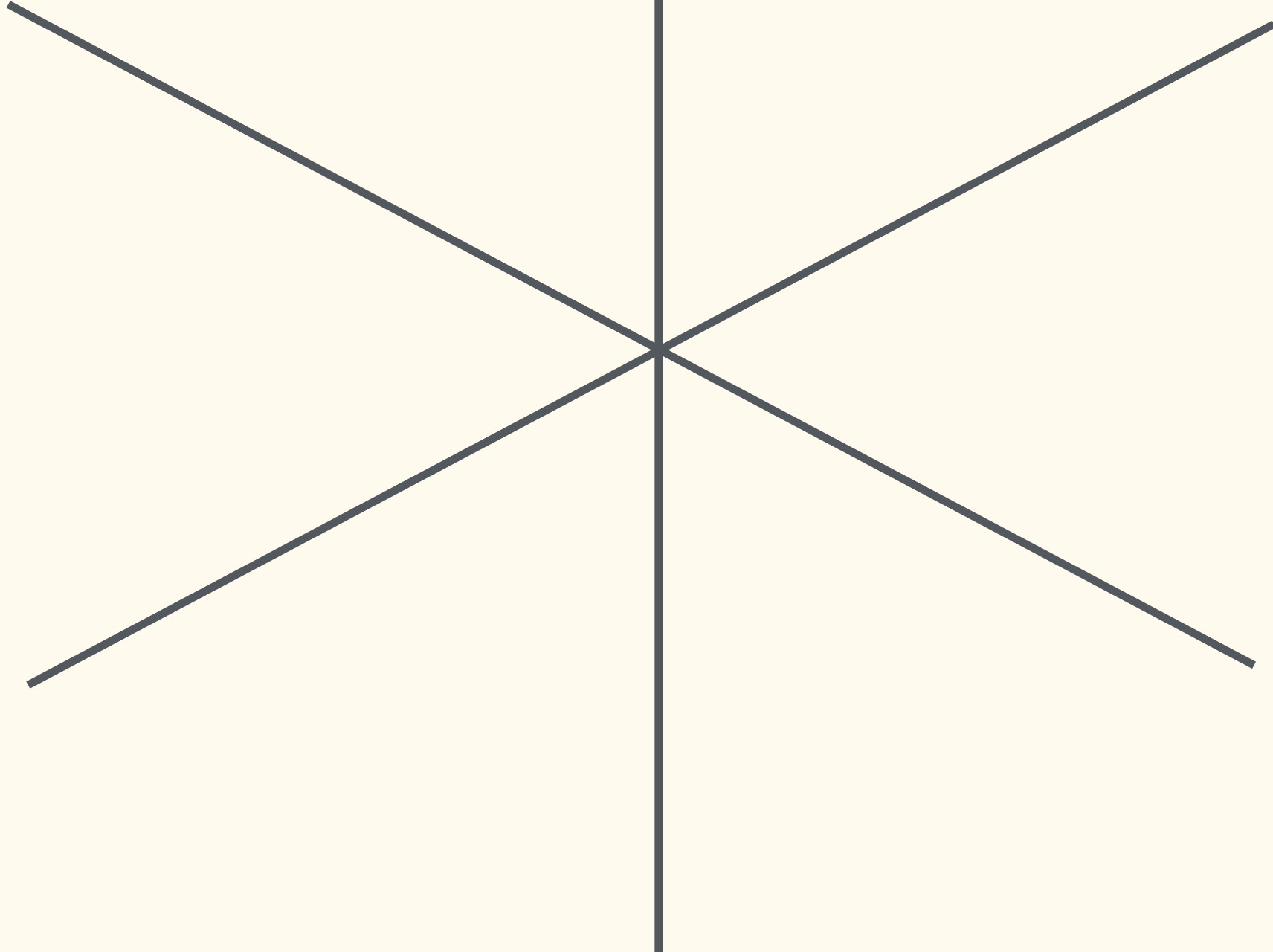
THE HUMAN CAPITAL

Dubai has long been known for lavish buildings and spectacular feats of engineering and development. The Human Capital stands for Dubai's next wonder: a city designed with profound sensitivity to the human factors that promote happiness and unlock the drive for growth.

With an economic zone designed to empower entrepreneurial visions and residential villages that foster education and an authentic community, Dubai World Central will deliver an unrivaled quality of life that satisfies the real, genuine needs of residents and businesses.

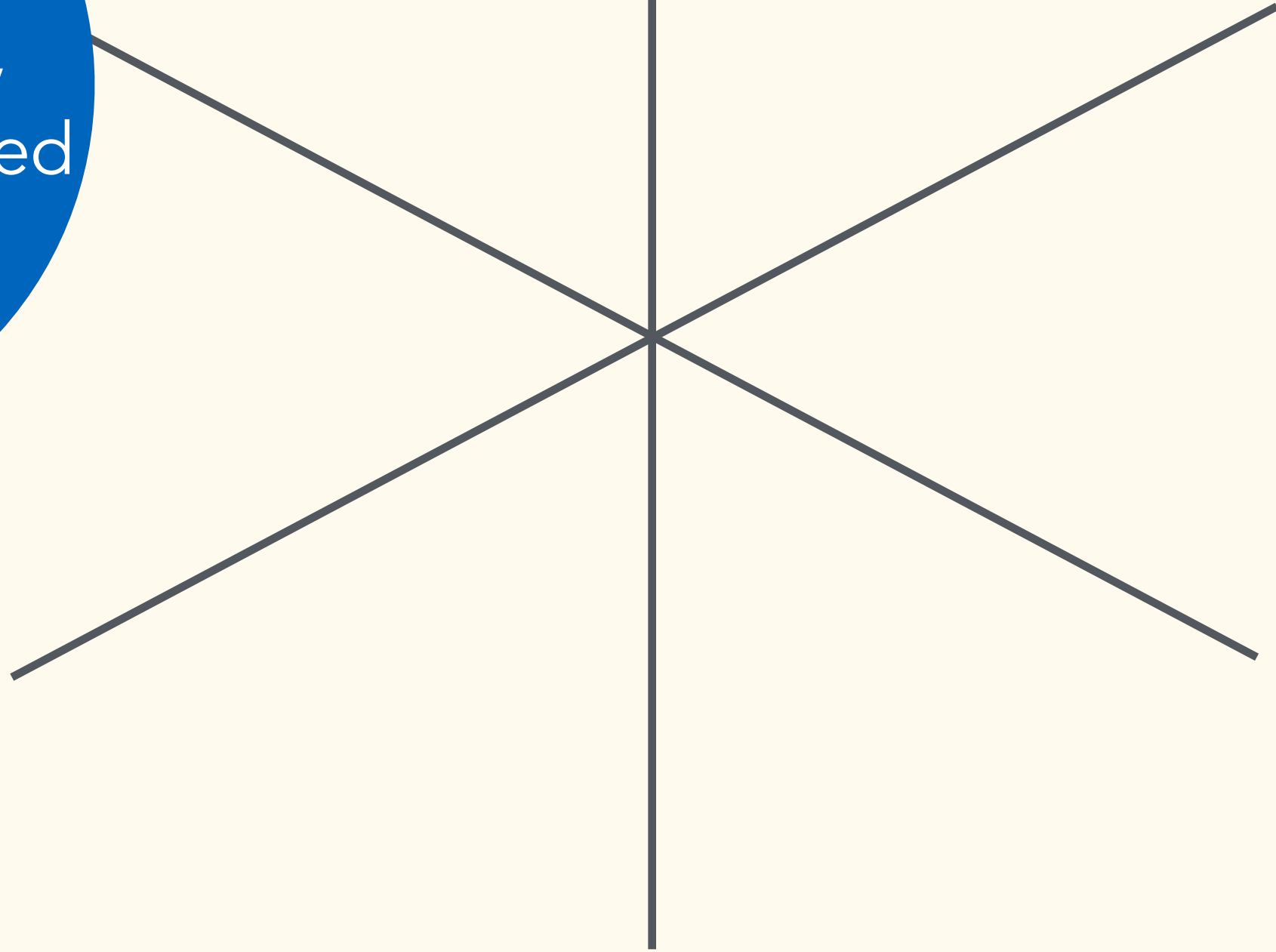
We are creating a movement that calls the people of Dubai to aspire to and achieve happiness, well-being and prosperity in equal measure — truly the Human Capital of the world.

