MENA BUSINESS & LIFESTYLE

Premier English Language Business and Lifestyle Magazine

HOW PRETTY OR UGLY COULD IT BE The Enigma Called Elon Musk

All You Need to Know About Real Estate Investment in Dubai The Most Exciting Tech Trends from CES 2025

The Arab World's Emerging Power of Fashion

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FEBRUARY 2025

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On the Cover



Our cover for the first monthly digital version of Trends magazine depicts the most import event in early 2025; the official return of Donald J. Trump to the US Presidency, also alluding to Elon Musk's key role in the 2024 elections (did you notice the campaign pin Trump is wearing on his jacket?). We have an extended coverage of both Trump and Musk and the impact of the new US Administration on the world, including our region.

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Editor-in-Chief and Chairman's



Welcome to the 12th Issue of Trends!

We are delighted to inform you about some key changes we have made to our format and issue release frequency in 2025, making MENA Trends a truly multimedia platform; while we upload new content on a daily basis onto our website, we release a monthly digital copy (PDF) and publish a hard copy, printed once a quarter which will contain new/ exclusive content as well as the updated versions of some of the best of online and digital content. We believe this would best serve our audience who are keen to hear from us more frequently to catch up with key news and developments that nowadays happen so fast and almost on a daily basis! We hope you enjoy it!

This will undoubtedly be a critically important year for the entire world and certainly for the MENA region, most notably because of the return of Donald Trump to the White House after a 4-year break. He, during his first few weeks in office, hasn't disappointed his fan base with multiple controversies already; from claiming back the Panama Canal and suggesting that Canada, Greenland, and even Gaza should all be part of the US to threatening tariffs on several allies, including Japan and EU!

We have, therefore, dedicated a lot of content and analysis to his presidency and what the world and our region can expect from Trump 2.0 in this issue! Many believe that Trump couldn't win (at least not so decisively) without Elon Musk, the enigmatic billionaire who is expected to become the world's first trillionaire during Trump's 2nd term in office. He is now also considered a close confidant of Trump and is expected to play a key role in his foreign policy, from the Russia-Ukraine conflict to possible negotiations with Iran and even trade policy with China! We have, therefore, dedicated a section to Musk, with some interesting facts about his life and career that some of you may not know.

In this issue, we also cover real estate investment in Dubai, through an exclusive interview with a veteran investment advisor. With Dubai continuing to be "The" destination for wealthy investors from around the world, especially in the Real Estate sector, this is a must-read piece for those thinking about such an endeavor in this dynamic market.

Finally, we have an extensive coverage of CES 2025, the world's top annual technology event, with the best and latest technology solutions and gadgets showcased.

As for the highlight of the Lifestyle section, we cover the growing influence of Arab fashion in the world, the multibillion-dollar hidden treasures of Tehran Contemporary Art Museum, interior design trends of 2025, highlights of the Golden Globes Awards, and interesting music concepts as well as fascinating health breakthroughs made possible by Artificial Intelligence. Enjoy...

Amir Cyrus Razzaghi Editor in Chief

Aram Razzaghi Chairman



MENA Economic Outlook



Early in 2025, Donald Trump began his second term as president. Many held their breath anticipating significant global changes—especially affecting our region—given his past policies' impact on geopolitics and regional dynamics. Countries such as Iran, Afghanistan under the Taliban rule, (to some extent) Irag—and notably—the Palestinians face uncertain futures under his administration. Meanwhile, others like Egypt and Jordan remain concerned about potential shifts due partly because they've been mentioned as destinations in proposals involving large-scale relocation plans affecting over two million Palestinians—a notion met with skepticism by both nations' governments. Additionally, the GCC states worry about U.S.-imposed pressures given by President Trump's transactional diplomatic approach, which often emphasizes economic leverage over traditional alliances.

Iran's Pezeshkian is pushing for regulations that would pave the way for Iran to get out of the FATF blacklist

This article reviews initial policy announcements concerning Middle Eastern affairs within broader regional dynamics, focusing on key economic factors at play across several significant nations, including five major oil exporters (United Arab Emirates, Saudi Arabia, Iran, kuwait, Oman, and Qatar) alongside two middle-income economies (Egypt and Jordan). We then analyze the "Trump effect" on some of the key ones and on the region as a whole.

Egypt and Iran have significantly larger populations than other countries in their group. While this demographic advantage contributes to military strength, it does not necessarily translate into substantial economic influence. Indeed, both nations trail behind their peers economically; notably, Iranian performance lags across nearly all regional metrics.

Some countries, including UAE, Saudi Arabia, Oman, and Qatar, excel at optimizing wealth, leading them ahead regarding output efficiency and this enhances overall national standing within global trade networks. Conversely, states such as Egypt and Jordan struggle to utilize available talent pools effectively, hindering growth prospects. Iran faces severe challenges stemming from extensive brain drain, causing the mass migration of professional skilled workers and unskilled workers, largely due to internal factors rather than purely external pressures.

Institutional integrity alongside financial planning, contractual agreements, and international relations, play crucial roles. Economic activity thrives when these elements align. MENA region historically lacked strong meritocratic systems and free markets, making them more lawless. Nonetheless, some nations, notably the UAE, Saudi Arabia, and Qatar have made strides in stabilizing policy frameworks, bureaucratic processes, and foreign affairs. Furthermore, these Gulf states fostered robust partnerships between government and private sectors, 12 enabling efficient governance, enhanced public services,

sustainability, and fostering trust, ultimately positioning them favorably within global supply networks. Conversely, Egypt & Iran face corruption exacerbated by incompetence and geopolitical tensions, which pose significant operational risks to businesses.

The KSA, UAE, and Qatar boast higher market capitalization levels for their companies which enhances the attractiveness and safety of both domestic and foreign investments, ultimately enabling local firms to secure the funding necessary for development growth. In contrast, Iran's Tehran Stock Exchange features an average price-to-earnings ratio of around 6, highlighting limited investment depth, whereas in advanced economies, this metric typically exceeds 30.



Saudi Arabia, Oman, and Qatar have high rents in that order. All oil-exporting countries in our group heavily rely on rent income, unlike the UAE. However, the difference lies in how this rent is reinvested into assets—whether tangible or otherwise. For instance, Saudi Arabia, Oman, and Qatar have sovereign wealth funds valued at over \$900 billion, \$50 billion, and \$520 billion, respectively. These funds are diversified globally across high-quality investments. In contrast, the UAE manages a combined sovereign wealth of approximately \$1.4 trillion and leads the MENA region in R&D spending by a significant margin. Egypt closely follows the UAE in R&D expenditure per GDP while Saudi Arabia and Oman have among the lowest.

Jordan and Egypt exhibit the highest energy productivity within our group, while Iran has the lowest. This disparity is partly due to Iran's underdeveloped service-oriented sector. Additionally, Iran's resource extraction and utilization practices rely on outdated technology, leading to inefficiency and high production costs despite low labor and energy expenses. Notably, Iran ranks second in natural resource extraction—primarily petroleum and gas—after Saudi Arabia, but has the lowest material productivity. Material productivity measures the economic output or value added per unit of materials consumed.

Donald Trump has become a figurehead for extreme rightwing politics, inspiring leaders from South America to South Korea. For instance, the President of South Korea has been accused of emulating Trump in actions reminiscent of an insurrection. Despite numerous controversies surrounding Trump, his inauguration coincided with significant upheavals in the Middle East. One notable example is the Israel-Hamas

By : Farid Atighehchi

has made controversial statements regarding international territories. He suggested that the U.S. would "take over" the Gaza Strip and develop it, stating that people should not return there due to its unsuitability for habitation. This declaration aligns with other ambitious claims by Trump to acquire strategic locations such as the Panama Canal, Greenland, and even Canada.

Contrary to expectations, Trump has managed to secure a ceasefire in Gaza, although former President Biden claims credit for laying the groundwork. A high-ranking Hamas official described Trump as "serious" in these negotiations. During his first term and after his re-election in 2024, both Trump and his advisors emphasized that they do not seek regime change in Iran. This stance remains unexplained by his administration but is speculated to be due to Iran's robust internal security apparatus. Trump views Iran as being too close to developing a nuclear bomb and has reinstated his "maximum pressure" campaign aimed at achieving zero oil exports from Iran. however, he prefers a Verified Nuclear Peace Agreement that would allow Iran to grow peacefully while prospering economically. However, given that Iran heavily relies on oil rents for its GDP-essentially measured by crude oil sales—it faces significant challenges supporting its population due to declining revenue.



conflict. Additionally, following the collapse of Assad's regime in Syria—previously backed by Iran and Russia—the new head of state, Ahmed al-Sharaa, made Riyadh his first foreign visit destination.

On February 2, Syria's new leader, Ahmed al-Sharaa, visited Saudi Arabia to meet with Crown Prince Mohammed bin Salman. This diplomatic engagement marked a significant shift in Syria's alliances away from Iran and toward the Gulf states. Meanwhile, in the United States, President Trump Despite Iran's dissatisfaction, Egyptian President Abdel Fattah el-Sisi expressed optimism during a phone call with Trump that the new U.S. administration could usher in a "golden age of Middle East peace." Jordan and Egypt remain closely aligned with the U.S. despite some differences in handling the Gaza situation. Notably, Egypt's security, along with Israel's, is exempt from Trump's general pause on foreign aid. However, the U.S. expects both countries to accommodate Palestinian and Gazan refugees potentially on a permanent basis. Trump's second administration has adopted an aggressive agenda focusing on security issues, including energy security.

MENA Economic Outlook



He has criticized North Sea energy policies and accused London of undermining oil and gas revenues while advocating for an end to windmills. Additionally, he plans to revoke Biden's ban on offshore drilling and has threatened the European Union with tariffs unless it increases purchases of U.S.-produced oil and gas. Iran faces significant challenges under these policies; its condensate production was approximately 900 thousand barrels per day last year. By November, China's imports of Iranian crude oil had dropped sharply to 1.31 million barrels per day—a significant decline from October levels (1.74 million barrels) due in part to Trump's election. China has shifted its oil sourcing, increasingly purchasing from the UAE and other regions. Iran faces challenges due to infrastructure issues and sanctions. In November, a German company was penalized for evading sanctions by smuggling a decommissioned petrochemical plant into Iran. During the final days of Biden's presidency, Iran's oil exports sharply declined due to stringent sanctions imposed by his administration.

President Trump has pledged to revive his "maximum pressure" policy towards Iran, which will likely impact Iran's oil production and sales. This move aligns with broader efforts by OPEC+ countries, such as the UAE, Saudi Arabia, and Qatar, to adjust their energy strategies by emphasizing gas condensate production—exemplified by Aramco's Jafurah project. Energy security is a key component of Trump's strategy against China. However, in the MENA region, the Palestinian issue remains more prominent. Trump has reiterated support for Israel having significant influence in regional affairs. Israeli Prime Minister Netanyahu stated in December that they aim to reshape the Middle East and are working towards completing this objective through discussions with President Trump. The future trajectory of Netanyahu's leadership is uncertain due to ongoing judicial cases against him; however, it is unlikely that Israel will deviate significantly from its current path aimed at 14 dismantling Iranian nuclear program proxies and allies.





As developing countries, our analytical group of nations holds a lower position within global value chains. Their place in the global economy is contingent on their alignment with dominant powers. Historically, this was straightforward due to U.S. hegemony. The U.S. industry has long relied on offshoring low-value jobs to third countries to remain competitive on costs, allowing these countries to capture a small share of export value and benefit from the transfer of non-critical technologies that support their domestic industries. However, this dynamic is changing as China emerges as a rising economic power, challenging U.S. dominance alongside Russia and other members of the Eurasian Economic Union by expanding its influence westward. The Trump administration seeks to curb China's rise through aggressive policies from Panama to the Arctic and appears more inclined towards reshoring than its predecessors.

This shift could leave regions like MENA in a precarious position. Countries producing low-value components are increasingly confident in seeking new markets and establishing their own global supply chains. For instance, GCC investments in media and entertainment have extended as far as the UK. However, building such networks is challenging. Emerging markets in Eastern regions and BRICS countries may offer more affordable entry points with higher growth potential. There are significant differences between Chinese and American foreign policy approaches. The U.S. operates under the principle of American exceptionalism, often adopting an interventionist stance through economic sanctions to influence behaviors and policies abroad. In contrast, China adheres to a noninterference policy, preferring incentives to build relationships rather than imposing its will on other nations' internal affairs. Additionally, China tends to focus its strategic partnerships closer to home.

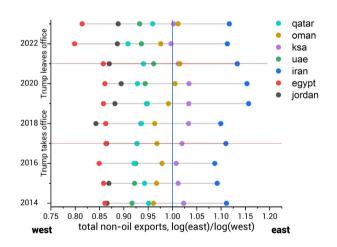


Figure 5 Tendency of trade between MENA countries and the West and the East powers during both Trump and the Democratic party's presidencies



TRUMP 2.0: HOW PRETTY OR UGLY COULD IT BE?



Although Donald Trump is a pretty well-known figure throughout the world, we thought it would be helpful to review the highlights of his rather tumultuous life, as he takes the US Presidency for the second time. He has surely had his share of business failures and scandals in his political and personal life. Still, almost everyone, including his fierce opponents and critics, agrees on one thing: he is a tough and resilient fighter who doesn't give up easily. His political comeback, even by Hollywood standards, seemed far-fetched! In the middle of multiple lawsuits and as a convicted felon, he never flinched for a moment and simply looked forward and stayed positive until he won. His win will indeed be talked about and studied for years and decades. While many believe it is a matter of time before he makes the same mistakes that he did during his first term, alienating allies and pushing the world to the brink, some hope that a wiser Trump can indeed make some good and even bring about peace to multiple ongoing conflicts, including the Russia-Ukraine war. In any case, reviewing the ups and downs of his life is always interesting, and tells us a lot about his character and life journey!

By: Arad Tadayon

From 1959 until 1964, Trump studied at the NYMA, where he flourished within the military structure, reached higher ranks of captain, and took an active part in competitive activities. His stay at the Academy is normally said to have been formative, as it developed in him some dose of leadership and competitive spirit. Yet it was a time of building bad habits as well: he proved rather to be a dominator over his classmates. Trump later on bragged that he had undergone more military training during his education at NYMA than he would ever have gotten in real military service, even though he received several deferments for medical problems during the Vietnam War. His fierce personality and attitude of leadership on the front of business and politics are mostly attributable to his experiences at this academy. A little lesser-known fact about Trump is that

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Introduction

Donald John Trump has led a life marked by ambition, controversy, and significant public attention. From businessman, television star, and then politician, Trump's journey to the White House has been a twisted but interesting story. There are lesser-known facts about the returning president-elect, but they all contribute to the understanding of his character and career.

Early Life and Education

Born on June 14, 1946, in Queens, New York, Trump was born into a wealthy family. His father, Fred Trump, was already a successful real estate developer. He grew up in the Jamaica Estates in Queens and he was the fourth child of five children. His early life can be characterized by privilege but also strict discipline. He was attending the Kew-Forest School until his father decided that he needed to be more disciplined before 18 it was too late, so he was sent to New York Military Academy.

he never drank alcohol after he saw the struggles of his older brother, who had alcoholism, this can also be attributed to the discipline that he gained in military school.



Business Ventures

He attended Fordham University in 1964 but transferred to the Wharton School of Finance at the University of Pennsylvania two years later. He graduated in 1968 with a Bachelor of Science in economics. After college, Trump decided to join his father's business and began investing in real estate. The first significant project that he was involved in was the renovation of the Commodore Hotel in Manhattan into the Grand Hyatt in New York. This propelled Trump into the real estate world, and by the 1980s, he had established himself as a prominent figure in New York City real estate, especially with projects like the Trump Tower. However, this rise to power did not come without controversies, such as several bankruptcies. Some of his wins and losses have been summarized below:





In reference to the bankruptcy filings, they allowed Trump to restructure debts and continue operations amid financial difficulties, reflecting a strategy common in the business world rather than personal failure. While critics often cite these bankruptcies as evidence of mismanagement, Trump has argued that they were necessary moves to protect his businesses during challenging economic times. Despite having had financial pressure as well as bankruptcies over the years, he maintained a vast diversified portfolio that would later be estimated to have brought between \$4 billion and 10 billion into his pocket by the time he announced his presidential candidacy in 2015.

Some brands he also lent his name to were Trump Menswear, Trump Golf Shirts, "Make America Great Again" Caps, Trump Steaks, Trump Ice Bottled Water, Trump Home Products, Trump Furniture, Trump Perfumes & Colognes, Trump Deodorant, Trump Digital Trading Cards, Never Surrender Sneakers.

Successes							
Business/Political Ventures	Description	Outcomes					
ventures							
Grand Hyatt Hotel	Transformed the deteriorating Commodore Hotel into a successful luxury hotel in NYC.	Still in operation, profitable.					
Wollman Rink	Renovated the ice- skating rink in Central Park for \$350k under budget.	Successful renovation.					
Trump Tower T R U M P INTERNATIONAL HOTEL & TOWER	Built an iconic skyscraper on Fifth Avenue, a symbol of luxury and success.	Continues to thrive.					
Trump International Tower Chicago	Developed the second tallest hotel in Chicago, acclaimed as the best large city hotel in North America.	Award-winning and operational.					
40 Wall Street	Acquired for \$1 million, renovated for \$35 million, and now valued at approximately \$500 million.	Highly profitable investment.					
Presidency	Trump won the presidential election both in 2016 and in 2025	Ongoing					
Trump Airlines	Purchased Eastern Air Shuttle and attempted to create a luxury airline; failed to turn a profit.	Ceased operations in 1992.					
Trump Taj Mahal	Opened as a lavish casino resort but faced financial difficulties, ultimately closing in 2016 after years of losses.	Closed after multiple bankruptcies.					
Truth social media	Launched as a social media platform aiming to compete with mainstream networks; faced criticism and challenges regarding user engagement and functionality	Struggled to gain traction post-launch.					
Trump Plaza Hotel and Casino	Another Atlantic City casino that struggled financially, leading to bankruptcy and closure in 2014.	Ceased operations amid financial struggles.					
Trump Vodka	Launched vodka brand with high expectations; production stopped due to lack of interest.	Discontinued in 2011.					
Trump University	practices; ceased operations in 2010.						
Trump Mortgage	Launched mortgage company that failed within a year due to poor management choices.	Closed in 2007.					
GoTrump.com	A luxury travel search engine that operated for only one year before shutting down.	Discontinued in 2007.					
Trump Entertainment Resorts TRUMP ENTERTAINMENT RESORTS	Casino entity that filed for bankruptcy multiple times (four times) over two decades.	Ultimately dissolved operations.					

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TRUMP 2.0: HOW PRETTY OR UGLY COULD IT BE?

Trump – Lawyers Influences and Controversies

Donald Trump had a lawyer, Roy Cohn, in the 1970s, who influenced him greatly regarding how he approached business, media, and politics. Their partnership began when Trump sought advice from Cohn on a federal lawsuit alleging racial discrimination against his family's real estate company. The US Justice Department was suing Trump and his family for marking black tenants with a "C" for "colored." This caused ripples in Trump's reputation and business operations, which made him turn to a very aggressive lawyer, Roy Cohn. Cohn's advice was to sue the Justice Department for defamation, and he famously told Trump, "Tell them to go to hell and fight the thing in court and let them prove you discriminated." Cohn was a lawyer who specialized in an aggressive mentality and had a win-at-all-costs strategy. He taught Trump to deny any wrongdoing and attack his opponents relentlessly, we can see the influence of this later when Trump was running for office. The advice that Cohn gave Trump during his trial against the Justice Department taught him that he should have a confrontational stance against critics and adversaries throughout his career.

Their relationship deepened as they communicated frequently-sometimes up to 20 times a day-discussing legal matters and personal issues, including Trump's marriage and business strategies. Cohn introduced Trump to influential figures like media mogul Rupert Murdoch, further embedding him into New York's elite circles. Cohn instilled in Trump that he was invincible and believed that public perception mattered more than factual evidence. Cohn's ability to manipulate media narratives helped shape Trump's understanding of public relations as a tool for maintaining power and influence. The relationship between Donald Trump and Roy Cohn was foundational in shaping Trump's approach to both business and politics. Cohn's mentorship provided Trump with strategies that emphasized aggression, denial, and media manipulation-elements that would define Trump's career as a businessman and politician. Their bond illustrates how personal relationships can profoundly influence public figures. leaving lasting impacts on their careers and legacies.

Trump was introduced to another lawyer, Michael Cohen, near the same time as his show "The Apprentice" had started. Donald Trump's relationship with Michael Cohen is a compelling narrative of loyalty, betrayal, and legal entanglement that has unfolded over more than a decade. Once considered Trump's most trusted confidant and "fixer," Cohen's journey with Trump has shifted dramatically from unwavering loyalty to public testimony against him, reflecting the tumultuous nature of their association. Michael started working for Trump in 2006 and quickly made his way up to become the vice president. Cohen was more than just a lawyer for Trump. He was also deeply involved with business dealings. They were not just boss and employee, but good friends as Trump and Cohen would regularly communicate daily, whether in person or over the phone.