HUMAN CAPITAL

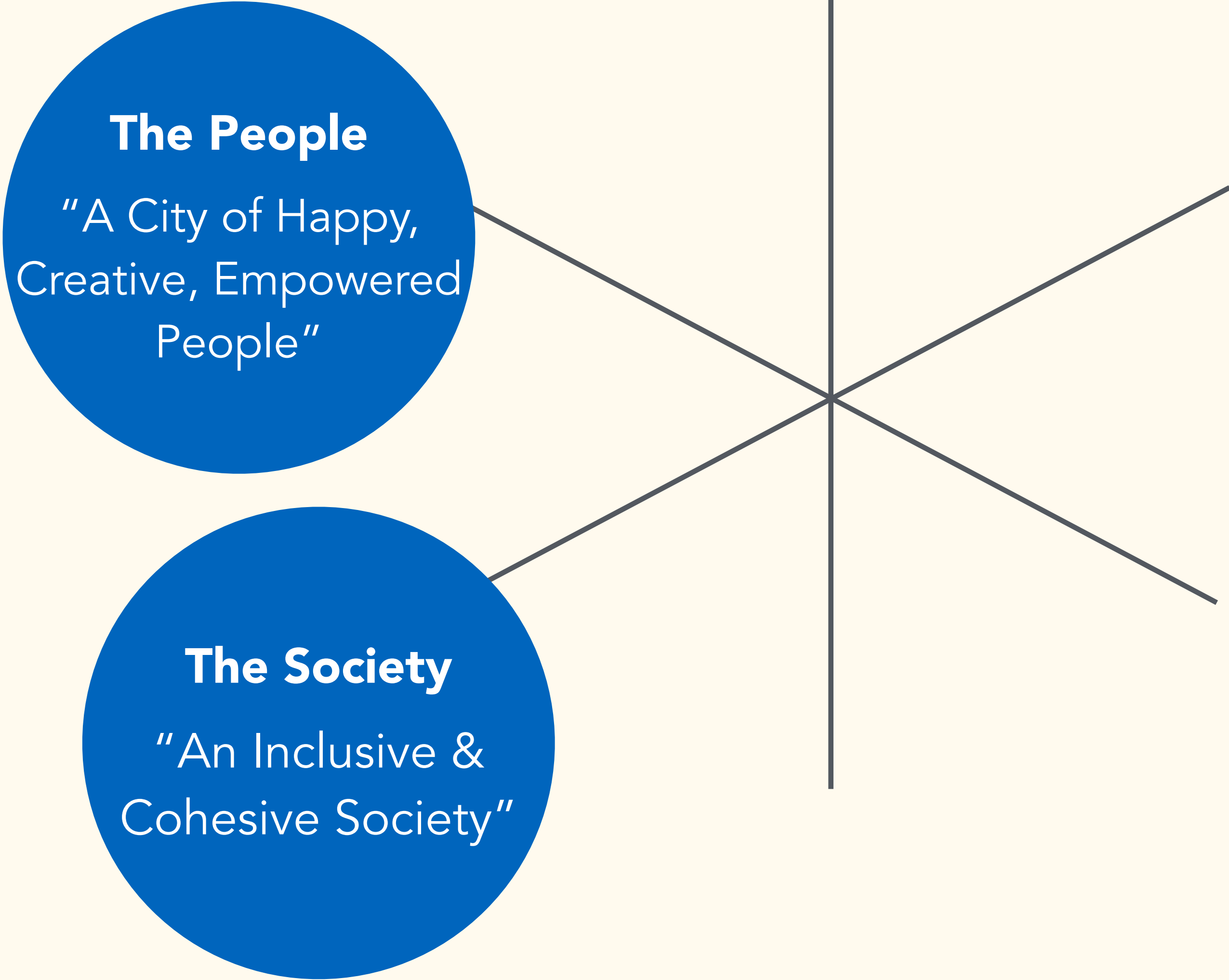


HUMAN CAPITAL

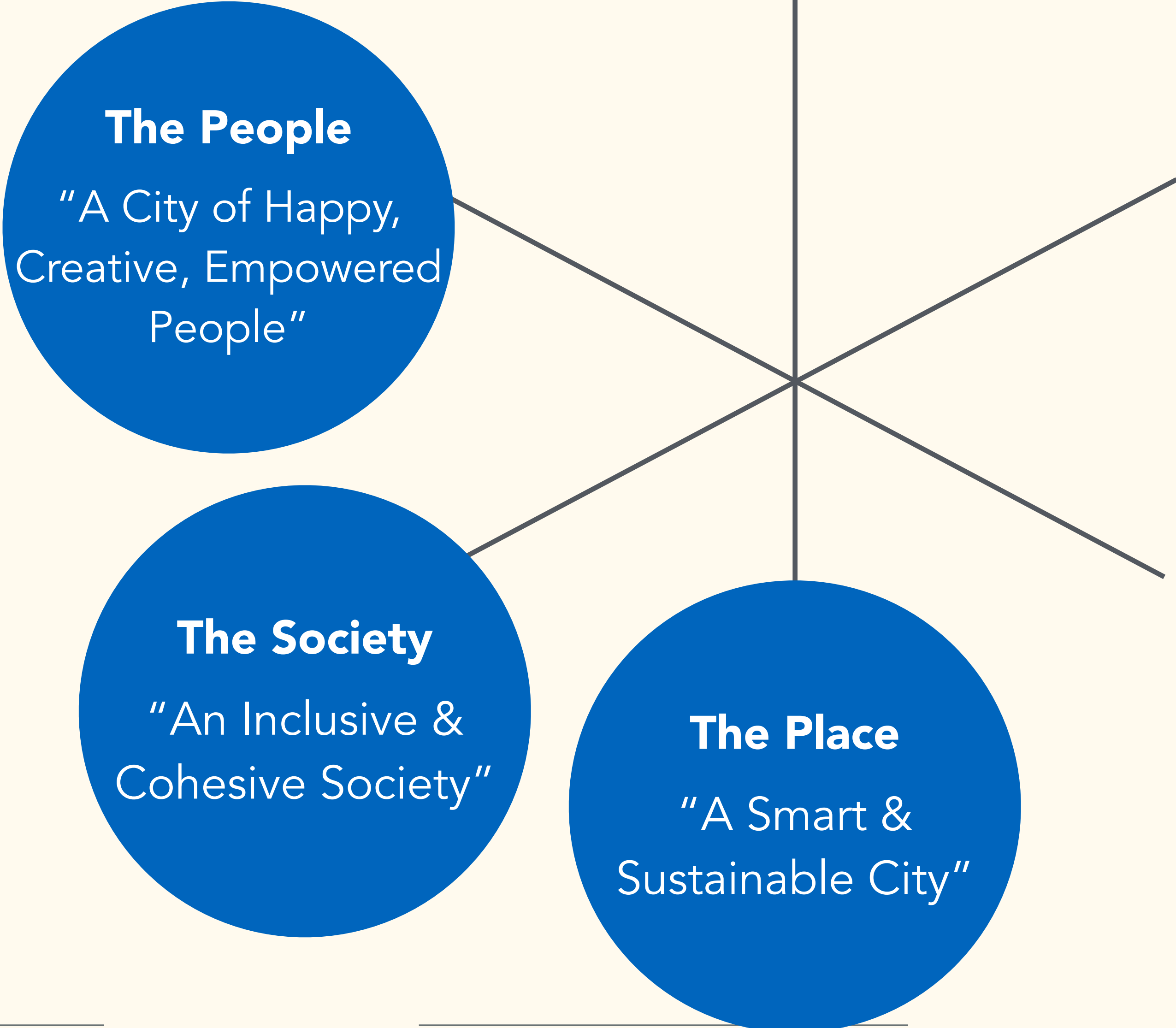
The People
"A City of Happy,
Creative, Empowered
People"



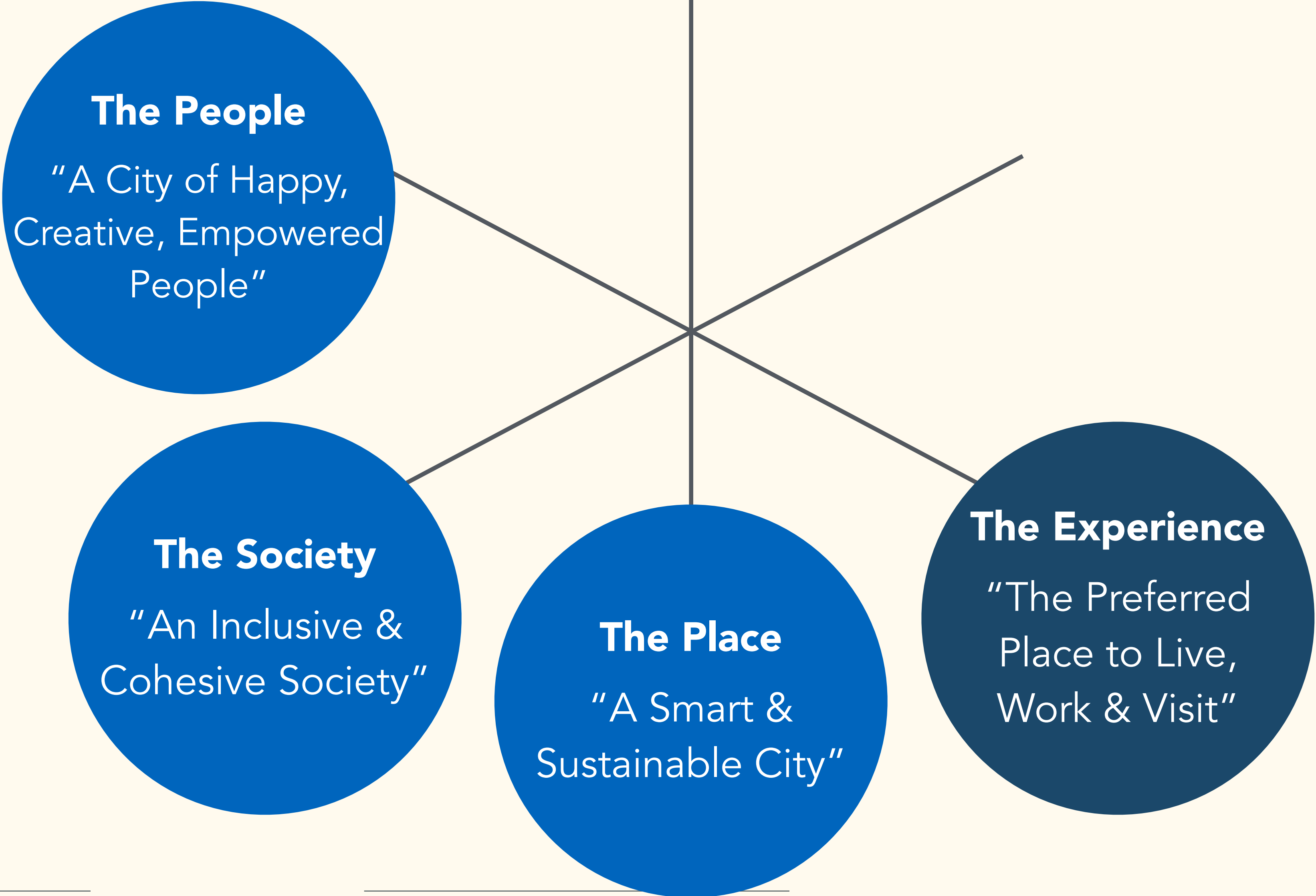
HUMAN CAPITAL



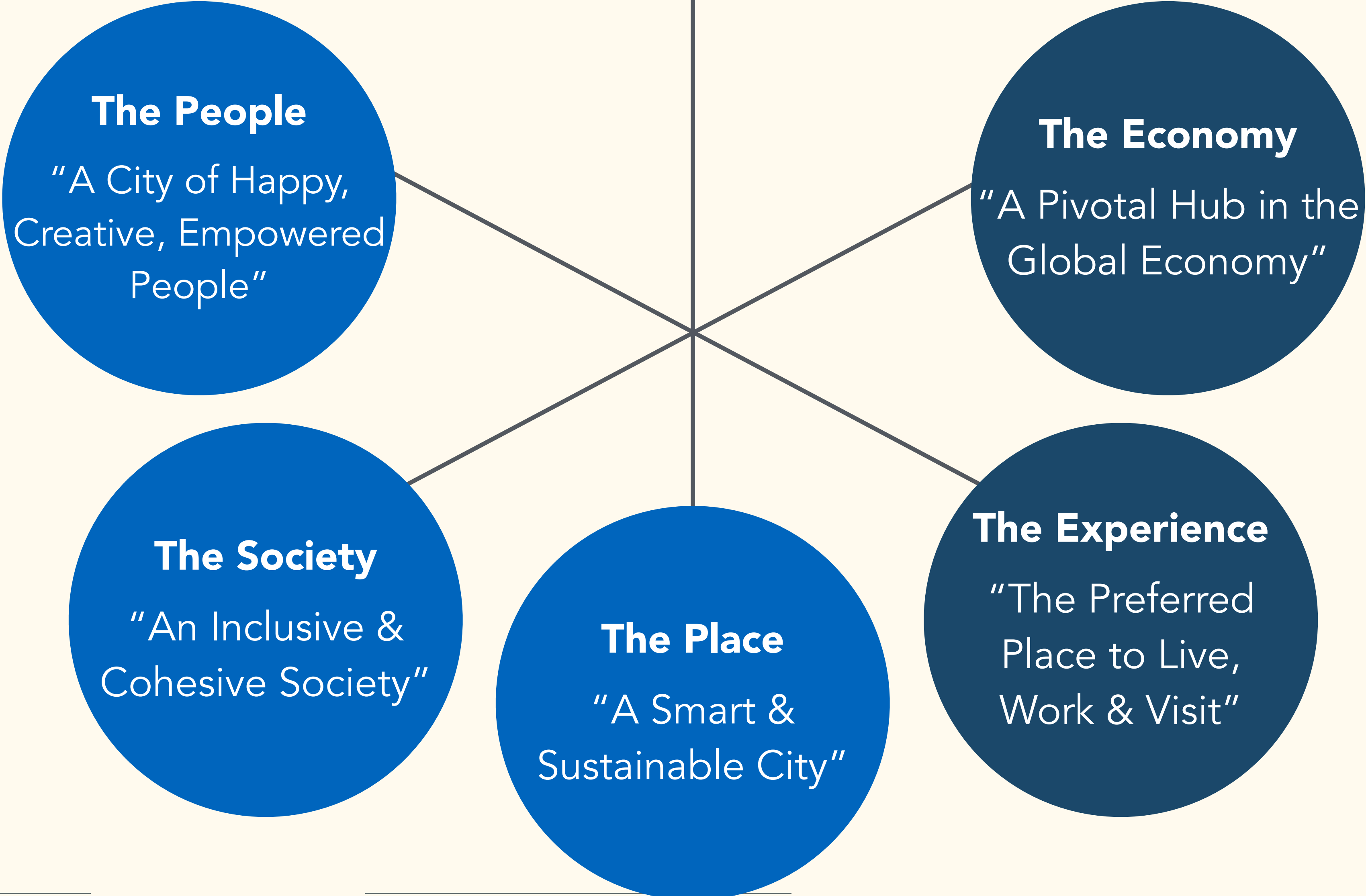
HUMAN CAPITAL



HUMAN CAPITAL



HUMAN CAPITAL



Strategic Platform

THE HUMAN CAPITAL

Master Brand Campaign

Dubai World Central "TBD"

INSPIRATIONAL

VIBRANT

NOBLE

HUMANE

Vertical Campaigns

The Villages
"TBD"

Jannat Dubai
"TBD"

Economic Zone
"TBD"

Staff Village
"TBD"

Executive Terminal
"TBD"

Attributes

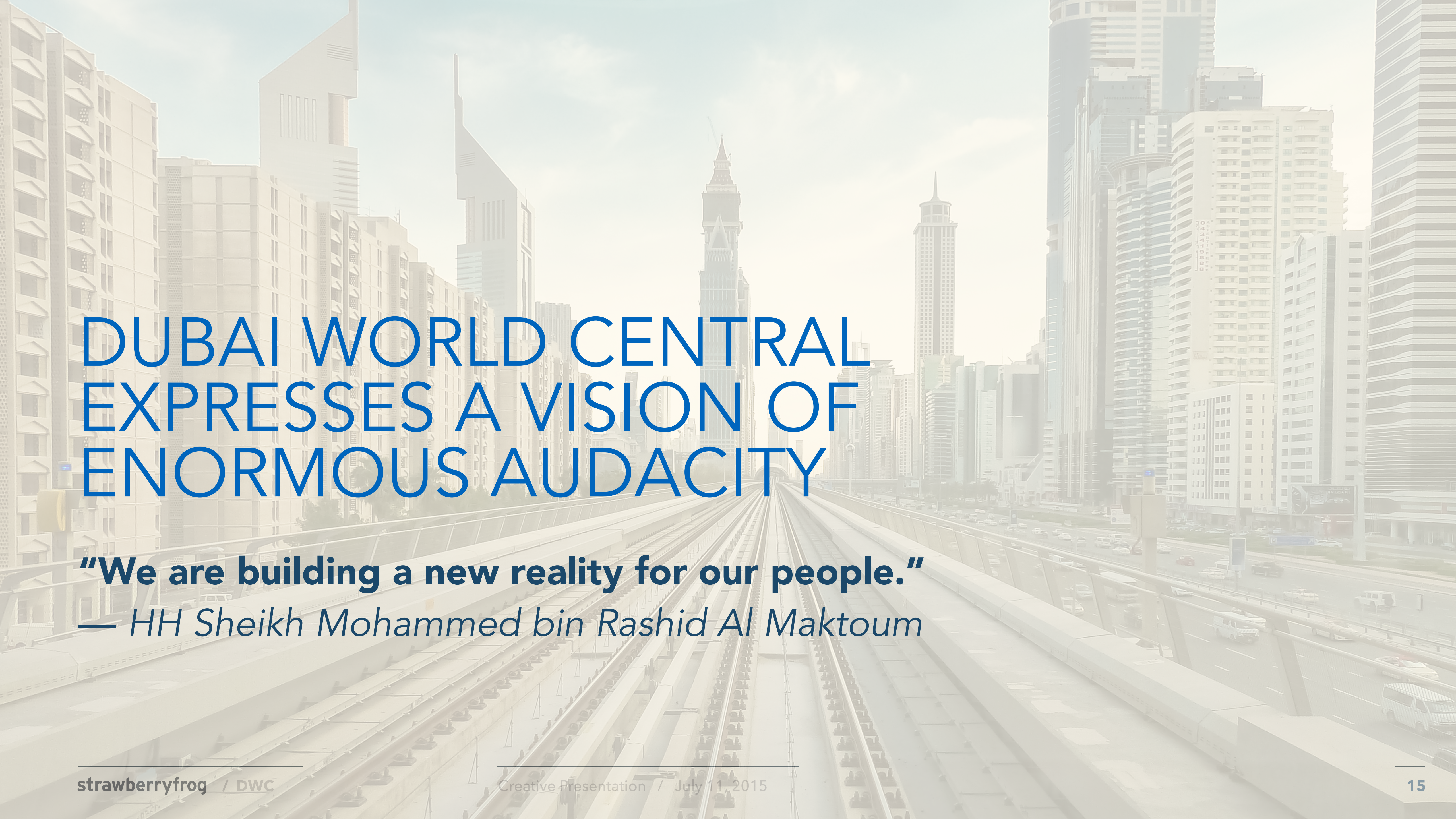
authentic,
welcoming

invigorating,
relaxing

TBD

TBD

TBD



DUBAI WORLD CENTRAL EXPRESSES A VISION OF ENORMOUS AUDACITY

“We are building a new reality for our people.”
— HH Sheikh Mohammed bin Rashid Al Maktoum

IT SHOULD SPARK AN EQUALLY BOLD MOVEMENT

**“The future is for those who dare to dream
and find the courage to pursue their dreams.”**

— HH Sheikh Mohammed bin Rashid Al Maktoum

A large crowd of people is shown from the chest up, each holding a large, blank white rectangular sign. In the center of the crowd, a man wearing a yellow beanie, glasses, and an orange tank top has his arms raised in a 'V' shape and a wide, joyful expression on his face. The background is a soft, out-of-focus light color, suggesting an outdoor setting. The overall scene conveys a sense of collective action or protest.

TO BE DISRUPTIVE WE NEED
A MOVEMENT THAT LOOKS
UNLIKE ANYTHING DUBAI
OR THE CATEGORY HAS SEEN



WORK IT

CONTEMPORARY CLASSIC SLEEK TIMELESS

SHINY BUILDINGS, LUXURY DETAILS AND SMILING BUSINESS PEOPLE WOULD TELL THE WORLD THIS IS JUST ANOTHER DEVELOPMENT



*To break through we wanted to capture
the spirit and vision of Dubai World Central:*

**INSPIRATIONAL, VIBRANT,
NOBLE AND HUMANE**

CREATIVE ROUTES

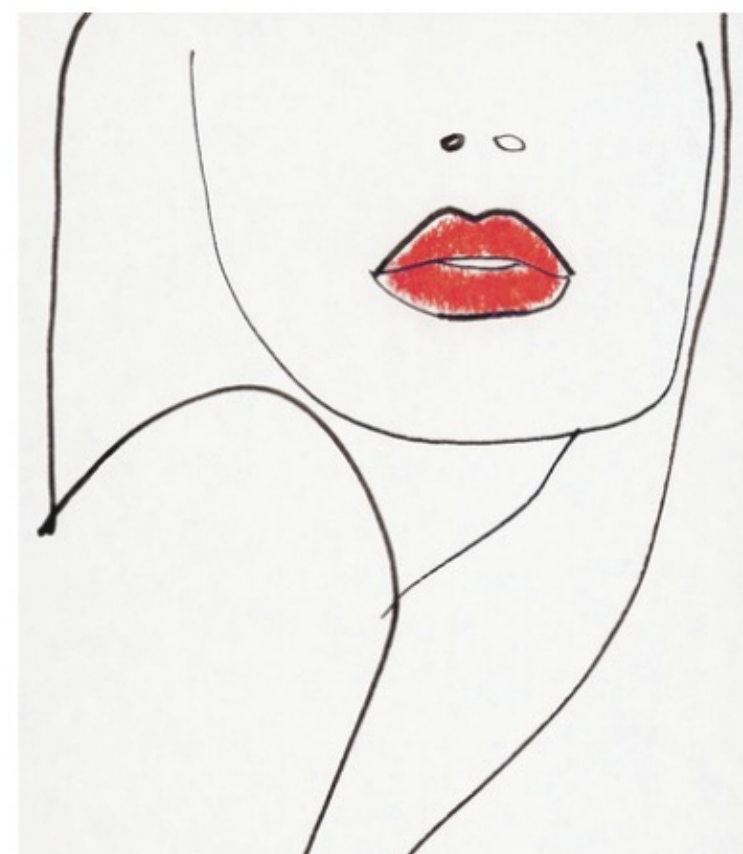
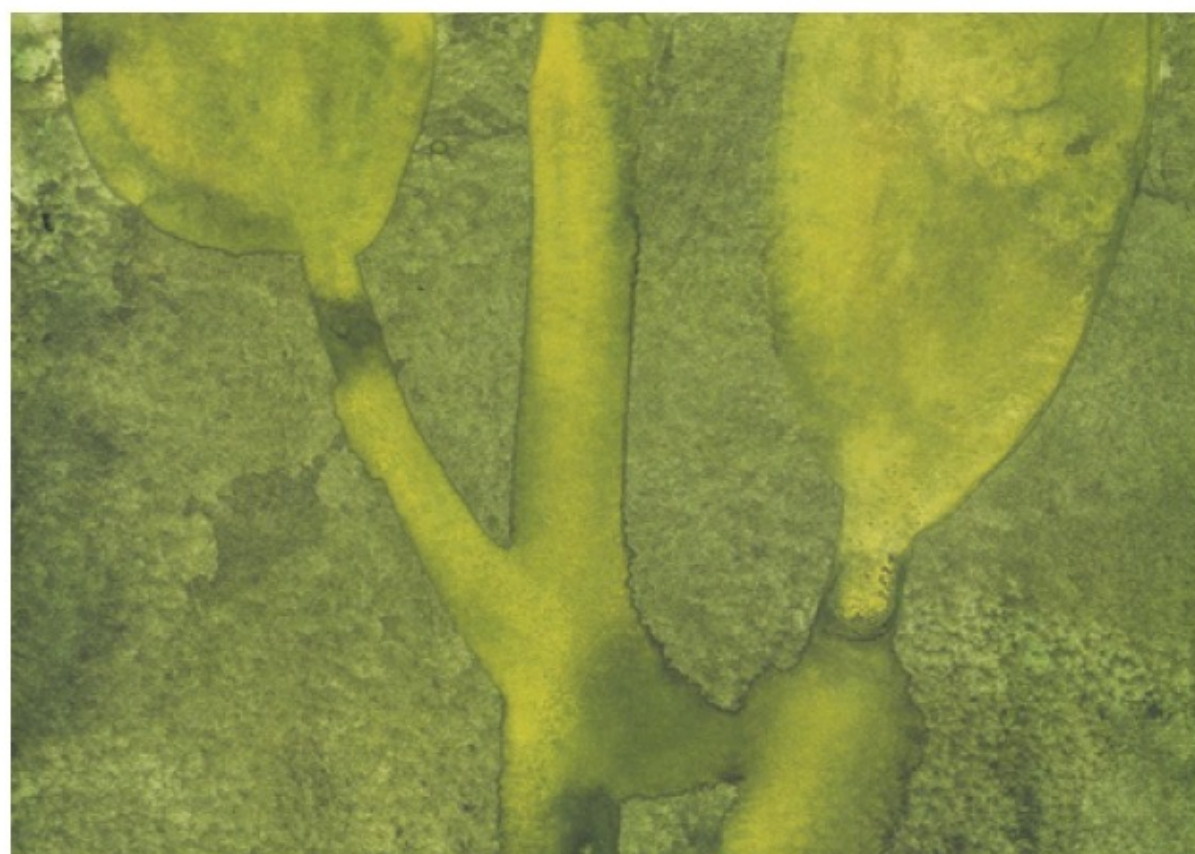
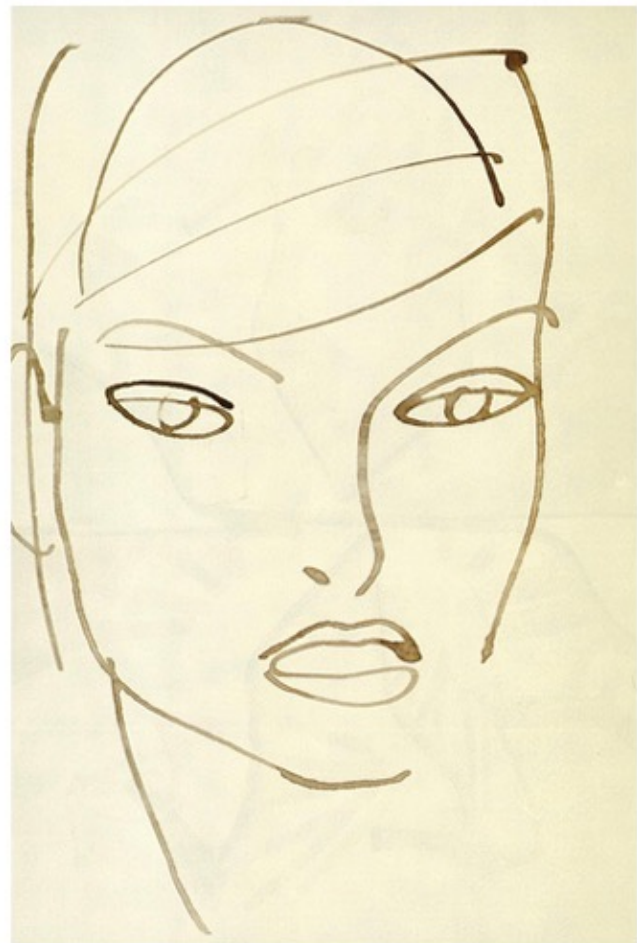
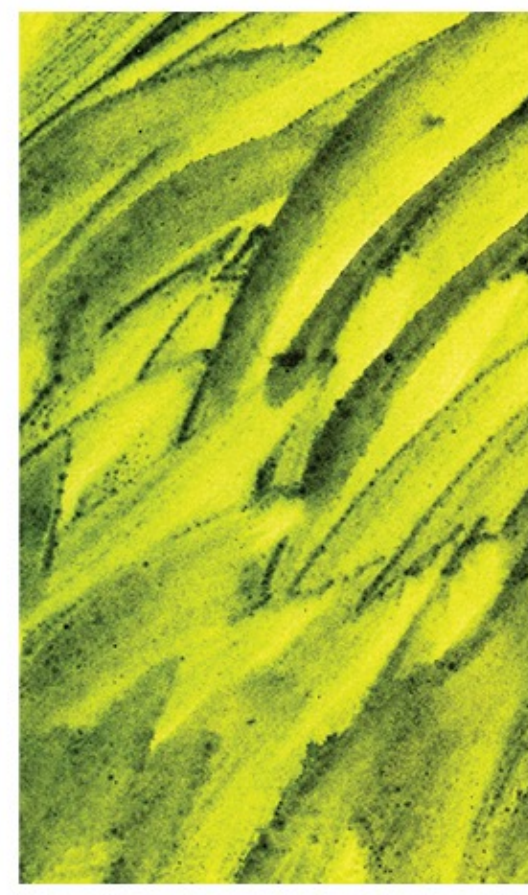
DUBAI WORLD CENTRAL

Whether you want to live, work, or invest, meet the city that is designed around you, not the other way around. Dubai World Central is a progressive development, which fundamentally changes the entire idea of both how a community is built and what it stands for. Where business will thrive as we create over half a million new jobs. Where people will thrive as we create an environment filled with green space, schools, shopping and entertainment. You have dreams and unmet needs. Welcome to a new city — a living and breathing city thoughtfully designed around your human needs.