It all came crashing down when Trump was running for the 2016 presidential campaign. Cohen had facilitated hushmoney payments to an adult film star, Stormy Daniels, which was made before Trump ran for office. When federal agents raided Cohen's house and office in 2018, Cohen pleaded guilty to multiple charges, including campaign finance violations, tax fraud, and lying to Congress. His admissions implicated Trump directly in orchestrating the





hush-money scheme, marking a significant shift from his previous role as an unwavering supporter to that of a key witness against his former boss. After his guilty plea and subsequent prison sentence, Cohen distanced himself from Trump, calling him a "con man." Trump only responded with denial and dismissal while also suing him for half a billion dollars for breaking attorney-client privilege.

Political Career

Trump announced his candidacy for president on June 16, 2015. Heavily criticized in the beginning, he quickly gained the favor of Republican voters with his unconventional style and populist messaging. By focusing on issues such as immigration reform and economic nationalism while often employing controversial rhetoric, Trump beat Hillary Clinton in the 2016 elections and marked the first time a person has been president without holding any prior elected office or military rank. Trump's candidacy generated unprecedented media coverage; at one point during the primaries, Google reported that over 62% of searches related to GOP candidates were about him alone. During his presidency, he implemented significant shifts in policy that had polarized public opinion. The Trump administration focused on tax cuts through the Tax Cuts and Jobs Act of 2017 and deregulation efforts aimed at boosting economic growth. He also faced controversy over policies such as family separation at the US - Mexico border and handling of racial tensions. He was also faced with two impeachments, firstly in December 2019 for abuse of power related to Ukraine and secondly in January 2021 for inciting a riot at Capitol Hill. Despite losing in the 2020 election, Trump still maintained a strong influence over the Republican Party.

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On July 13, 2024, President-elect Donald Trump was the target of an assassination attempt during a campaign rally in Butler, Pennsylvania. A 20-year-old man named Thomas Matthew Crooks opened fire from a nearby rooftop, hitting Trump in the upper part of his right ear while also killing one audience member and injuring two others. The Secret Service quickly responded, fatally shooting Crooks seconds after the attack began. Trump later recounted the moment he was struck, describing the sensation of the bullet and the immediate chaos that ensued as agents shielded him and rushed him to safety. He credited a nearby chart he was pointing to at the time for potentially saving his life by altering his head's position just before the shot was fired.

Overall, Trump has had positive and negative impact on the world. Some of the positives are:

•Job Growth: Unemployment rates reached record lows, particularly among historically marginalized groups. For example, the unemployment rate for African Americans fell to its lowest level since records began.

•Manufacturing Resurgence: Manufacturing jobs grew at their fastest rate in over two decades, benefiting regions that had been economically depressed.

•Energy Independence: Trump's policies promoted domestic energy production, allowing the U.S. to surpass both Saudi Arabia and Russia as the world's top oil producer.

•Abraham Accords: These agreements normalized relations between Israel and several Arab nations, including the UAE, Bahrain, Sudan, and Morocco. This diplomatic breakthrough was hailed as a significant step towards peace in the Middle East.

•Hostage Releases: Trump secured the release of numerous Americans held captive abroad, including high-profile cases involving hostages in North Korea and Turkey.

•Tough Stance on China: His administration took a hardline approach against China, emphasizing trade tariffs that aimed to protect American industries.

On the other hand, some of the negative impacts he has had is:

•Election Integrity Concerns: Following the 2020 election, Trump's unfounded claims of widespread voter fraud culminated in attempts to overturn legitimate election results. This effort culminated in the January 6 Capitol riot, which many view as an assault on democratic institutions.

•Withdrawal from International Agreements: He withdrew the U.S. from several key international agreements, including the Paris Climate Accord and the Iran Nuclear Deal. These moves were seen as detrimental to global cooperation on critical issues like climate change and nuclear proliferation. •Trade Wars: The imposition of tariffs sparked trade wars that had ripple effects on global markets. Critics argue that these tariffs led to increased costs for consumers and retaliatory measures from other countries.

•Impeachment Trials: Trump was impeached twice during his term—first for abuse of power related to Ukraine and later for incitement of insurrection following the Capitol riot. These events underscored concerns about his adherence to constitutional norms.

•Ongoing Investigations: Post-presidency, Trump has faced multiple legal challenges related to his business practices and actions while in office. These investigations continue to raise questions about ethics and accountability in leadership.



Conclusion

Donald Trump's return to office is expected to bring significant changes across various sectors, with implications for both the U.S. and global economies. He became the second president, after Grover Cleveland, to be re-elected after losing once. His administration may pursue expansionary fiscal policies, including substantial tax cuts and increased tariffs, particularly targeting China and Mexico, which could severely impact global trade and GDP growth. The anticipated 60% tariffs on China could echo the historical Smoot-Hawley Tariff, potentially leading to a collapse in world trade and a retaliatory response from affected countries, particularly in Asia and Europe. Additionally, Trump's immigration policies may intensify, with plans for increased deportations and stricter border control, which could create labor shortages and upward pressure on wages in the U.S. A stronger dollar is likely to emerge alongside these changes, complicating monetary policy for the Federal Reserve and impacting other economies' monetary strategies. Trump is going to have a significant influence regarding Iran and Israel as well. The new administration is aiming to strengthen alliances with Israel and

TRUMP 2.0: HOW PRETTY OR UGLY COULD

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Saudi Arabia while simultaneously exerting more pressure on Iran to stop its nuclear ambitions. The next steps Trump takes in the Middle East may cause a lot of conflict but there is high potential that it would have rippling positive effects as well. Trump has also made it apparent that he has an interest in Greenland and has resurfaced discussions about territorial claims and international relations. He suggested purchasing Greenland from Denmark, which was met with criticism, which, in return, increased the tensions between the US and Canada. Trump has made it clear that he wants Canada to join the US, which rubbed Canadians the wrong way. Overall, while Trump's policy intentions suggest a robust economic agenda, the actual implementation may face hurdles due to intra-party opposition and the need for legislative consensus amidst a slim majority in Congress.





Since taking office in January 2025, President Trump has pursued two notable policy initiatives: renaming the Gulf of Mexico and overhauling U.S. tax policies. On his first day, he signed an executive order directing the Gulf of Mexico's official U.S. designation to be changed to the "Gulf of America," citing national pride and economic significance. While Google has agreed to implement the name change on its maps, Mexico contests the move, arguing it violates United Nations conventions governing territorial waters.

Regarding tax policy, Trump issued the America First Trade Policy Executive Order, empowering the Treasury Department to investigate foreign tax practices under Section 891 of the U.S. tax code-a 90-year-old provision allowing retaliatory doubling of taxes on countries deemed to impose "discriminatory or extraterritorial taxes" on U.S. entities. This aligns with his broader agenda to withdraw from international agreements like the OECD Global Tax Deal and transition toward a territorial tax system for U.S. expatriates. Domestically, he aims to extend the 2017 Tax Cuts and Jobs Act provisions, reduce corporate tax rates to 15-20%, and impose universal import tariffs. These actions reflect a dual focus on symbolic nationalism and aggressive economic protectionism.



Trump Factoid

The number of alcoholic drinks Donald Trump has ever consumed

Donald Trump has never had an alcoholic drink in his life, a decision influenced by the struggles of his older brother, Fred Trump Jr., who battled alcoholism. This personal choice reflects Trump's desire to avoid the pitfalls he witnessed his brother's life, emphasizing a commitment to maintaining control over his actions and decisions.

Twice Impeached

Donald Trump became the first sitting president to be impeached twice.

The first impeachment occurred in December 2019 over allegations that he pressured Ukraine to investigate his political rival, Joe Biden, while withholding military aid. The Senate acquitted him in February 2020, but the controversy highlighted deep partisan divisions in Congress.

8,000,000,000

The amount of net worth accumulated by Donald Trump.

As of late October 2024, Donald Trump's net worth doubled in just one month, reaching approximately \$8 billion, up from under \$4 billion at the start of the month. This surge was largely attributed to the rising stock prices of his media company, Trump Media & Technology Group.

13,200,000 \$ The amount of

money invested in digital assets by Trump

Trump has earned around \$7.2 million from licensing non-fungible tokens (NFTs) and has up to \$5 million invested in cryptocurrency, illustrating his engagement with modern digital assets.



916,000,000 \$



The amount of loss Trump declared in 1995 for tax purposes.

In 1995, Donald Trump reported a \$916 million loss on his tax returns, which could have legally allowed him to avoid paying federal income taxes for years. This revelation became a major point of controversy during his presidential campaign.



The number of bestselling books authored by Trump

Donald Trump has written over 14 books, with The Art of the Deal being the most famous. This book, published in 1987, is often regarded as a business class and helped solidify his reputation as a successful businessman and entrepreneur long before he entered politics.

From Prodigy to Pioneer to Extreme Right-Wing Advocate:

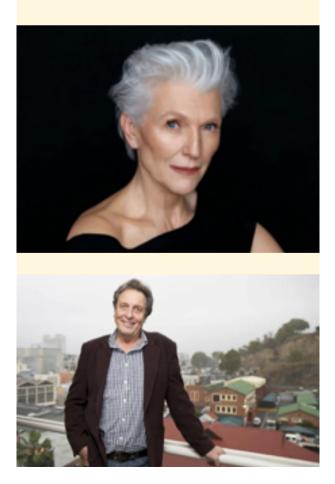
The Enigma Called Elon Musk

Elon Musk is not just a name but a phenomenon that sparks both admiration and controversy. From his early days as a child prodigy in South Africa to becoming the architect of a future where humanity could thrive on Mars, Musk's life is a thrilling saga of ambition and audacity. With a mind that dreams of interstellar travel and a knack for turning visionary ideas into reality, he stands at the intersection of innovation and intrigue, captivating the world with every bold venture he undertakes. Dive into the extraordinary journey of a man who redefines what it means to be a pioneer in our time.

Background and Family

Elon Reeve Musk was born on June 28, 1971, in Pretoria, South Africa, to Maye Musk and Errol Musk. Maye Musk, a Canadian-born model and dietitian, began her modeling career at the age of 15 in South Africa. Over the decades, she has built an impressive portfolio, appearing on the covers of major magazines such as Vogue, Elle, and Time. In a striking testament to her enduring appeal, Maye made headlines in 2022 when she became the oldest model to appear on the cover of Sports Illustrated's Swimsuit Issues at age 74.





Elon's father, Errol Musk, is a South African electromechanical engineer and property developer whose life has been marked by controversy and complexity. Born in 1946, Errol has been described as a brilliant engineer, but his personal life has overshadowed many of his professional achievements. His relationship with Elon has been strained for years, with Elon famously labeling him a "terrible human being" in interviews. Errol Musk has faced scrutiny for various personal controversies. Notably, he fathered two children with his former stepdaughter, who is 42 years his junior, which has drawn public outrage and criticism.

Additionally, he has faced rumors of having killed three people in self-defense. However, these claims remain unverified. Another point of contention is Errol's assertion that he owned an Emerald mine in Zambia, which Elon has denied, stating on Twitter, "He didn't own an emerald mine, and I worked my way through college, ending up ~\$100k in student debt."