Welcome to the City of You.

CITY OF YOU

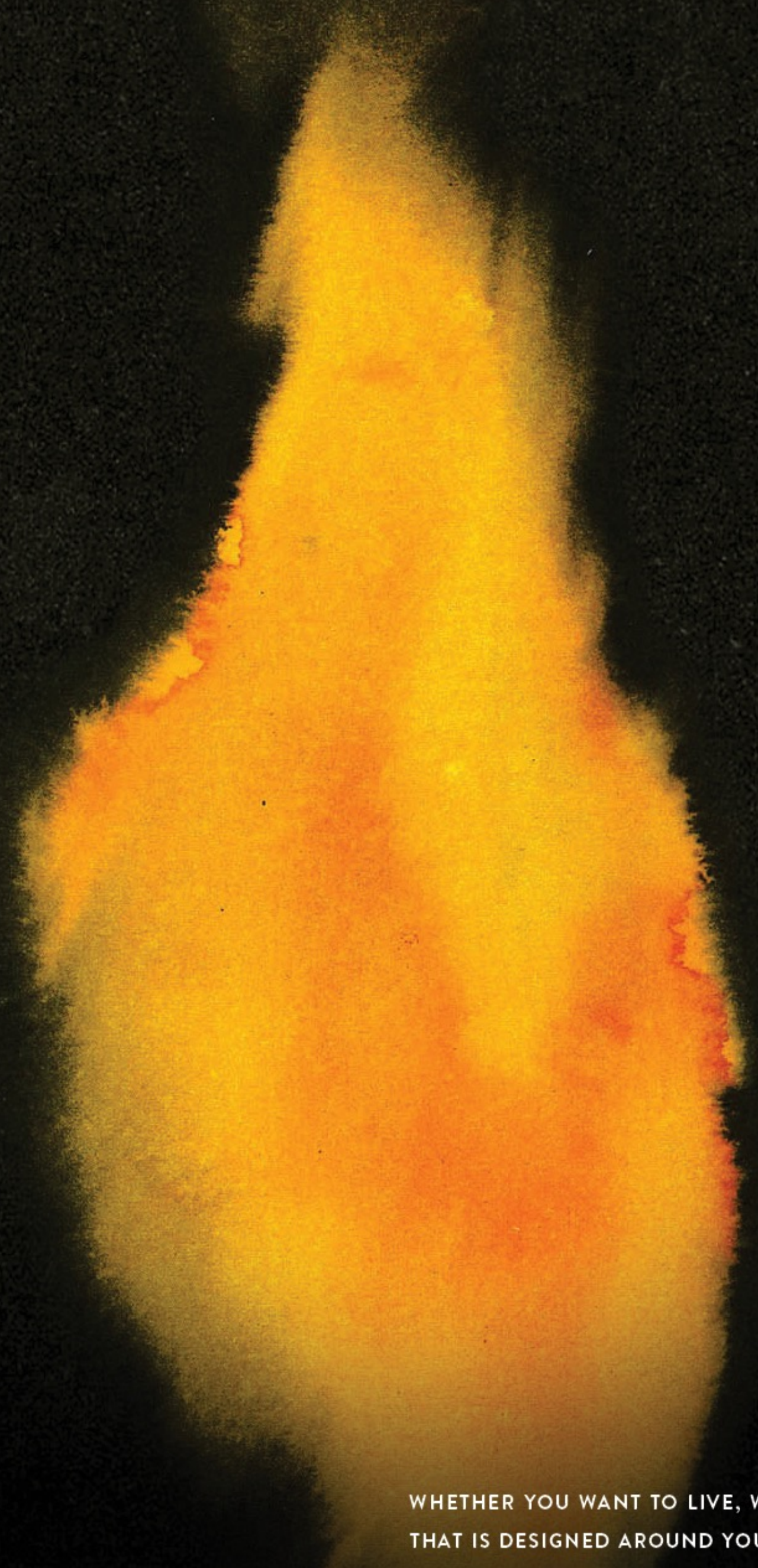
Dubai World Central



BRAND FILM

BRAND PRINT/OOH

HOT IDEA:
A CITY
DESIGNED
AROUND
YOU, NOT THE
OTHER WAY
AROUND.



CITY OF YOU

WHETHER YOU WANT TO LIVE, WORK OR INVEST, MEET THE CITY
THAT IS DESIGNED AROUND YOU, NOT THE OTHER WAY AROUND.



دبي وورلد سنترال
DUBAI WORLD CENTRAL

THE CITY OF WILD
IMAGINATION.

CITY OF YOU

WHETHER YOU WANT TO LIVE, WORK OR INVEST, MEET THE CITY
THAT IS DESIGNED AROUND YOU, NOT THE OTHER WAY AROUND.



دبي وورلد سنترال
DUBAI WORLD CENTRAL

THE CITY OF
LONG-TERM
INVESTMENTS.

CITY OF YOU

IMAGINE STARTING A BUSINESS WHERE THE SKY'S NOT ONLY THE LIMIT, BUT THE HORIZONTAL SPACE IS VIRTUALLY LIMITLESS, TOO. AND THEN, IMAGINE THAT OFFICE SPACE CONNECTED TO A GREENBELT WITH FRESH AIR AND NATURAL LIGHT. WELL, IMAGINE NO MORE. BECAUSE THE CITY DESIGNED WITH YOUR HAPPINESS AND PRODUCTIVITY IN MIND IS CLOSER THAN YOU THINK. AND IT'S CALLED DUBAI WORLD CENTRAL.



دبي وورلد سنٲرال
DUBAI WORLD CENTRAL

WE DIDN'T JUST
REIMAGINE
THE CITY. WE
REIMAGINED LIFE.

CITY OF YOU

WHETHER YOU WANT TO LIVE, WORK OR INVEST, MEET THE CITY
THAT IS DESIGNED AROUND YOU, NOT THE OTHER WAY AROUND.



دبي وورلد سنٲرال
DUBAI WORLD CENTRAL

THE CITY
OF AIMING,
SOARING,
LIVING HIGH.

CITY OF YOU

WHETHER YOU WANT TO LIVE, WORK OR INVEST, MEET THE CITY
THAT IS DESIGNED AROUND YOU, NOT THE OTHER WAY AROUND.



دبي ورلد سنترال
DUBAI WORLD CENTRAL

THE GRASS IS
ALWAYS GREENER.
NO, REALLY.

CITY OF YOU

WHETHER YOU WANT TO LIVE, WORK OR INVEST, MEET THE CITY
THAT IS DESIGNED AROUND YOU, NOT THE OTHER WAY AROUND.



دبي ورلد سنترال
DUBAI WORLD CENTRAL

YOUR DAILY
COMMUTE
WILL FOREVER
LOSE ITS
STEREOTYPE.

CITY OF YOU

WHETHER YOU WANT TO LIVE, WORK OR INVEST, MEET THE CITY
THAT IS DESIGNED AROUND YOU, NOT THE OTHER WAY AROUND.



دبي وورلد سنترال
DUBAI WORLD CENTRAL

THE CITY HOME
TO HALF A
MILLION JOBS.

CITY OF YOU

WHETHER YOU WANT TO LIVE, WORK OR INVEST, MEET THE CITY
THAT IS DESIGNED AROUND YOU, NOT THE OTHER WAY AROUND.



دبي وورلد سنٲرال
DUBAI WORLD CENTRAL

THE WORLD WE ARE
BUILDING IS THE
WORLD YOU HAVE
DREAMED OF.

CITY OF YOU

WHETHER YOU WANT TO LIVE, WORK OR INVEST, MEET THE CITY
THAT IS DESIGNED AROUND YOU, NOT THE OTHER WAY AROUND.



دبي ورلد سنترال
DUBAI WORLD CENTRAL

THE CITY OF
RISING TALENT.



CITY OF YOU

WHETHER YOU WANT TO LIVE, WORK OR INVEST, MEET THE CITY
THAT IS DESIGNED AROUND YOU, NOT THE OTHER WAY AROUND.



دبي وورلد سنٲرال
DUBAI WORLD CENTRAL

THE CITY THAT
EFFICIENTLY
USES LAND AND
SEA, SO YOU
CAN LAND THAT
CLIENT AND SEE
SUCCESS.

CITY OF YOU

WHETHER YOU WANT TO LIVE, WORK OR INVEST, MEET THE CITY
THAT IS DESIGNED AROUND YOU, NOT THE OTHER WAY AROUND.



دبي ورلد سنٲرال
DUBAI WORLD CENTRAL

THE CITY THAT
ADDS TO YOUR
BOTTOM LINE
AND SUBTRACTS
FROM YOUR GOLF
HANDICAP.

CITY OF YOU

WHETHER YOU WANT TO LIVE, WORK OR INVEST, MEET THE CITY
THAT IS DESIGNED AROUND YOU, NOT THE OTHER WAY AROUND.



دبي ورلد سنترال
DUBAI WORLD CENTRAL

A CITY WHERE
TECHNOLOGY
FREES YOU TO BE
MORE HUMAN.



CITY OF YOU

WHETHER YOU WANT TO LIVE, WORK OR INVEST, MEET THE CITY
THAT IS DESIGNED AROUND YOU, NOT THE OTHER WAY AROUND.



دبي وورلد سنٲرال
DUBAI WORLD CENTRAL

THE CITY OF
SUSTAINABLE
HANDSHAKES.

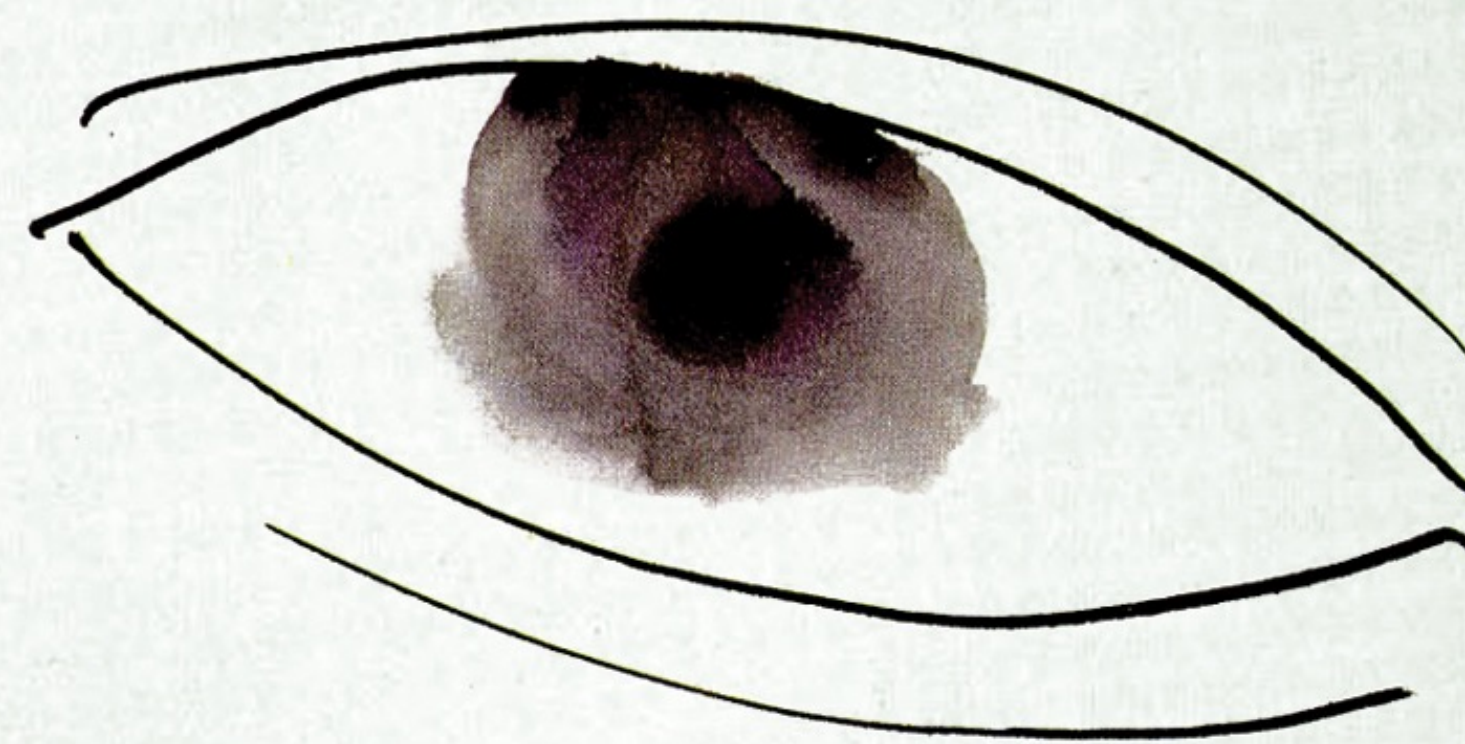
CITY OF YOU

WHETHER YOU WANT TO LIVE, WORK OR INVEST, MEET THE CITY
THAT IS DESIGNED AROUND YOU, NOT THE OTHER WAY AROUND.