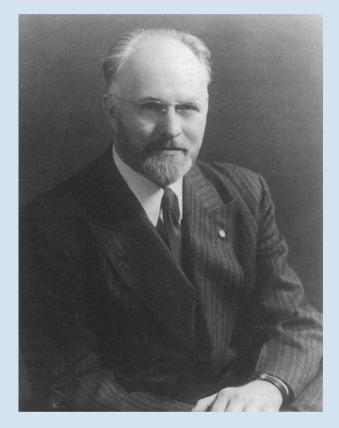
Elon Musk has two siblings: Kimbal and Tosca. Kimbal is a thriving food industry entrepreneur known for co-founding The Kitchen Restaurant Group. He remains close to Elon and often collaborates on various initiatives. Kimball also serves on the boards of Tesla and SpaceX, contributing his insights to their operations

Grandparents: Adventurers and Pioneers

Elon Musk's adventurous spirit can be traced back to his maternal grandparents, Dr. Joshua Norman Haldeman and Wyn Haldeman, who were notable figures in their own right. Dr. Galdeman, a chiropractor and political activist, was deeply involved in the Technocracy movement, which advocated for a society governed by technical exports. His passion for exploration led him and his family on numerous expeditions to find the legendary Lost City of the Kalahari, a quest that captivated them for nearly a decade. Despite never discovering the city, their twelve expeditions made them minor celebrities as they shared tales of their adventures.

Early Life and Entrepreneurial Journey

Elon Musk demonstrated his entrepreneurial spirit early on at just 12 years old. He created a video game called Blaster, which he sold for \$500. This simple space-themes shooter, published in the South African magazine PC and Office Technology, marked Musk's first foray into programming and entrepreneurship. Musk's journey took off after he dropped out of Stanford University, just two days into a PhD program in physics. In 1995, he co-founded Zip2 with his brother, a software company that provided business directories and maps. Zip2 was sold to Compaq for approximately \$207 million. Following this success, he established X.com in 1999, an online payment platform that later merged with Confinity to become PayPal. In 2002, eBay acquired PayPal for \$1.5 billion, benefiting Musk around \$165 million from the sale. With this newfound wealth and a vision for the future, Musk set out to tackle some of the world's most pressing challenges through groundbreaking ventures that would refine entire industries.









SpaceX: Revolutionizing Space Exploration

Founded in 2002, SpaceX has transformed the landscape of space exploration to reduce the cost of space travel and enable the colonization of Mars. The company made headlines in 2008 when its Falcon 1 became the first privately developed liquid-fueled rocket to reach orbit. SpaceX has since achieved numerous milestones, including the successful launch and landing of the Falcon 9 rocket, which has been reused multiple times, lowering launch costs. As of 2023, SpaceX was valued at approximately \$350 billion, making it the world's most valuable private startup. The company has launched over 200 missions, including deploying thousands of satellites for its Starlink internet service. By January 2025, Starlink had grown to include over 4,000 satellites in orbit, with plans to enhance coverage and capacity even more.

Musk's vision extends beyond Earth; he has stated, "I want to die on Mars, just not on impact," underscoring his commitment to making humanity a multi-planetary species. The company's projects include the development of Starship, designed for missions to Mars and beyond, intending to carry up to 100 tons of cargo. In December 2023, a successful test flight demonstrated that Starship could potentially revolutionize interplanetary travel.



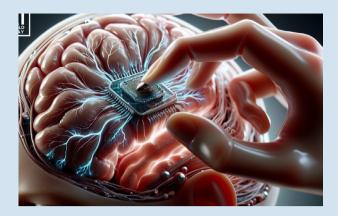
Tesla: Leading the Electric Vehicle Market

Tesla, founded in 2003 and joined by Musk in 2004 as an investor and later CEO, has redefined the automotive industry through its electric vehicles (EVs). As of late 2024, Tesla held about 58% of North America's electric vehicle market share despite facing increasing competition. In 2024 alone, Tesla produced around 1.31 million vehicles and delivered around 1.29 million units, generating a revenue forecast of about \$90 billion for the year. The company's market capitalization reached up to \$1.23 trillion.

Tesla's flagship model, the Model S, was the first electric car to exceed a range of 300 miles per charge, showing that EVs can compete with traditional combustion-engine vehicles. Musk has emphasized sustainability in his vision for Tesla, stating, "The future is sustainable energy," which aligns with the company's mission to accelerate the world's transition to sustainable energy. Tesla also operates on a vast network of over 6,766 Supercharger stations across 50 countries.

Neuralink: Bridging Humans and Technology

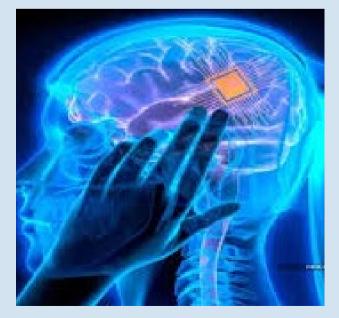
Founded in 2016, Neuraling aims to develop advanced brainmachine interfaces that could revolutionize how humans interact with technology. The company's long-term goal is to enable direct communication between human brains and computers, potentially allowing for treating neurological conditions and enhancing cognitive abilities. Neuralink has made significant strides in its research; in 2022, it successfully demonstrated its technology by implanting a device in a pig that allowed researchers to monitor brain activity in realtime.





Musk envisions a future where such technology could help address various health issues and even facilitate telepathylike communication between individuals. He has stated that "the purpose of Neuralink is to help people with severe brain injuries," As of early 2025, Neuralink is preparing for human trials, which could pave the way for advancements in neurotechnology and redefine our understanding of human cognition.





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Personal Life

Elon Musk's personal life has been a whirlwind of relationships, controversies, and family dynamics that often attract media attention. He has been involved in several high-profile relationships with actress Amber Heard and musician Grimes, with whom he shares two children. Their son, named X Æ A-12, later simplified to X– has made appearances at various events alongside Musk, leading to speculation about him as a potential successor. Musk's relationship with his children is complex; he has thirteen children in total, and while he often showcases his bond with X, his relationship with his other children is more private. One daughter, who is transgender, legally changed her last name, emphasizing the challenges within his family dynamics.





His political involvement and views have not been without controversy. He has been vocal in support of President-Elect Donald Trump and has engaged in far-right policies, which has led to accusations of interference in U.S. elections. Since acquiring X (formerly Twitter), Musk has amplified false claims about the electoral process, with reports indicating that his misleading narratives garnered over 1.2 billion views between January and July 2024. Critics argue that his influence threatens democratic processes. Michigan Secretary of State Jocelyn Benson states, "It's disheartening that someone with such vast resources would misuse those assets to propagate misinformation."

Ion Musk's advocacy for right-wing politics in Europe has raised eyebrows. In Germany, he has been a strong backer of the Alternative for Germany (AfD) party, which has been labeled as a potential extremist group by German intelligence agencies. Musk's influence was evident in the recent German elections, where he used his platform X to promote the AfD and engage with its leaders. His actions have drawn significant criticism from European leaders, who view his interventions as a threat to nations' political stability.



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Elon Musk's Billion-Dollar Bet: How Trump's Victory Skytocketed His Wealth

Elon Musk's influence looms large over America's political landscape as Trump resumes the presidency, positioning the billionaire entrepreneur at the nexus of wealth, power, and electoral strategy.

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The campaign of the former president considers this famous billionaire's extensive financial support for Trump as a winning card in attracting independent voters and even some Democrats. Elon Musk has also claimed that he is supporting Trump solely to prevent the disasters caused by the domestic and foreign policies of the Biden-Harris administration from 2021 to the present, based on a sense of responsibility.

Elon Musk, one of Donald Trump's most prominent supporters, has been praised by the former president. Trump told Newsweek, "He is an industrial leader born once in a generation, and our disorganized federal bureaucracy could certainly benefit from his ideas and efficiency."

Musk, the CEO of Tesla and SpaceX, endorsed Trump on July 13 as his choice for the next President of the United States. Reports indicate that he has contributed over \$132 million to the Pro-Trump political action committee, America PAC, with plans to donate an additional \$1 million daily to incentivize voter registration in swing states. This level of investment suggests that Musk views Trump's presidency as beneficial not only for his political interests but also for his business ventures.

Musk's Shift Toward Republican Support

The mutual respect and admiration between Elon Musk and Trump have not always been present. According to Newsweek, in 2022, Musk posted on X that he "strongly supported Obama for president" in 2007 and donated thousands of dollars to Obama and Hillary Clinton, the Democratic candidate, that year. Donations to Clinton were made during her campaign in 2015, and Musk criticized Trump's character in an interview with CNBC in 2016. Stating that he voted for Biden in 2020, his financial contributions since then have been to republican organizations, Although Musk said in 2021 that he "preferred to stay away from politics."

Musk's more explicit support for the Republican agenda seems to have emerged almost simultaneously with his acquisition of Twitter in November 2022. On November 7, he posted: "Given that the presidency is Democratic, I recommend voting for a Republican congress." Before Trump's official endorsement in July, Musk's support for the Republican presidential candidate in March 2024 publicly appeared on X when he referred to Trump's critics and said they were suffering from "Trump Derangement Syndrome." Why has Musk invested so much money and effort behind Trump's potential presidency? From similar approaches to deregulation to alignment of views, Tesla's CEO may feel his multi-billion dollar investment in supporting Trump's victory in November will pay off.

Musk on Deregulation and Space Policy

Elon Musk's support for Donald Trump in the 2024 U.S. presidential election seems closely related to his desire for significant government deregulation, especially in space exploration. Musk has argued on multiple occasions that excessive regulations stifle innovation and hinder progress toward becoming a multi-planetary species- the main goal of his company, SpaceX. In a series of posts on X, Musk expressed his concerns about the impact of excessive regulation on America's future in space. He said, "Voting for Trump is voting for Mars! Until we prevent quiet suffocation by excessive oversight in America, we will never become a multi-planetary civilization."

Tax Cuts and the Role of the Government

The alignment between Musk's ambitions and Trump's policy proposals is further highlighted by Trump's suggestion to appoint Musk as "Secretary of Cost Reduction." Such a role could qualify Musk for tax benefits worth tens of billions of dollars. According to a report from Rolling Stones, a provision included in the tax code allows Musk to obtain one of the largest personal tax exemptions in U.S. history after Trump wone the 2024 election and Musk was appointed to this proposed government position. According to tax experts, a lesser-known provision in the tax code allows Musk to indefinitely defer capital gains tax on any assets he must divest to comply with government ethical rules.