دبي وورلد سنٲرال
DUBAI WORLD CENTRAL

WHERE YOUNG
MINDS ARE
OPENED TO THEIR
FULL POTENTIAL.



CITY OF YOU

WHETHER YOU WANT TO LIVE, WORK OR INVEST, MEET THE CITY
THAT IS DESIGNED AROUND YOU, NOT THE OTHER WAY AROUND.



دبي وورلد سنترال
DUBAI WORLD CENTRAL



THE CITY OF
LONG-TERM
INVESTMENTS.

CITY OF YOU

IMAGINE STARTING A BUSINESS WHERE THE SKY'S NOT ONLY THE LIMIT, BUT THE HORIZONTAL SPACE IS VIRTUALLY LIMITLESS, TOO. AND THEN, IMAGINE THAT OFFICE SPACE CONNECTED TO A GREENBELT WITH FRESH AIR AND NATURAL LIGHT. WELL, IMAGINE NO MORE. BECAUSE THE CITY DESIGNED WITH YOUR HAPPINESS AND PRODUCTIVITY IN MIND IS CLOSER THAN YOU THINK. AND IT'S CALLED DUBAI WORLD CENTRAL.



دبي ورلد سنٲرال
DUBAI WORLD CENTRAL

WE DIDN'T JUST
REIMAGINE
THE CITY. WE
REIMAGINED LIFE.

CITY OF YOU

IMAGINE STARTING A BUSINESS WHERE THE SKY'S NOT ONLY THE LIMIT, BUT THE HORIZONTAL SPACE IS VIRTUALLY LIMITLESS, TOO. AND THEN, IMAGINE THAT OFFICE SPACE CONNECTED TO A GREENBELT WITH FRESH AIR AND NATURAL LIGHT. WELL, IMAGINE NO MORE. BECAUSE THE CITY DESIGNED WITH YOUR HAPPINESS AND PRODUCTIVITY IN MIND IS CLOSER THAN YOU THINK. AND IT'S CALLED DUBAI WORLD CENTRAL.



دبي وورد سينترال
DUBAI WORLD CENTRAL

THE CITY OF AIMING,
SOARING, LIVING HIGH.

CITY OF YOU.



دبي وورلد سنترال
DUBAI WORLD CENTRAL

مدينة تسمو بها الأهداف
ويحلق فيها الرخاء.

مدينة تشبهك.



دبي وورد سنترال
DUBAI WORLD CENTRAL

PHASE 2 FILM

“DREAM”

RUNNING JAN 1, 2016

"DREAM"

First person POV going to an airport, getting on a plane, looking out the window, beautiful weather, clouds, scenery pass by below. And then in the end a glimpse of the city.

AVO: The world we are building is the world you have dreamed of.

**SUPER: City of You.
Dubai World Central.**



سواء رغبت بالعيش أو العمل أو الإستثمار، إليك المدينة التي صممت لتكون أنت محورها، وليس العكس. دبي وركد سنترال، هو مشروع إستثماري متطور غير مفهوم أساليب الحياة السكنية. فهي المدينة حيث تزدهر الأعمال مع نصف مليون وظيفة. إنها المدينة حيث يعيش سكانها في مجتمع فيه الخضرة والمدارس ومراكز التسوق وعالمًا من الترفيه.

لديك أحلام واحتياجات لم تتحقق، وأن أوان تحقيقها.

أهلاً بك في مدينة جديدة؛ مدينة مفعمة بالحياة مصممة خصيصاً لتلبية احتياجاتك كافة.

أهلاً بالمدينة التي تشبهك

مدينة تشبهك .

مدينة الإستثمار
المستدام .



دبي وورلد سنترال
DUBAI WORLD CENTRAL

مدينة تشبهك .

لم نتخيل مدينة
فحسب، بل
تخيلنا حياة .

سواء رغبت بالعيش أو العمل أو الإستثمار، إليك المدينة
التي صممت لتكون أنت محورها، وليس العكس.



دبي وورلد سنترال
DUBAI WORLD CENTRAL

LUMA VILLAGES

Happiness is something we can always use more of in our lives. But when it comes to most city planning and city living, what we need to be happy is usually secondary to the needs of the economy and commerce. But Luma Villages is being designed in the opposite way. People become the driving force of culture, commerce and the economy. Instead of just bigger and better buildings, Luma Villages is building a bigger and better quality of life. It's creating a central hub of culture, beauty, sports, entertainment, adventure, less time commuting, more time spent with our family. This is a coming home for the way we all deserve to live. Not as an afterthought. But as the first thought.

It's time for us to Welcome Home Happiness.

WELCOME HOME
HAPPINESS


Luma Villages

at Dubai World Central

TEASER PRINT

MATTIAS EDWALL






WHAT IS THE KEY TO HAPPINESS?

It's Coming To Cityscape.

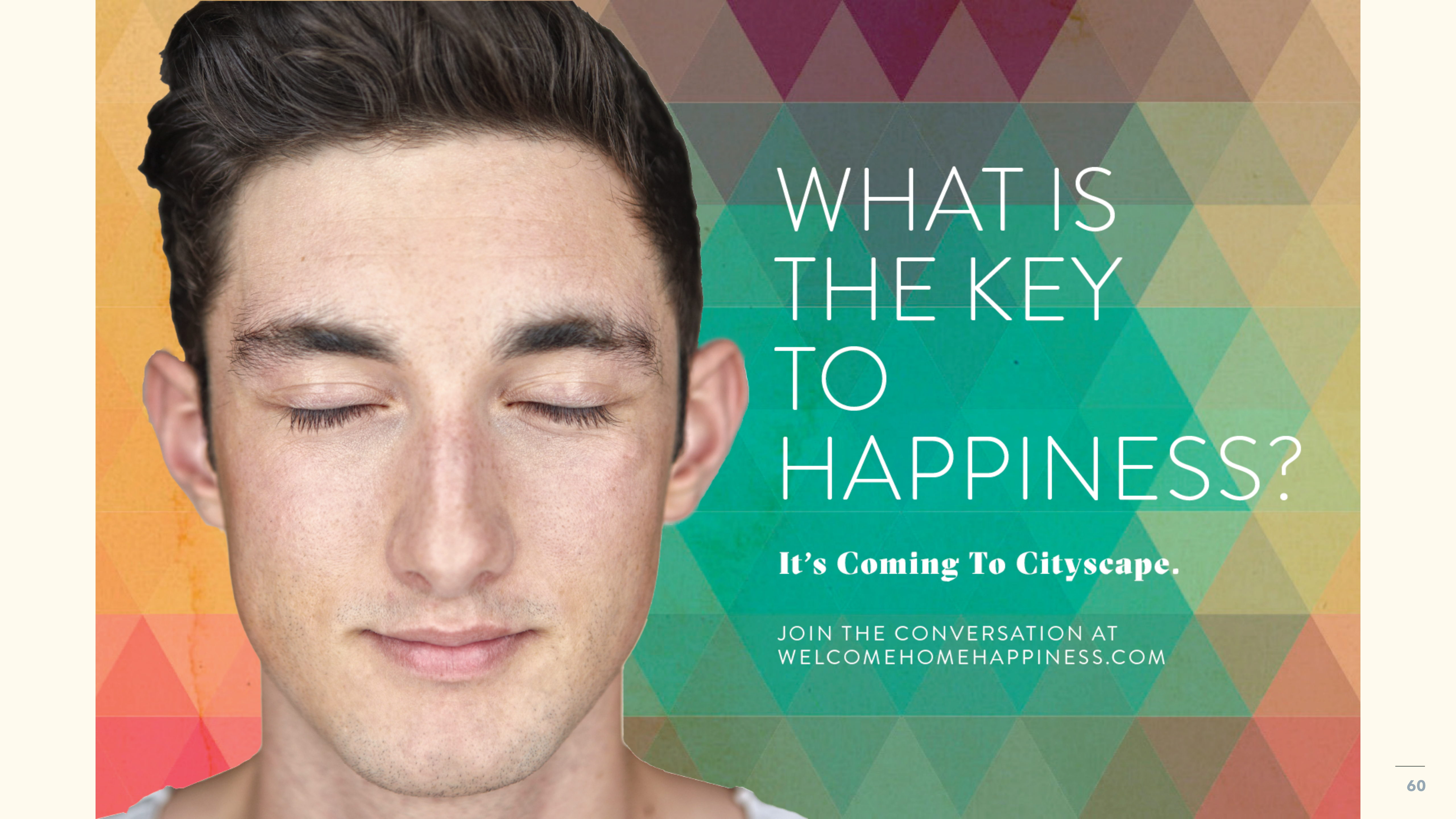
JOIN THE CONVERSATION AT
WELCOMEHOMEHAPPINESS.COM



WHAT IS THE KEY TO HAPPINESS?

It's Coming To Cityscape.

JOIN THE CONVERSATION AT
WELCOMEHOMEHAPPINESS.COM



WHAT IS THE KEY TO HAPPINESS?

It's Coming To Cityscape.

JOIN THE CONVERSATION AT
WELCOMEHOMEHAPPINESS.COM

TEASER OOH

WHAT IS THE KEY TO HAPPINESS?

FIND OUT AT CITYSCAPE
OR TELL US @ WELCOMEHOMEHAPPINESS.COM



أين يوجد مفتاح السعادة؟

اعثر عليه في سيتي سكيب
أو اخبرنا على WELCOMEHOMEHAPPINESS.COM

SOCIAL / DIGITAL

THE KEY TO HAPPINESS

HAPPINESS BOOTHS

We'll set up booths around Dubai where everyday people can go in and record themselves answering our beautiful questions: saying what their happiness is, and what they miss most about where they live, what they wish they had.

DIGITAL

We'll film the Key to Happiness events, and put them on [Welcome HomeHappiness.com](http://WelcomeHomeHappiness.com), along with the brand film and the footage from the Truth Booth.



LAUNCH NEWSPAPER

THE NEW YORK TIMES, TUESDAY, AUGUST 18, 2015



VISIT NYTIMES.COM

THE NEW YORK TIMES, TUESDAY, AUGUST 18, 2015



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THE NEW YORK TIMES, TUESDAY, AUGUST 18, 2015



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WELCOME HOME HAPPINESS



INTRODUCING
LUMA VILLAGES
AT DUBAI WORLD CENTRAL

JOIN THE CONVERSATION AT
WELCOMEHOMEHAPPINESS.COM

VISIT NYTIMES.COM

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THE NEW YORK TIMES, TUESDAY, AUGUST 18, 2015



WELCOME HOME
HAPPINESS

INTRODUCING
LUMA VILLAGES
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VISIT NYTIMES.COM

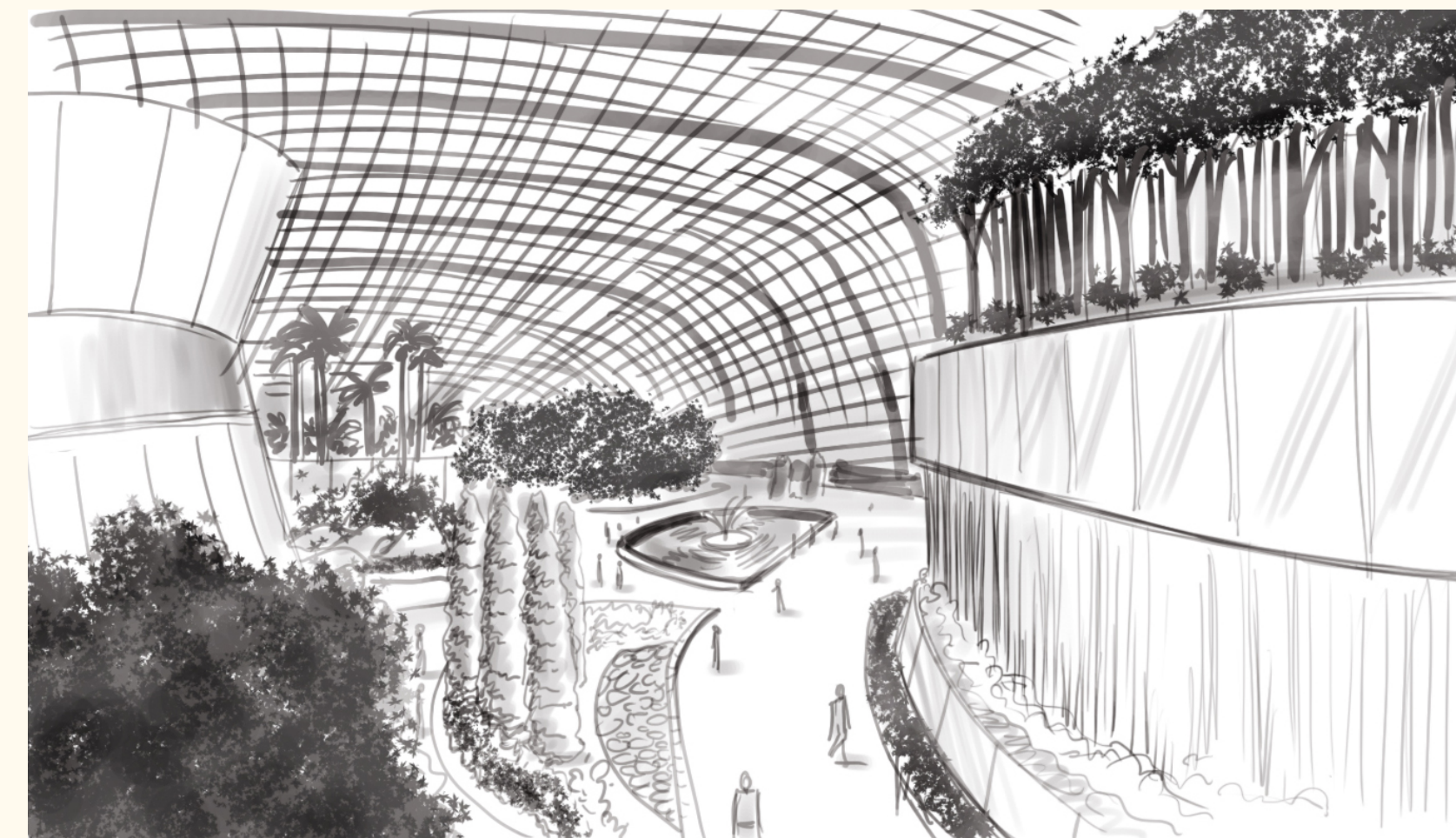
VISIT NYTIMES.COM

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VISIT NYTIMES.COM

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LAUNCH FILM





WHAT IS THE
KEY TO HAPPINESS?

LUMA VILLAGES
AT DUBAI WORLD CENTRAL

JOIN THE CONVERSATION AT
WELCOMEHOMEHAPPINESS.COM

“WELCOME HOME HAPPINESS”

YOUNG MAN: If there was a neighborhood built just for me...hmmm.

OLDER MAN: I would be home from work in half an hour. No long commutes. No (he mimics honking his horn, then grins).

WOMAN: Clean. Beautiful houses. Lots of space.

WOMAN: Culture. Definitely culture. Like, concerts on the weekends, things like that.

MAN: All I want to do is golf. All day.

YOUNG WOMAN: It's not just about the good house, the nice street, you know. I want to know my neighbors, spend lots of time together, people who want to be part of the community.

WOMAN: Kids just want to run. All the time. So a park on every block, them able to walk to school, to bike. I want them to have fun.

MAN: The schools would be great AND affordable.

MAN: There would gardens everywhere.

WOMAN: I would make kitchens where we could all get together and cook.

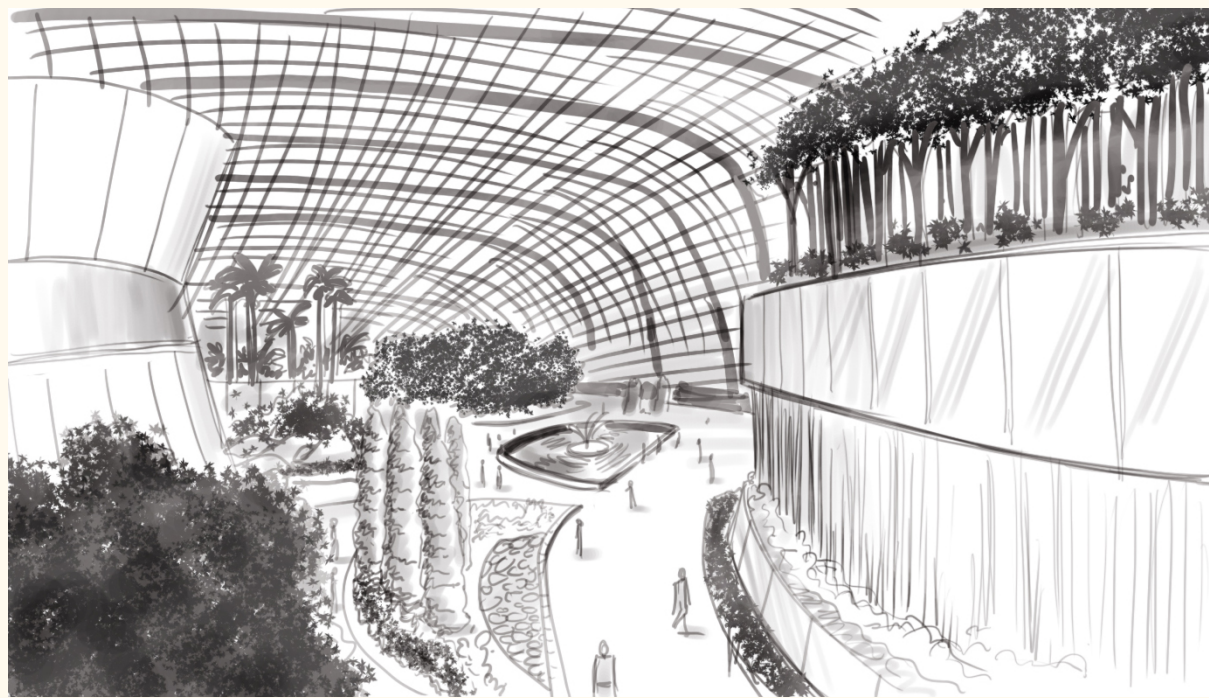
MAN: There'd be shops right here, then a museum right here, and then huge parks here, here, here, here and...here.

WOMAN: I don't know. I'd want everything. I can have it? I mean—this place is made for me. [She laughs]

SUPER: WHAT IS THE KEY TO HAPPINESS?

SUPER: LUMA VILLAGES AT DUBAI WORLD CENTRAL

SUPER: JOIN THE CONVERSATION AT WELCOMEHOMEHAPPINESS.COM

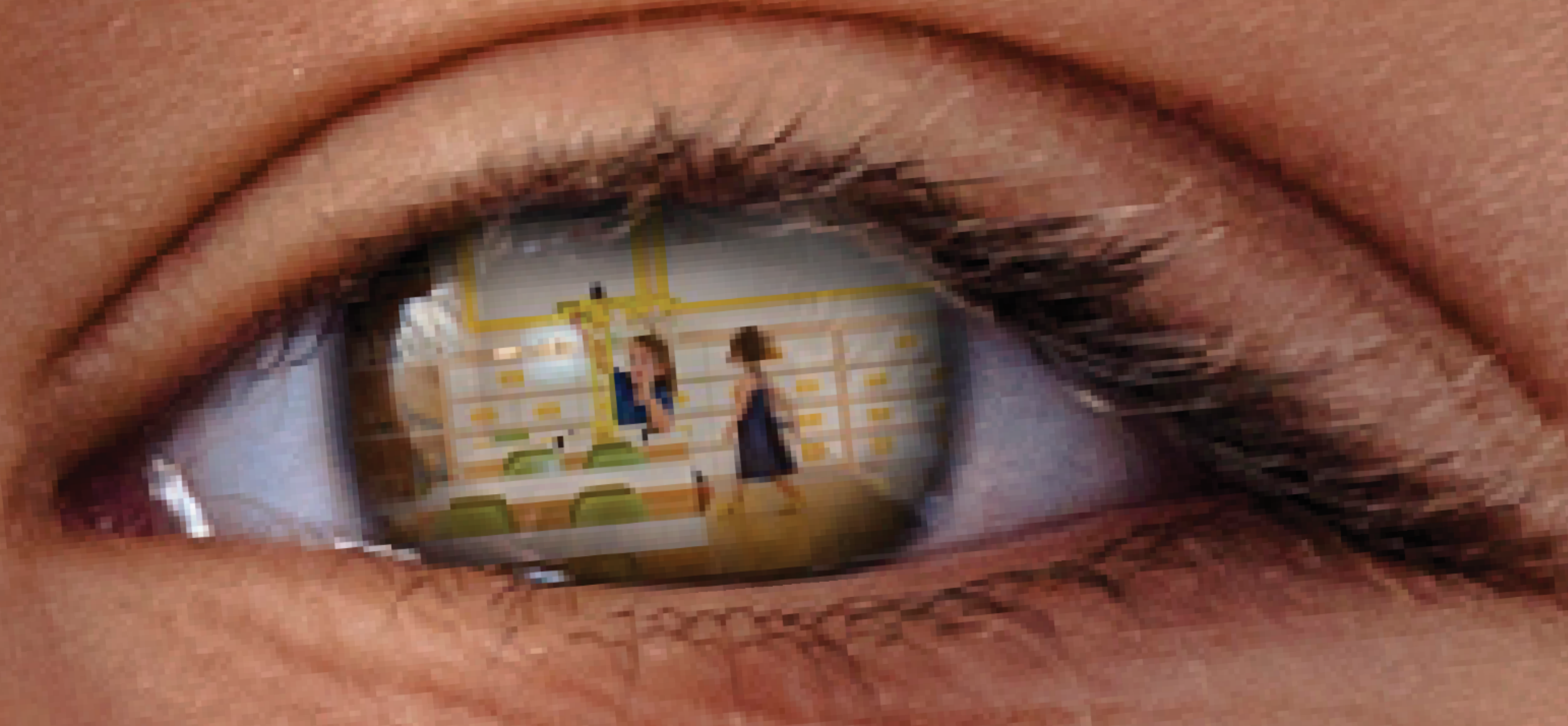


WHAT IS THE
KEY TO HAPPINESS?

LUMA VILLAGES
AT DUBAI WORLD CENTRAL

JOIN THE CONVERSATION AT
WELCOMEHOMEHAPPINESS.COM

LAUNCH PRINT



WELCOME HOME HAPPINESS

Happiness is something we can always use more of in our lives. That's why we are building a bigger and better quality of life in the urban development with state of the art schools, sport facilities, green spaces and homes unlike anything that's been seen in Dubai. The starting point, it is all designed around you and your happiness. Come home to a way we all deserve to live.

LUMA VILLAGES
AT DUBAI WORLD CENTRAL

WELCOMEHOMEHAPPINESS.COM



WELCOME HOME HAPPINESS

Happiness is something we can always use more of in our lives. That's why we are building a bigger and better quality of life in the urban development with giant green houses, schools, restaurants, green spaces and homes unlike anything that's been seen in Dubai. The starting point, it is all designed around you and your happiness. Come home to a way we all deserve to live.