Musk's posts on this subject seem to stem from the regulatory hurdles that SpaceX has faced. These include delays in launch approvals and restrictions imposed by various federal agencies. He believes many of these regulations are outdated or unnecessary, hindering innovation in his companies and elsewhere. Musk claimed, "Unless significant reforms occur in government, laws and regulations will get worse every year until every major effort, from high-speed rail between our cities to making life multi-planetary, is practically illegal." Trump's plans to reduce government oversight appear to align with Musk's perspective.

Musk has proposed the creation of "Department of Government Efficiency" or DOGE (a nod to the joke about Dogecoin, which Musk supports). Musk suggested that such a department would oversee federal organizations to identify and eliminate unnecessary regulation. Dr. Micheal Breen, an associate professor at the School of Law and Government at Dublin City University, Ireland, told Newsweek, "With Trump's rise to power, Musk may expect a more favorable regulatory environment for his investments, including Tesla and SpaceX. Like many Silicon Valley Billionaires, Musk resists any restrictions on his personal freedom." This special tax advantage, available only to federal officials, is accompanied by significant tax exemptions that Musk can obtain, along with Trump's new government program to reduce taxes for billionaires. Therefore, with an estimated net worth now at \$421 billion, reflecting substantial growth since Trump's election victory on November 5, Musk potentially gains billions more if he holds his government position under Trump.

Elon Musk's involvement in supporting Trump has sparked significant debate regarding the intersection of wealth, influence, and democracy. Musk's substantial backing of Trump's campaign and related efforts positioned him as pivotal in shaping the electoral landscape. While some analysts raised concerns about potential conflicts of interest, stating that Musk's involvement blurred the lines between public service and personal gain, others see his engagement as a catalyst for political mobilization. Prominent voices in the political sphere have weighed in on Musk's role. Former White House Chief of Staff Mark Meadows remarked, "Elon brings a unique perspective to the table- one that can energize voters who feel disenfranchised."

Tensions Arise: Musk's Influence and Trump's Assertion of Authority

As Trump resumes his presidency, tensions have surfaced between him and Elon Musk, particularly regarding the billionaire's growing influence in political circles. During a recent speech, Trump made it clear that while he considers Musk, a "great guy," he firmly states, "No, he's not taking the presidency. That's not happening," countering narratives that portray Musk as a de facto leader within the Republican Party. This comes in the wake of Musk's vocal criticism of House Republicans' spending bill, which some lawmakers claim demonstrated his significant sway over party dynamics. Representative Brendan Boyle remarked, "Elon Musk proved that he is the real leader of the Republican Party," highlighting how Musk's tweets prompted urgent negotiations among lawmakers. As Musk continues to engage in international affairs- such as advocating for a more hands-off approach to regulation in space exploration- questions linger about whether his influence will endure or it will diminish as Trump's administration progresses.

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ElonFactoid



Rating of Tesla's Model S from Consumer Reports in 2013

Tesla's Model S vehicle received a historic rating of 99/100 from Consumer Reports in 2013, the highest rating ever given at that time. This showcases Elon Musk's commitment to quality and innovation in electric vehicles.

7,000,000 The Budget of Falcon 1, Elon Musk's First Rocket that SpaceX Launched

The first rocket SpaceX launched, Falcon 1, was developed with a budget of only \$7 million, significantly lower than typical aerospace projects, as evidenced by NASA missions, which often cost between \$100 million and over \$2.9 billion.



Elon Musk has 13 living children from three different relationships. Six are with his first wife, Justine Wilson; three are with musician Grimes; and three are with Shivon Zillis and another one with Ashley Clair. His big family reflects his beliefs in the importance of population growth and family.



168 DAYS

The Number of Days Taken to Build Musk's Tesla Factory

In 2019, Musk's Tesla Gigafactory 3 in Shanghai was built and operational in just 168 days, setting a record for rapid construction and highlighting his aggressive expansion strategy in the global market.

ElonFactoid

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\$421 Billion



Elon Musk's Current Net Worth

As of January 1, 2025, Elon Mush's net worth stands at an astonishing \$421 billion, making him the wealthiest person in the world. This remarkable wealth increase of \$91 billion since December 2024 is attributed to the soaring valuation of SpaceX, which is now valued at \$350 billion.

The Two-Day Scholar



Musk enrolled in a PhD program at Stanford University but dropped out just two days later to pursue his entrepreneurial ambitions in the booming tech industry during the late 1990s.



Despite being one of the wealthiest individuals in the world, Musk takes a symbolic salary of just \$1 per year from Tesla, relying instead on stock options for his wealth.



In 2022, Elon Musk launched a perfume called "Burnt Hair," humorously marketed as "the essence of repugnant." Within just a few hours, sales peaked at \$1 million, with 10,000 bottles sold for \$100 each. Trends/Issue No.12/February 2025

By: Arad Tadayon

JOE ROGAN: The Unfiltered Voice That Captivated a Generation

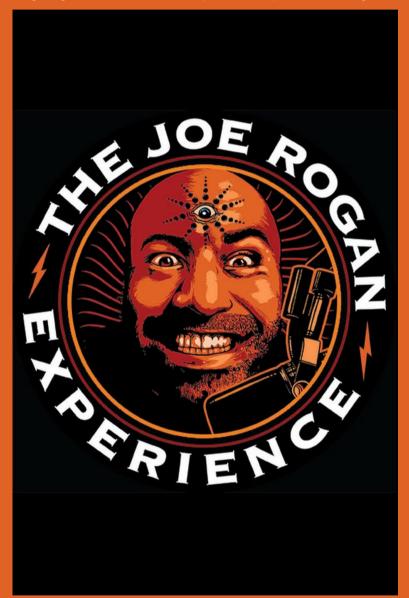
Joe Rogan, a name synonymous with long-form, unfiltered conversations, has risen to become one of the most influential figures in modern media. His journey from stand-up comedian to podcasting titan is a testament to his unique blend of authenticity, intellectual curiosity, and a platform that celebrates diverse voices.

We can track Joe Rogan's journey to podcasting stardom and his humble beginnings as a comic. As a stand-up comedian, he had to differentiate himself from the people around him and somehow gain his own style. In his early career, he did exactly that and set himself apart by having a distinct style of comedy that blended observational humor, social commentary, and physical comedy. In addition to his style, the power he had to connect with audiences on a personal level really made him stand out and gain a dedicated following. He often shared anecdotes about his personal life to engage audiences. He didn't necessarily get into mainstream fame but the skills he picked up during his comedy era, such as comedic timing, stage presence, and ability to engage with an audience, would be invaluable as he transitioned to podcasting.

Before achieving stardom in podcasting, Rogan explored different avenues in the entertainment industry. One of his most popular ventures was hosting the reality TV show "Fear Factor." This show was a high-stakes show that pushed contestants to their physical and mental limits, challenging them to complete gruesome and dangerous stunts for a chance to win money. Rogan on this show really blended in well due to his energetic and enthusiastic hosting style which made the show a hit and ratings to be high. Joe Rogan was a successful mixed martial artist, He began training in martial arts in his early twenties, focusing on Brazilian Jiu-Jitsu and kickboxing. Rogan's fighting career was marked by his aggressive style and his ability to finish fights quickly, but he decided to end his career early due to concerns over his health.



He also mentioned that one of the deciding factors on why he quit was hitting someone so hard in the head that they needed to leave on a stretcher. Rogan was also a huge fan of the UFC in its early days, and he often talks about how when Dana White offered him a job as a commentator, but with no money he still accepted and did 12 shows without any pay. According to him, he was sitting in the best seat, watching a sport he loved. His in-depth knowledge of the sport, combined with his passionate and often humorous commentary, made him a notable figure among UFC fans. He also had the ability to break down complex fighting techniques and analyze strategies in real-time which added an extra layer to the broadcast. Joe Rogan's willingness to explore media formats eventually led him to launch "The Joe Rogan Experience," which was a podcast that would revolutionize the industry as a whole. In the beginning, it was a simple recording of unfiltered conversations with friends and colleagues in his garage. The simplicity in the operation, coupled with Rogan's natural charisma and curiosity, laid the foundation for the success the podcast would find later on. What sets Rogan's podcast apart is its unique format. Unlike traditional talk shows at the time, his conversations were free-flowing, often lasting several hours, which was unconventional at the time. This long, free-flowing style allowed in-depth discussions and spontaneous moments that were both captivating and insightful. This format was heightened due to the fact that Rogan had a willingness to explore unconventional ideas and host a diverse range of guests, which has created a platform for open-minded dialogue



and intellectual exploration. Rogan's authenticity and relatability have also played a significant role in his success. He has a down-to-earth demeanor and willingness to share personal anecdotes to foster a sense of deeper connection with his guests and make them more relaxed and open to talking. He has this authenticity and intellectual curiosity, which makes him a trusted source when it comes to information and entertainment. Lastly, Rogan's effective use of social media has made his reach much wider and his influence much stronger. He always actively engages with his audience, responding to comments and sharing behind-the-scenes content. This direct interaction strengthens the bond between Rogan and his listeners, creating a sense of community and shared experience.

Due to the popularity of his podcast, he has also seen some controversy arise from it. Most notable would be the controversy over COVID-19 misinformation. Possibly the biggest controversy that surrounded Joe Rogan's podcast was due to the spread of misinformation from guests during the COVID-19 pandemic. Rogan often hosted several guests who promoted unproven and potentially harmful treatments, such as ivermectin and hydrochloroguine. These guests presented themselves as health experts despite lacking the verification of scientific credentials. The promotion of this misinformation, especially by someone as influential as Rogan, had serious consequences. There was an increase in demand for these drugs, which caused shortages and potentially endangered the lives of many. It also undermined health efforts and contributed to vaccine hesitancy. Rogan formally apologized and made clear that he is not a health expert. Another controversy that arose was a compilation of clips of Rogan using racial slurs and making offensive comments on his podcast. This caused widespread condemnation and

called for his removal from Spotify. Rogan apologized for his past behavior and acknowledged the harm it caused. Rogan's podcast has provided a platform for controversial figures, including those with extremist views. This has led to accusations that he is normalizing harmful ideologies and giving a voice to those who should be marginalized. By hosting such guests, Rogan has been criticized for legitimizing their viewpoints and contributing to the spread of misinformation. It is important to note that while Rogan has apologized for some of his past behavior and has taken steps to address the issue of misinformation, the controversies surrounding his podcast continue to generate debate and controversy. As a highly influential figure, Rogan has a responsibility to use his platform responsibly and to promote accurate information. Regardless, his podcast does not seem to be slowing down in terms of ratings and viewership.



Air Pollution Linked to Significant Reduction in Global Life Expectancy

Recent studies reveal a stark connection between air pollution and reduced life expectancy, particularly in heavily polluted regions like South Asia. A report from the Energy Policy Institute at the University of Chicago indicates that air pollution is cutting life expectancy by an average of 5 years in South Asia, with cities like Delhi experiencing reductions of up to 7.8 years due to high levels of particulate matter (PM2.5) that far exceed World Health Organization guidelines. Globally, air pollution is responsible for an estimated 1.8 years of the average lifespan, making it one of the leading threats to public health, surpassing even the dangers of smoking and other lifestyle factors.