LUMA VILLAGES
AT DUBAI WORLD CENTRAL

WELCOMEHOMEHAPPINESS.COM



WELCOME HOME HAPPINESS

Imagine a city, a community, a place for your family where your happiness is at the center. Introducing Luma Villages. A bigger and better quality of life in the urban development with gastronomical delights, organic food markets, restaurants, schools, and homes unlike anything in Dubai. The starting point, it is all designed around you and your happiness. Come home to a way we all deserve to live.

LUMA VILLAGES
AT DUBAI WORLD CENTRAL

WELCOMEHOMEHAPPINESS.COM

BRAND OUTDOOR

WELCOME HOME HAPPINESS

INTRODUCING LUMA VILLAGES
AT DUBAI WORLD CENTRAL

WELCOMEHOMEHAPPINESS.COM

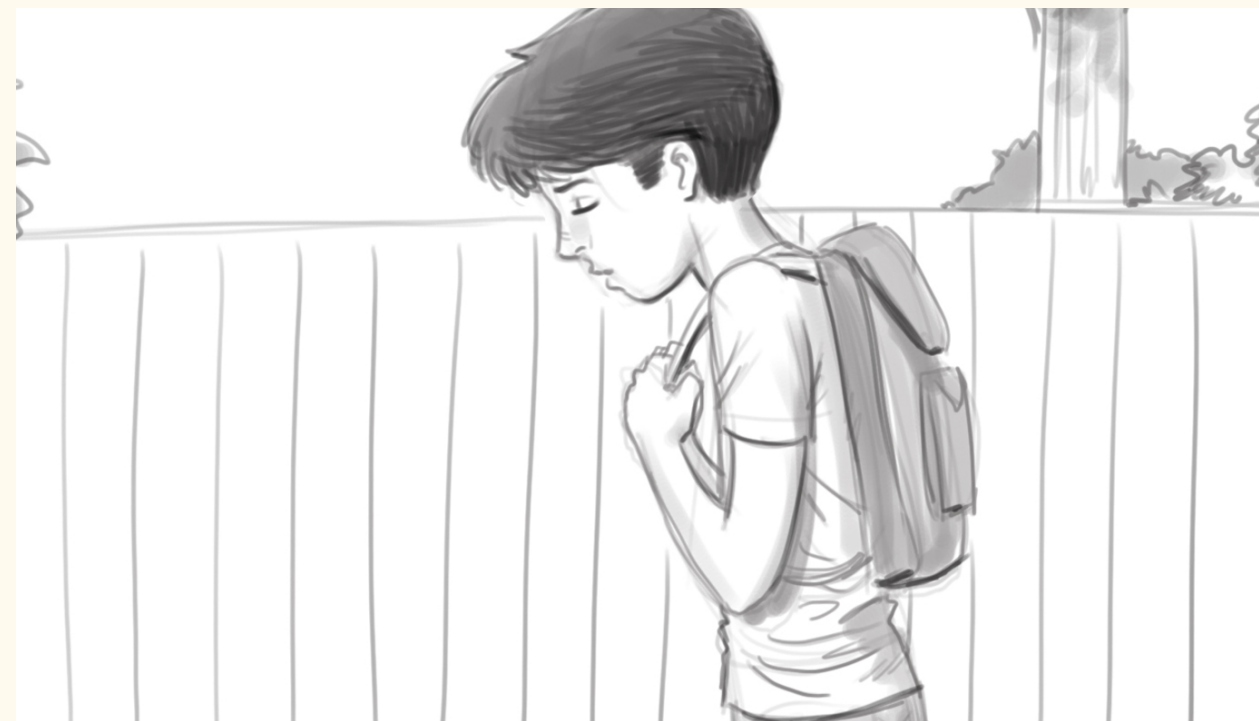
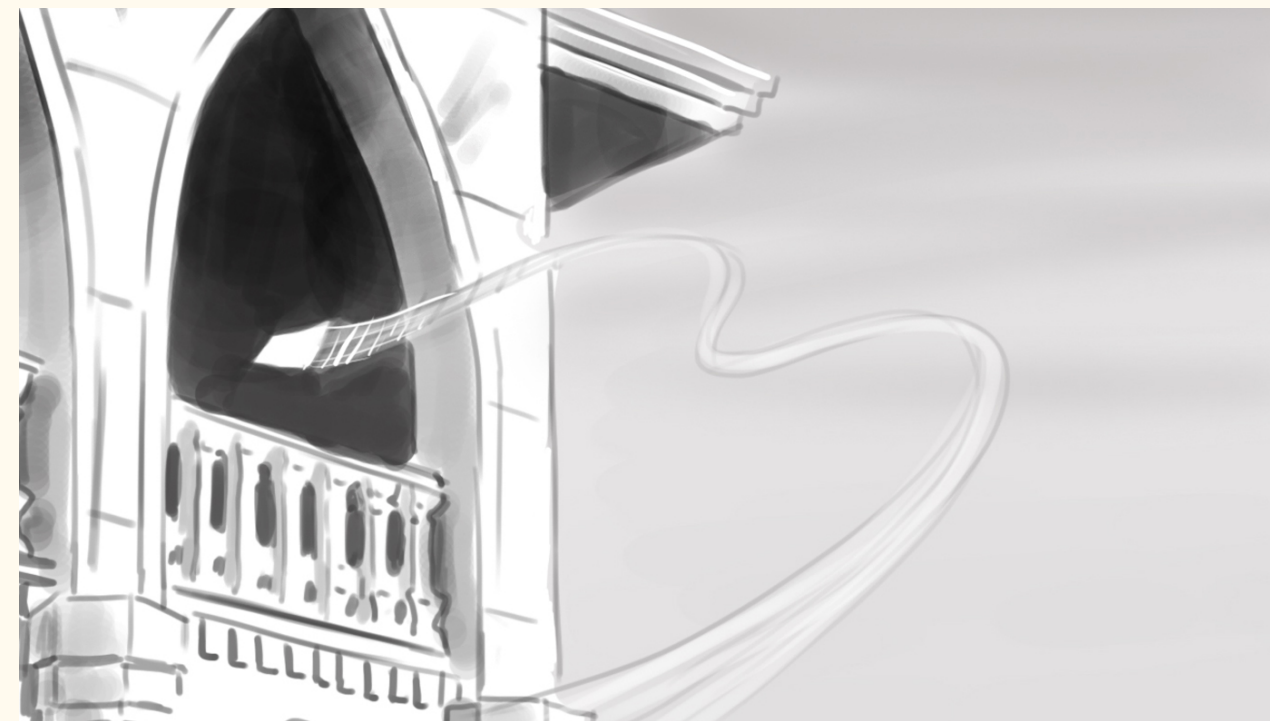


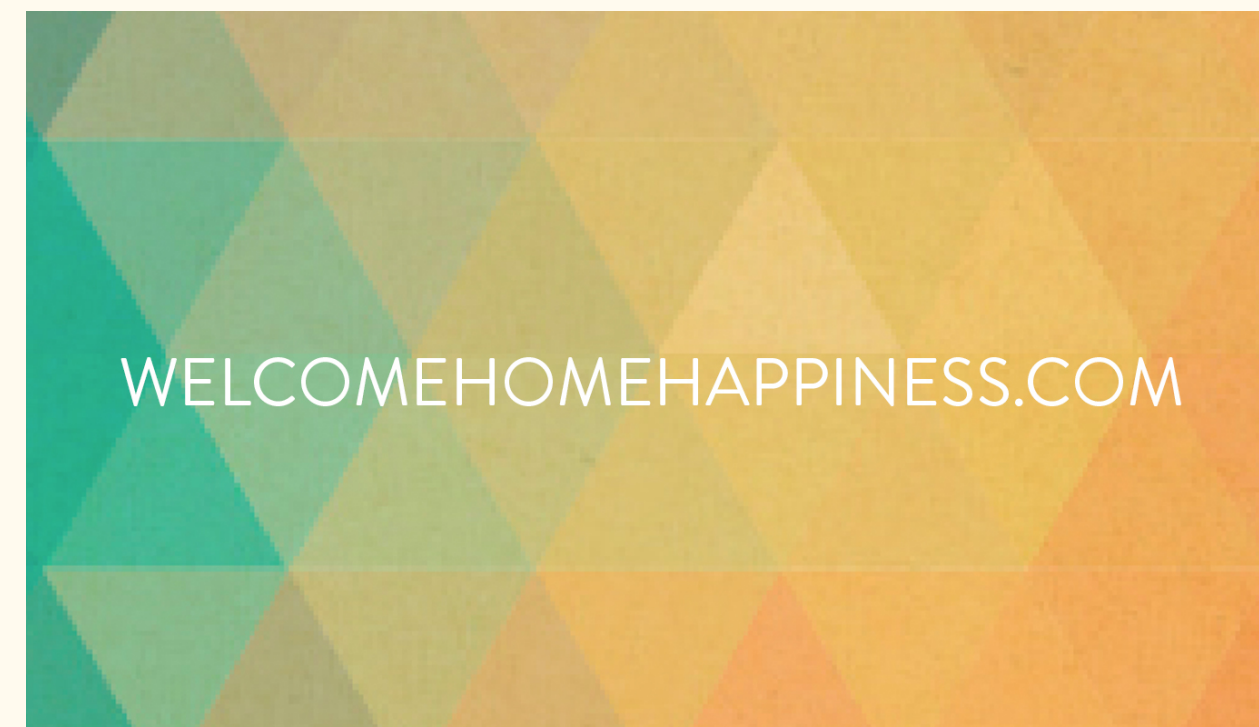
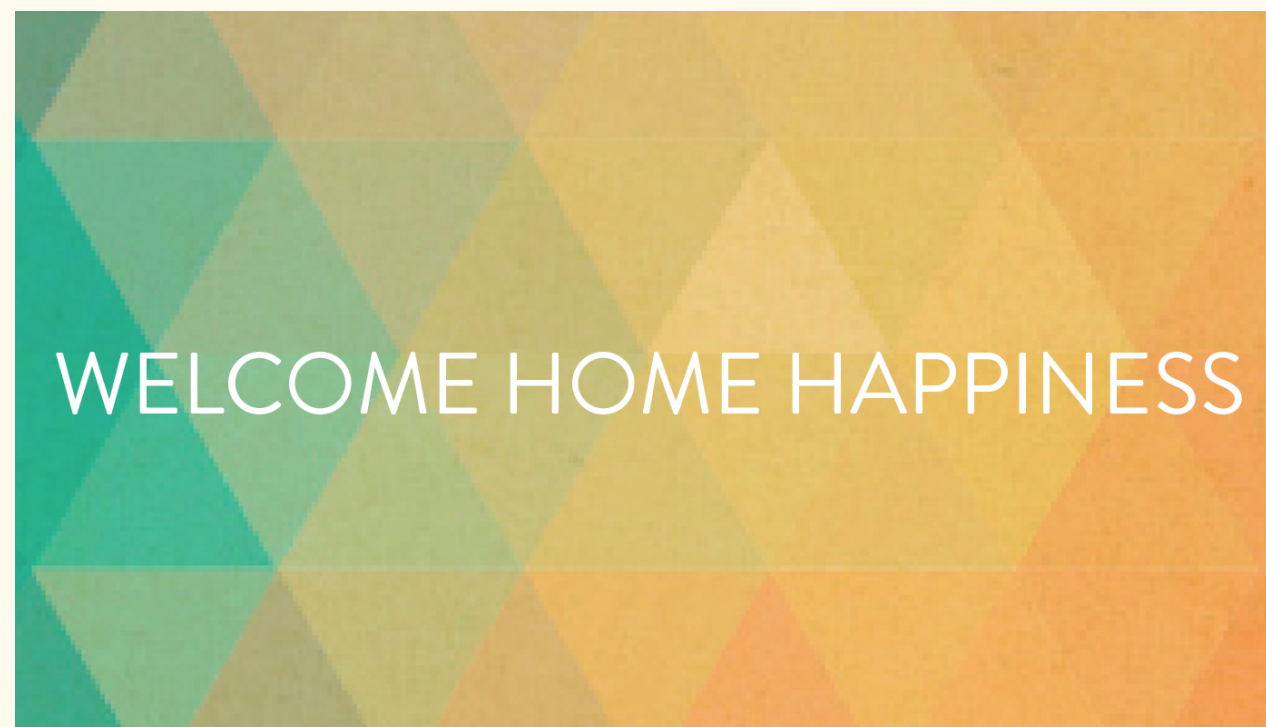
أهلاً بالسعادة

نسدل الستار عن قرى لوما
في دبي ورلد سنترال

WELCOMEHOMEHAPPINESS.COM

PHASE 2 FILM





“WELCOME HOME HAPPINESS”

Set to Moon River. We open on a little boy, the son of expats, playing ball outside of his house with a little girl. They're friends, you can tell. We see them doing everything together. One day, she moves away. He waves goodbye to her. He chases her car playfully as it drives away. He hangs his head, sad. We see him over the next few months. Not much to do. Walking to school alone. We see a leaflet flutter at his feet. It's a question: what would make you happiest? We see the little boy writing a note. Then he crumples it up and throws it away, dejected. We see a wind flutter it in the garbage. It blows out of the house. We follow it as it blows through the window of the castle.