The Most Exciting Tech Trends From CES 2025

The Consumer Electronics Show is one of the world's largest technology events, held annually on the first days of the year in Las Vegas, USA. At the show, Companies showcase their latest achievements and innovations in electronics, home appliances, gadgets, mobile tools, virtual reality, the Internet of Things, and cars. Follow the event highlights with Trends.

The Next Generation of Toyota Vehicles Will Be Built With Supercomputers and Nvidia's Autonomous Operating System.

Toyota and Nvidia have been collaborating for years and are now expanding this partnership surrounding autonomous technology. Toyota announced at CES 2025 that its nextgeneration vehicles will support autonomous driving capabilities through Nvidia's Drive AGX Orin supercomputer and the company's safety-focused operating system, DriveOS.

DriveOS is Nvidia's autonomous platform operating system that premises safe, real-time AI processing with its advanced features. The Drive AGX supercomputer, which processes data in real-time, is one of the three computers forming the Nvidia autonomous toolkit. The other two include Nvidia DGX for training AI models and the Nvidia Omniverse platform for testing software and generating synthetic data in simulated environments.



By: Reza Taeb

Toyota has been a customer of two other Nvidia cloud computing systems for years. In 2019, the company began using these technologies to develop, train, and validate its autonomous vehicle technology. Two years ago, the company also announced its plans to install Nvidia supercomputers in its future vehicles: "Toyota is a prime example of our cloudto-vehicle- strategy. We have previously partnered with Toyota in the cloud space, and we are now eager to expand this collaboration. At the CES 2025 exhibition, the autonomous technology startup Aurora Innovation and the automotive manufacturer"

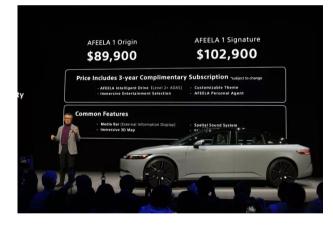


Continental also announced their long-term collaboration with Nvidia to use the company's Drive Thor chip in their autonomous trucks.

Sony Has Started Pre-Sales of the Afeela 1 Electronic Vehicle at a Base Price of \$90,000 After five years, Sony Honda Mobility has finally begun pre-selling its first electric vehicle. Sony has been aiming to enter the electric vehicle market for several years and has collaborated with Honda. Now, the Sony Honda Mobility brand has started pre-sales of its first electric vehicle after five years. This vehicle was initially set to be offered in two trims, Vision0S and Vision-S 02, but it is now known as Afeela 1. The price of the Afeela electric vehicle will start at \$89,900.

According to a Verge report, Sony Honda Mobility announced the price and pre-order details for the Afeela 1 at its press conference at CES on January 7. The vehicle will be available in two trims: Afeela 1 Origin, priced at \$89,900, and Afeela 1 Signature, priced at \$102,900. Both prices include a complimentary three-year subscription for various internal vehicle features, including level 2+ driver assistance and an Al-equipped personal assistant. However, this new vehicle will only be available for sale in California for now.





Pre-orders will begin on January 7, and California residents can reserve the vehicle for a refundable deposit of \$200. It's unclear when Afeela will be available in other states and countries. Only the "Core Black" color option appears to be currently available. The Signature trim is scheduled for delivery in 2026, while customers will have to wait until 2027 for the more affordable Origin trim. In the latest released images, Honda Mobility's CEO described the vehicle as "near-final" and similar to a combination of Tesla models with the Lucid Air.

A few months ago, when Honda Mobility's CEO wanted to unveil the car, he asked it to come out on stage by saying, "Come out, Afeela," on his phone. The car then appeared on stage. He said this was a demo of new technology, but it's unclear if voice commands have been implemented in the final version of the vehicle.



Absence of Major Chinese Companies at CES 2025

While Chinese companies make up over a quarter of the registered exhibitors at CES 2025, many of the country's tech giants are absent. According to the South China Morning Post, despite the intensifying technology war between Beijing and Washington, CES 2025 is seeing a surge in Chinese exhibitors. According to a list on the event's website, over 1,300 Chinese companies are set to showcase their latest products. Together, they make up more than a quarter of the 4,500 registered exhibitors, making China the largest foreign participant this year. However, this indicates an increase compared to the 1,115 registered Chinese companies at CES 2024 and the 493 listed in 2023. The number of exhibitors this year is still lower than the record of 1,551 Chinese companies at CES 2018, which accounted for more than a third of all participants.

A notable absence this year is BysteDance, which registered last year; however, its subsidiary TikTok is present at the exhibition. Prominent names such as "Baidu," "Huawei," and "DJI," which participated in previous years, are not present at this year's exhibition. The "Alibaba Group" maintains its presence at the expo with its cloud computing and artificial intelligence unit, "Alibaba Cloud." The participation of Chinese companies at the CES exhibition is overshadowed by increasing tensions between the two largest economies in the world. The Bureau of Industry and Security of the "U.S. Department of Commerce" announced on January 2 that it is reviewing a legal proposal to remove China from the drone supply chain. Additionally, according to informed sources, the U.S. intended to impose new restrictions on the supply of advanced artificial intelligence chips from China by third countries before Joe Biden left the White House. Artificial intelligence, which has emerged as a key battleground

between the U.S. and China, is expected to dominate the exhibition. "Jensen Huang," the CEO of the world's most valuable AI chip supplier, Nvidia, is set to deliver the keynote speech on January 6. The company plans to unveil new graphics processors at this event. Areas like robotics, quantum computing, autonomous driving, augmented reality, and virtual reality are also hot topics at the exhibition.

The Hong Kong Science and Technology Parks Corporation (HKSTP), along with the Hong Kong Trade Development Council (HKTDC) and the Hong Kong Electronics Industries Association (HKEIA), is leading the largest delegation of technology companies at this year's CES exhibition. According to the Hong Kong Science and Technology Parks Corporation, exhibitors include five industrial sectors: artificial intelligence and data, advanced electronic and robotic equipment, advanced materials and sustainable technologies, digital transformation, and life and health. The number of visitors to CES 2025 is expected to exceed 138,000 from last year, with over 40% coming from outside the United States.

This new approach could create a massive transformation

in greenhouse farming. At CES 2025, the Jordanian company Midbar introduced inflatable modules called AirFarm. These modules use aeroponics for faster crop growth and exceptional efficiency, representing a new and innovative approach to agriculture in indoor environments like greenhouses

Traditional farming uses a lot of water, but the AirFarm system has managed to reduce water consumption by up to 99% compared to conventional methods using misting systems. This approach could revolutionize farming in water-scarce areas and urban environments. These pre-prepared inflatable modules can be used in less than half a day. The lightweight and portable modules introduced by this Jordanian company are 75% lighter than conventional container farms and can be installed quickly. This efficient design can also improve transportation logistics, allowing 10 units to fit into one container eliminating the need for large trailers.

AirFarm's main innovation is its advanced micro-mist aeroponic system. This system optimizes plant growth by delivering nutrients through fine mists sprayed directly onto the roots while minimizing resource use.

A revolution in vegetable cultivation; this greenhouse system consumes up to 99% less water.

Compared to hydroponic systems, the AirFarm aeroponic system can reduce water consumption by up to 90% and fertilizer use by up to 60%. This method completely eliminates plant pests.

AirFarm says this new approach can grow leafy and root vegetables, such as potatoes and carrots. The system is designed for easy use by farmers. Using a special application installed on their smartphones, farmers can monitor their crop status, including temperature, humidity, and pH, in real time.



Read More on the Website m TAP HERE

Inside Dubai's Real Estate Revolution: An Exclusive Interview with a Market Expert _



Thank you for taking the time to do this interview. Please tell us about yourself, your background, and your journey in the real estate field. What inspired you to pursue a career in this field, and why did you specifically choose Dubai as your focus?

I have lived and worked in Dubai for almost 19 years, building a deep understanding of this dynamic city and its real estate market. My academic background in industrial and IT engineering has given me a unique edge in analyzing data, systems, and trends, enabling me to provide clients with informed and strategic advice on their property investments.

This analytical approach has been key to my success as a real estate consultant. Dubai inspired me because of its visionary leadership and commitment to creating a city that focuses on people. Even in 2005-2006, it was clear that Dubai's government was working relentlessly to transform the city into one of the fastest-growing and most advanced in the world. Today, that mission continues with the same determination. The government's forward-thinking strategies, ambitious infrastructure projects, and emphasis on innovation and quality of life ensure that Dubai remains at the forefront of global cities. Being part of this journey and helping others benefit from it is what drives my passion for real estate.

With its rapid growth and development, Dubai offers a plethora of investment opportunities. What makes Dubai an attractive destination for real estate investment compared to other MENA region markets or Turkey?

Dubai's unmatched transparency, investor-friendly regulations, and fully digital processes make it the benchmark for global real estate markets. Unlike many other regions, where bureaucracy and opaque systems hinder growth, Dubai ensures that every investor, whether a first-time buyer or a seasoned billionaire, enjoys seamless transactions and unparalleled security. The fully digital and governmentregulated property transaction process ensures clarity and security for buyers. Investors can access real-time With nearly two decades of expertise, Amir Salimzadeh has redefined real estate consultancy in Dubai, becoming a trusted name for high-networth individuals and global investors navigating the city's competitive market. Known for his in-depth understanding of the city's dynamic landscape, he specializes in providing strategic investment advice to clients. Amir is dedicated to helping investors navigate the complexities of the market, ensuring they make informed decisions that align with their goals. His commitment to client success and his insights into emerging trends make him a trusted advisor in Dubai's thriving real estate sector.

market insights through tools like the Dubai REST app, simplifying the decision-making process. The city's Golden Visa program has made Dubai especially attractive to families and high-net-worth individuals, adding to its appeal alongside its global affordability and growth potential. Despite being a top-tier city, Dubai's property prices remain below the top 10 most expensive cities, providing room for significant appreciation. Beyond investment, Dubai is renowned for its safety, luxury lifestyle, world-class healthcare, and connectivity, making it an investment destination and one of the best places to live. These unique advantages make Dubai a magnet for investors from around the world.



While many believed that the real estate bubble would burst, Dubai's economy has shown remarkable resilience with no signs of a slowdown! How do you see the current economic climate influencing real estate investments in the city? Do you think there will be a correction at some point?