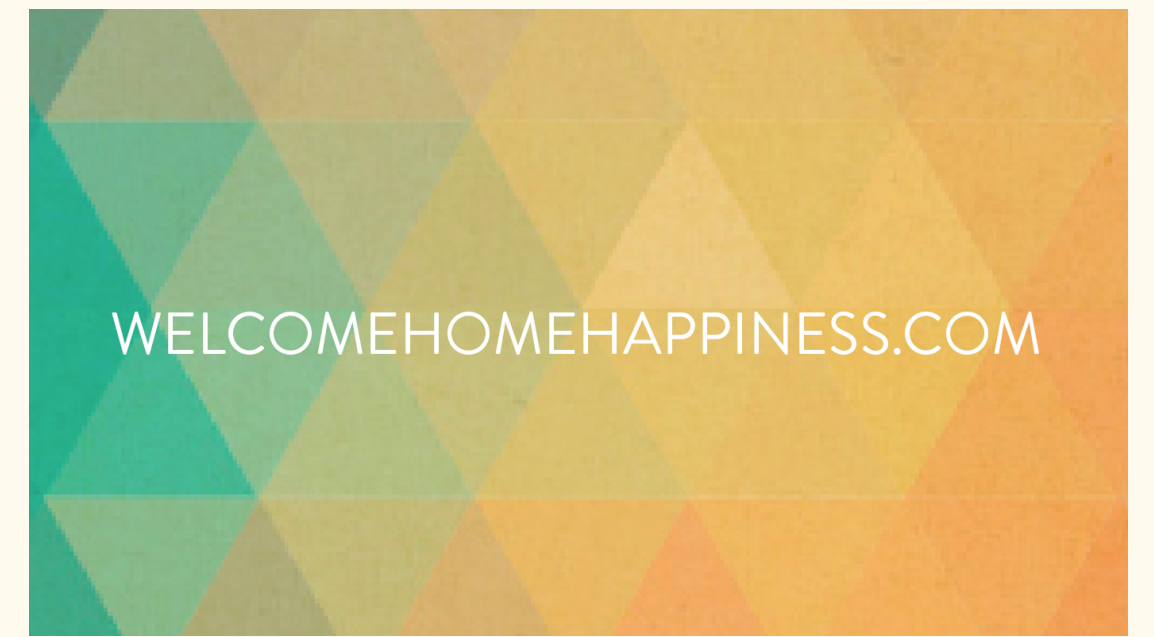
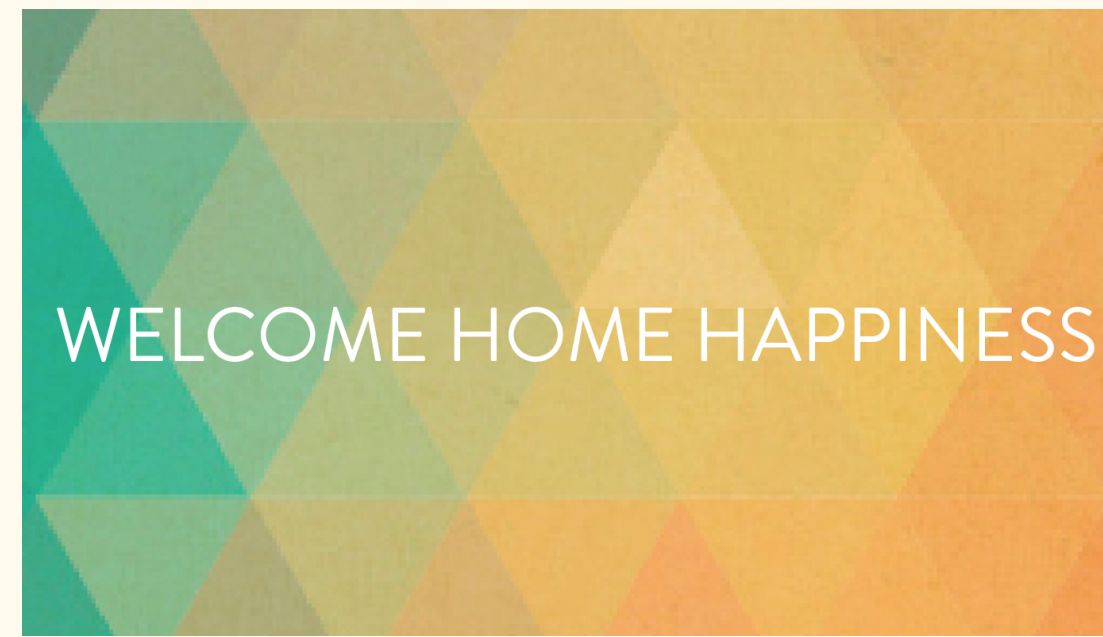
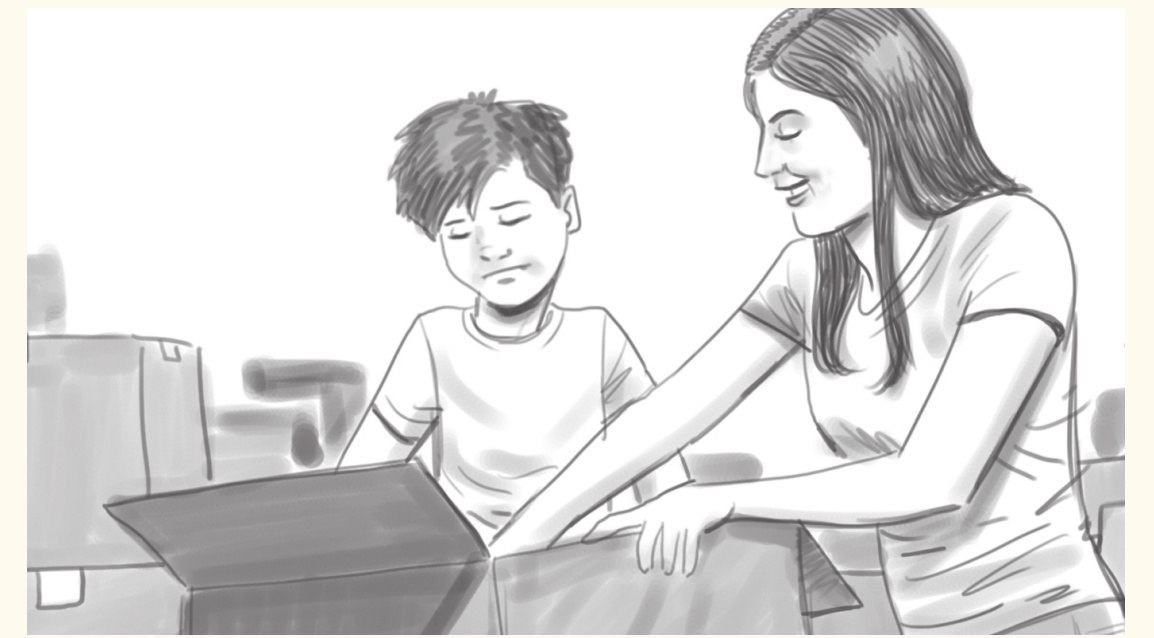
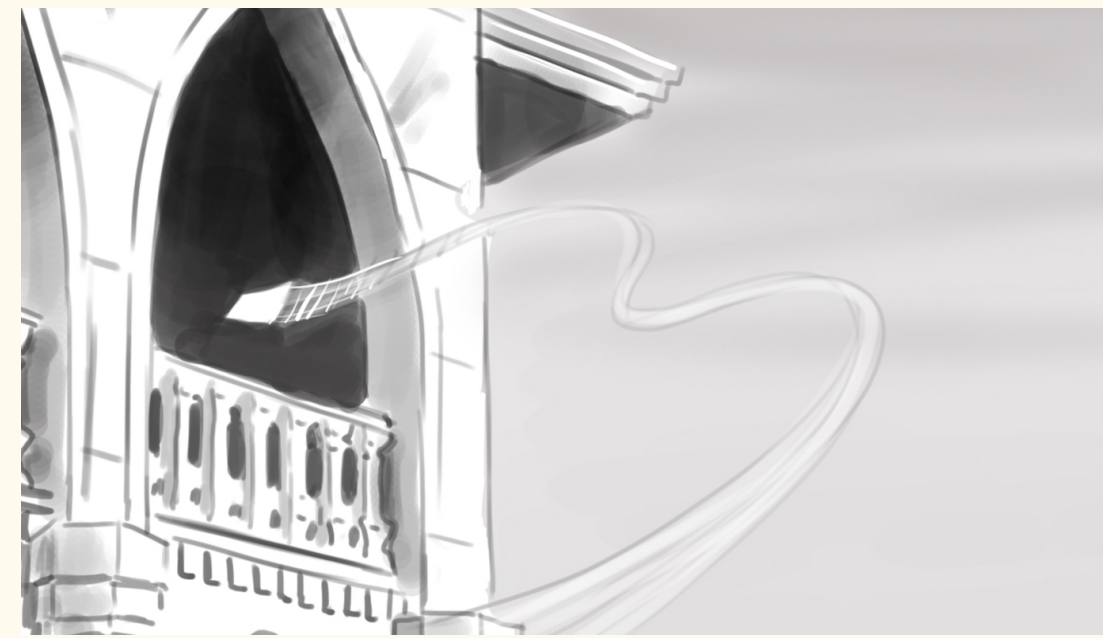
We then see him packing his stuff. Boxes are all over the house. He and his parents load up the car. They drive just a bit, we see them heading to the airport. The boy looks sad as he sees a plane take off. He sighs. He's still hanging his

head when they park in front of a house. His parent's get out. He does too, head still down. Then suddenly a ball hits his foot. He looks up. In front of his beautiful new house in Luma village is his friend. She lives next door again. She has his note in her hand. It reads: friendship. He gets a big grin on his face. We pull back to a map of Luma Village, see the beautiful masterplan of Dubai World Central.

**SUPER: WELCOME TO A PLACE WHERE
WE CAN ALL LIVE HAPPILY EVER AFTER.**

SUPER: LUMA VILLAGES AT DUBAI WORLD CENTRAL.

SUPER: WELCOME HOME HAPPINESS.



السعادة هي شيءٌ ننشده دوماً في حياتنا. إلا أن عندما نتحدث عن المدن والحياة فيها، تصبح السعادة ثانوية مقارنة بما نطمح إليه في مجالي الإقتصاد والأعمال.

قرى لوما (Luma Villages) صممت بطريقة مغايرة. ففيها الناس هم من حفز الحضارة والتجارة والثقافة.

فبدلاً من بناء أكبر وأفضل المباني فقط، قامت قرى لوما (Luma Villages) ببناء ما هو أكبر وأفضل على صعيد نوعية الحياة.

فهي تشيّد مركزاً للحضارة والجمال والرياضة والترفيه والمغامرة، مع سهولة الانتقال بما يتيح تمضية وقت أكثر مع العائلة.

إن كل هذا هو ما نطمح له وما نستحقه للعيش حياة هانئة.

فيها كل ما يخطر على بالنا... حيث أن الأوان لنقول: أهلاً بالسعادة.

Strategic Platform

THE HUMAN CAPITAL

Master Brand Campaign

Dubai World Central "CITY OF YOU"

INSPIRATIONAL

VIBRANT

NOBLE

HUMANE

Vertical Campaigns

Attributes

The Villages
"Welcome Home Happiness"

authentic,
welcoming

Jannat Dubai
"TBD"

invigorating,
relaxing

Economic Zone
"TBD"

TBD

Staff Village
"TBD"

TBD

Executive Terminal
"TBD"

TBD

THANK YOU