Dubai's real estate market doesn't just withstand global shocks—it thrives during them. While other markets stumble, Dubai's diversified economy, tax-free policies, and strategic planning create a fortress of stability. The city has transformed challenges into opportunities, solidifying its position as a global hub for wealth generation, thanks to its diversified economy, visionary leadership, and forwardthinking policies. The government has created a highly attractive environment for investors by offering a tax-free economy, exceptional safety, and world-class infrastructure, making Dubai one of the most desirable places to live and invest.

One of the biggest strengths of Dubai is its ability to magnetize people from all over the world. Billionaires, families, and professionals are choosing Dubai as their home because it provides financial opportunities and an unparalleled lifestyle. With its investor-friendly policies, such as long-term residency options and Golden Visas, Dubai has successfully established itself as a global talent and wealth hub. While no market is entirely immune to corrections, Dubai's proactive approach ensures stability and long-term growth. The city's diversified economy, continuous innovation, and commitment to offering quality living make it a resilient and future-proof investment destination.



What trends are you seeing in the Dubai real estate market right now?

Dubai's real estate market is experiencing significant growth, driven by strong demand for luxury properties, branded residences, and family-friendly communities. The future belongs to investors who act now to secure luxury properties with built-in exclusivity, lifestyle appeal, and longterm growth potential. High-demand areas like Dubai Creek Harbour and Palm Jebel Ali are not just investments—they are gateways to exponential returns. The key is to move before these opportunities become prohibitively expensive, which they inevitably will, leading to a rise in demand for properties with waterfront views, high-end amenities, and sustainability features. Another trend is the influx of global investors and expatriates,

including billionaires and high-net-worth individuals, who are choosing Dubai not just for its investment opportunities but also for its safety, world-class infrastructure, and taxfree lifestyle. This has increased demand for premium villas and apartments, especially in locations that offer long-term growth potential. Off-plan properties also remain highly attractive due to their flexible payment plans and capital appreciation potential. Meanwhile, families are prioritizing neighborhoods that provide proximity to schools, healthcare, and leisure options, further boosting the appeal of wellplanned communities. Dubai's forward-looking policies and continued focus on quality living ensure these trends will remain strong in the coming years.

How will upcoming infrastructure projects like the metro expansion impact property values and investment opportunities in the coming years?

Dubai's infrastructure growth is integral to its real estate success. Historical data shows that properties near metro lines and connectivity hubs tend to appreciate by 10-15%, and the city's upcoming projects will only enhance this trend. For example, the new Dubai Metro Blue Line, spanning 30 kilometers with 14 strategically located stations, will connect key areas of the city, improving accessibility and boosting property values in its vicinity. The expansion of Al Maktoum International Airport, set to become the world's largest, will handle over 160 million passengers annually, positioning Dubai South as a major hub for business and living. Similarly, the development of new shopping malls and lifestyle destinations across various communities will serve as magnets for residents and tourists alike, further increasing demand for nearby properties. Dubai's ability to seamlessly combine infrastructure innovation with urban living ensures that these projects will drive significant long-term value for investors. The government's focus on connectivity, convenience, and quality of life makes Dubai an increasingly attractive destination for families, professionals, and global investors.



Inside Dubai's Real Estate Revolution: An Exclusive Interview with a Market Expert

Developers are selling more and more directly to clients and investors. How do agents and advisors such as yourself compete with big names such as Damac, Emaar, Azizi, etc.? What is the value/benefit of working with an advisor versus directly with developers?

Dubai's developers like Damac, Emaar, and Azizi offer attractive deals, working with an experienced advisor provides significant added value that goes beyond just selecting a property. While developers prioritize selling their inventory, my role is to act as the investor's advocate. I go beyond surface deals to uncover the opportunities that align with my clients' goals-whether it's capital growth, rental yields, or long-term value. By working with an experienced advisor, clients gain access to insider market knowledge, emerging trends, and tailored solutions that no developer could offer by analyzing options across multiple developers to ensure my clients make the best investment decisions. An experienced advisor profoundly understands the market, including emerging trends, upcoming infrastructure projects, and high-growth areas. My role is facilitating a purchase, building lasting relationships, and ensuring that every investment delivers value and satisfaction.

With so many new projects and areas being added to Dubai's real estate market, how do you go about advising buyers on where to invest?

Advising buyers in a dynamic market like Dubai requires a personalized and data-driven approach. What sets me apart is my ability to leverage an engineering background to identify hidden opportunities others might overlook. By combining advanced data analytics with an instinct for highgrowth sectors, I offer clients investments that consistently outperform market averages and regional dynamics across the Middle East. Dubai's government mission and its focus on future-ready projects and infrastructure are critical in shaping my recommendations. By leveraging this data and Dubai's government-backed future plans, I provide clients with insights they might not have access to otherwise. This ensures their investments align with Dubai's growth trajectory and deliver maximum value. My goal is to combine analytical expertise with a deep understanding of Dubai's real estate landscape to help clients make informed and rewarding decisions.

Could you walk us through the typical process of investing in real estate in Dubai? What should investors be particularly aware of?

Investing in real estate in Dubai is a straightforward process, but it's important to approach it with the right guidance. The process typically starts with selecting the property, whether ready-to-move-in or off-plan. Once the buyer decides, a Sales and Purchase Agreement (SPA) is signed, and a 4% registration fee is paid to the Dubai Land Department (DLD) to secure ownership. Having an experienced advisor ensures all factors are considered, minimizing risks and maximizing returns. My role as a consultant is to provide clear insights and guidance at every step to make the experience smooth and rewarding.



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Looking ahead to 2025/26, how do you see the real estate market in Dubai? Are there specific areas or types of properties that will see significant value?

In the next two years, Dubai's real estate market will see unprecedented growth, fueled by government-backed infrastructure projects like the Metro Blue Line and the expansion of Al Maktoum International Airport. Investors who align with these future-ready developments will secure not just properties but blue-chip assets that redefine ROI standards in real estate in 2025, with forecasts indicating sales could reach AED 600 billion, while total transaction volumes may exceed AED 850 billion. This remarkable growth is a testament to the city's appeal as a global investment and lifestyle destination. Key drivers of this growth include waterfront developments and luxury projects by renowned developers such as Ellington, Select Group, Aldar, Nakheel, and Omniyat, which are set to lead the market. Areas offering exclusivity, modern amenities, and sustainability features will attract highnet-worth individuals and families looking for long-term value. Dubai's strategic focus on infrastructure expansion and government initiatives like the Golden Visa program ensure that demand remains strong across all segments. Properties in prime locations, particularly those with proximity to key infrastructure developments, will continue to deliver high returns for investors. The market will remain resilient, rewarding, and full of opportunities for investors and residents in the coming years.

If someone were to invest in property in Dubai today, what would you recommend and why?

For investors looking to make the most of Dubai's opportunities today, I recommend focusing on high-growth areas and luxury developments, offering longterm appreciation and exclusivity. Some standout options include: • Dubai Creek Harbour: An iconic waterfront destination by Emaar, this area is perfect for investors seeking luxury living with exceptional connectivity and future appreciation potential. • Dubai South and Expo City: With the continued development of Al Maktoum International Airport and the success of Expo 2020, this region is transforming into a hub for residential and commercial growth. Projects like Expo Valley and Expo Central combine sustainability and family-friendly living with excellent rental yields. • Palm Jebel Ali: A visionary waterfront development, Palm Jebel Ali offers exclusivity and long-term value, making it a prime choice for those looking for significant capital growth. • Meydan District 11: This district is set to become a prime destination for luxury villas, featuring crystal lagoons and developments like the Bentley Residences and The Sanctuary, offering unmatched quality and exclusivity. • Ultra-Luxury Developments: For high-net-worth individuals, projects by Omniyat, Ellington, Select Group, and Sobha in areas like Downtown Dubai and Dubai Marina offer exceptional investment potential in the ultra-luxury segment. For investors ready to capitalize on Dubai's golden era, the time to act is now. As the city continues its meteoric rise, opportunities in high-growth zones like Meydan District 11, Dubai South, and waterfront developments won't wait. Partner with an advisor who knows how to navigate this market to secure your stake in Dubai's unparalleled future. These investments are part of a city that is constantly redefining luxury, innovation, and opportunity.

Read More on the Website

Market Meltdown: The Turbulent Decline of Art and Luxury Goods in 2024

The fine wine and art markets, once bastions of luxury and investment, have experienced a stunning decline in 2024, leaving collectors and investors grappling with the fallout. Just a year prior, these markets thrived, buoyed by record-breaking sales and soaring valuations; however, the landscape has shifted dramatically. In 2023, global auction sales for fine art reached \$65 billion, while the fine wine sector enjoyed a robust appreciation of values. Fast forward to 2024, and the All Art index reports an alarming average decline of 16%, with fine wine prices similarly plummeting by approximately 11%. This downturn is not merely a statistical anomaly but a reflection of deeper economic currents, shifting consumer preferences, and market corrections that have left many questioning the future of their prized investments. As the dust settles on this tumultuous year, the question looms: can these markets recover their former glory, or are they forever altered in the wake of unprecedented challenges?

Economic Pressures

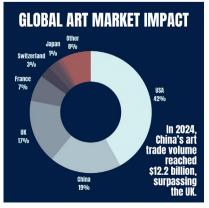
Rising Interest Rates

One of the most critical factors impacting the fine wine and art markets is the increase in interest rates. In 2024, central banks raised interest rates to combat inflation, leading to higher borrowing costs. This environment has made financing luxury purchases more expensive, causing investors to reconsider their allocations to non-income-generating assets like fine wine and art. According to the Livex Fine Wine 1000 index, prices have fallen approximately 11% year-on-year due to these economic shifts. Potential buyers may delay purchases or seek lower-priced alternatives as borrowing costs rise, further straining market demand.

Inflation and Economic Uncertainty

Persistent inflation has eroded consumer purchasing power,

prompting individuals to prioritize essential purchases over luxury items. The uncertainty surrounding the global economy– exacerbated by geopolitical tensions– has led to more cautious consumer sentiment. A study found that only about 36% of collectors plan to increase their spending on art in 2024, down from 55% in 2023. This decline in confidence indicates a significant shift in how collectors view their investments amid rising costs and economic instability.



2025

Market Dynamics

Overvaluation and Price Corrections

The art market has seen significant price corrections following years of rapid appreciation. Many artworks that once commanded exorbitant prices are now being reassessed as collectors become more discerning. The All Art index reported an average decline of 16% for art investments by November 2024. This adjustment reflects a houses. The decline in participation may also reflect a growing wariness among collectors regarding future price stability and potential resale values.

Shifting Consumer Preferences

Changing Interests Among Collectors

There is a noticeable shift in collector demographics and interests. Younger collectors, particularly those under 40, are increasingly drawn to millennial recognition and value amidst an everexpanding pool of talent

The Impact of Elections on the Art Market

Historically, election years have shown trends in which auction totals contract sharply. For instance, past presidential elections have coincided with declines in high-value auctions due to uncertainty surrounding fiscal policies and consumer sentiment.



broader trend where previously inflated valuations are now being recalibrated. For example, the average price per lot sold at auctions fell to its lowest level in a decade, with some high-profile auctions failing to meet their reserve prices. This recalibration is indicative of a market that is becoming more rational after years of speculative buying.

Declining Auction Participation

Major auction houses have reported double-digit declines in sales as collectors adopt a more cautious stance. A Deloitte report highlighted that international auctions are experiencing a slowdown after two years of exuberance, with many collectors now carefully assessing each purchase rather than making impulsive decisions. In 2024, the global art market saw overall sales dip by 4% to \$65 billion, while auction sales specifically fell by 27%. Notably, Sotheby's reported that their total sales dropped by nearly 30% compared to the previous year, underscoring the challenges facing high-end auction

artists and luxury products outside traditional categories like fine wine and classic art pieces. This generational change signifies a move from established artists toward emerging talent and contemporary design, which may not command the same high prices as their predecessors. Reports note that nearly 60% of younger collectors prefer investing in contemporary art over traditional works.

Exhaustion from Previous Boom Years

The art market boomed following the COVID-19 pandemic, with recordbreaking sales figures reported in 2021 and 2022. However, this surge has led to what some analysts describe as "market fatigue," where collectors feel overwhelmed by rapid changes and inflated prices. As art critic Blake Gopnik notes, many previously hot young artists struggle to maintain value as buyers expressed feeling overwhelmed by the sheer volume of new artists entering the market. This saturation may lead to increased difficulty for individual artists in gaining.



Read More on the Website

From Iran to Global Renown:

The Story of MANSORY's Rise

British cars and their exquisite styles have always fascinated Kourosh Mansory, the owner and namesake of MANSORY. This passion led him to the renowned luxury car tuning company based in Brand, Germany. Founded in 1989 by an Iranian-British automotive enthusiast, the company has established itself as a leader in the industry.

How it started

Kourosh Mansory was born in 1960 in Iran. Due to his passion for British luxury cars, he moved to the United Kingdom, where he immersed himself 50 in the world of high-end automotive culture. He spent several years studying British craftsmanship, automotive design, and engineering. The influence of British luxury car brands like Rolls-Royce and Aston Martin significantly shaped his vision for the future. In 1989, Mansory established MANSORY, a car tuning company headquartered in Munich, Germany. The company initially focused on British brands, offering bespoke customizations for Rolls-Royce, Bentley, and Aston Martin. Over time, Mansory expanded its operations to include a wider range of highperformance and luxury brands: Aston Martin, Audi, Bentley, BMW, Bugatti, Ferrari, Lamborghini, Lotus, Maserati, Mercedes-Benz, Rolls-Royce, and Tesla.

By 2001, Mansory had outgrown its initial facilities in Munich and moved its headquarters to Brand, a small town in the Fichtel Mountains of Germany. The company's reputation grew rapidly for its bold, extravagant designs and precision-engineered performance upgrades.

In 2007, Mansory cemented its reputation as a global leader in automotive customization by acquiring the Porsche tuning division of Rinspeed AG. This acquisition allowed MANSORY to enter the Porsche market and Broaden its customer base. Today, MANSORY operates a global dealership network with locations in Europe, North America, Asia, and the Middle East. Its clientele includes

By : Ali Pourbehzadi

high-net-worth individuals, celebrities, and automotive enthusiasts who demand unparalleled exclusivity and performance.

Philosophy and Rivalry

Kourosh Mansory's vision has always been to create extraordinary, highperformance vehicles that reflect the individuality of their owners. His company combines cuttingedge technology with traditional craftsmanship to produce some of the most exclusive and visually striking vehicles in the world. Mansory's bold and sometimes controversial designs often feature aggressive aerodynamic kits, luxurious interiors, and unique color schemes. His over-the-top designs have also attracted criticism for being too ostentatious. However, Kourosh Mansory has embraced the polarizing reactions, stating that his company's purpose is to push boundaries and

companies is a testament to the demand for bespoke automotive excellence in the luxury market.

In recent years, Mansory has expanded into new markets, including yachts and motorcycles. The company continues to innovate, unveiling limited-edition models and concept vehicles that blend luxury with cutting-edge technology. Kourosh Mansory is widely regarded as a pioneer in the luxury tuning industry. His company stands out as a testament to his vision, creativity, and commitment to excellence. Despite controversies, MANSORY remains a leading name in the world of automotive customization, synonymous with exclusivity and opulence.







create art that inspires conversation. Mansory competes with other luxury tuning firms such as Brabs, Novetic, Alpina, and TechArt. Despite the competition, MANSORY has carved a niche for itself with its extreme designs and a focus on the ultraluxury segment. Unlike rivals focused on specific brands, MANSORY works with a wide range of manufacturers, including SUVs, supercars, and electric vehicles. Moreover, the ability to modify even the smallest details to suit the owner's tastes and having an recognizable signature gives MANSORY an edge over its rivals.MANSORY thrives by differentiating itself as the go-to choice for clients who value opulence and exclusivity over convention. Its rivalry with these







Trends

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We hope you enjoy!

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Museum of The Future Dubai - United Arab Emirates The Artworks That Time Forgot Tehrar Treasures OM the Vaults of Tehran's Museum of Contemporary Art

The "Eye to Eye" Exhibition has captivated art enthusiasts in Iran, showcasing a remarkable collection of hidden art pieces from the Tehran Museum of Contemporary Art treasury. The overwhelming reception of this exhibition led to its extension, with long lines on Kargar Street in Tehran. This exhibition, which reflects the evolution of artistic and conceptual development in portrait art, was held from October 7 in the galleries on the first floor of this museum and was extended until December 20. With over 45,000 visitors attending, it has become a significant cultural event, highlighting the importance of artistic expression in contemporary society. The exhibition features works by artists such as Henri de Toulouse-Lautrec. Pablo Picasso, Vincent van Gogh, Andy Warhol, Alberto Giacometti, and notable Iranian artists like Kamal-ol-Molk and Bahman Mohasses.

Curatorial Insight

Jamal Arabzadeh, the painter and curator of this exhibition, stated in an interview: "Nearly 130 works by Iranian and Western artists are displayed on the wall, some of which are among the best pieces in the collection. Organizing a conceptual exhibition in a specific collection is usually a challenging task. and we were fortunate to have access to this collection at a high level and with a specific theme. Therefore, it can be said that this exhibition has had a somewhat research-oriented and educational approach." The treasures of the Museum of Contemporary Art in Tehran are among the unique collections in the world. This collection includes Iranian and foreign modern art, with some pieces considered among the most critical and expensive artworks globally.





A Rich Collection

The Museum of Contemporary Art's collection comprises nearly 3,000 works, with foreign pieces representing 150 years from Impressionism to Conceptual Art. This vast collection was compiled by the office of Empress Farah Pahlavi in the 1970s and is recognized as one of the world's richest and most unique collections.

The museum was established in 1977 in Amirabad, Tehran, and its building was designed by Kamran Diba, who not only created its modern architectural style inspired by Iran's windcatchers but also managed it during its initial years. Following the 1979 Revolution, many works were hidden away in the museum's basements, labeled as "nudity and vulgarity," away from interested Iranian and foreign audiences. The exhibition serves as an opportunity to rediscover these significant artworks that have long remained unseen.



The average total price of the works in this treasure is estimated to be between 5 to 10 billion dollars. This museum is currently one of the Deputy for Artistic Affairs units of the Ministry of Culture and Islamic Guidance.

Mural on Indian Red Ground: A Treasure Beyond Reach

Jackson Pollock's "Mural on Indian significant pieces in the Tehran Museum of Contemporary Art's collection, valued at approximately \$250 million. Originally purchased by Empress Farah Pahlavi in the 1970s, this monumental work exemplifies Pollock's innovative drip painting technique and is renowned for its vibrant colors and dynamic composition. Following the 1979 Iranian Revolution, the painting, along with many other artworks, was deemed controversial and hidden away in the museum's storage due to its modern Western style, which clashed with the new regime's prevailing cultural and political sentiments. Although a renewed interest has been in showcasing hidden treasures. "Mural on Indian Red Ground" was not included in the recent "Eye to Eye" exhibition. Its continued absence from public view underscores the ongoing sensitivities surrounding modern art in Iran, reflecting both a complex history and a cautious approach to contemporary artistic expression.

Silence of the Museum and Conservative Approach

The long-term storage of artworks at the Tehran Museum of Contemporary Art was primarily due to the cultural and political sensitivities following the 1979 Revolution. Many modern Western works were deemed contrary to the prevailing religious and political views, leading museum officials to adopt cautious policies. Proposals to convert the museum into a Hosseiniyeh resulted in significant changes that left it largely empty. Over time, numerous artworks were labeled "not for display" and moved to storage, with some provoking strong reactions due to their depictions of nudity. Consequently, the museum became increasingly silent, hosting only a few exhibitions focused on "resistance" and war themes until a reformist atmosphere emerged under Mohammad Khatami, which marked a new era for the museum and allowed previously hidden artworks to be showcased again.



Exhibition Highlights

In addition to showcasing works by renowned artists such as Henri de Toulouse-Lautrec, Pablo Picasso, Vincent van Gogh, Andy Warhol, and Alberto Giacometti, "Eye to Eye" features portraits by Iranian artists like Kamal-ol-Molk and Bahman Mohasses. The exhibition references some concepts in portraiture while showcasing a selection of portrait works from the museum's collection of modern and contemporary art. Although only a small part of this vast treasure is displayed, Jamal Arabzadeh emphasized that we may not see such exhibitions again for up to ten years. This exhibition highlights significant works from the Museum's collection and reminds us of the importance of preserving contemporary art heritage. As Kambiz Diba noted regarding the long lines at the museum, "The unprecedented reception...made me very happy." This exhibition has rekindled interest in contemporary art within Iran, emphasizing its historical significance and ongoing relevance in today's artistic discourse:

By: Asal Taheri



Gallery Overviews of the "Eye to Eye" Exhibition

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1.Psyche and Portrait The Psychology and Portrait gallery delves into the intricate relationship between portraiture and the human psyche. It features works by renowned artists such as Bahman Mohasses, Francis Bacon, Fernand Léger, Farshid Maleki, Salvador Dalí, David Hockney, Alberto Giacometti, and Jean Dubuffet. This section includes a striking sculpture by Jean Dubuffet titled Opportunist, treated in 1976 from non-traditional materials, emphasizing the emotional depth and complexity inherent in portrait art.

2.My Self-Portrait in Another Mirror The gallery, My Self-Portrait in Another Mirror, focuses on self-portraits exploring identity and perception. Artists featured include Kamal-ol-Molk, Ahmad Esfandiari, Edward Munch, Max Beckmann, Mehdi Vishkai, and Jim Dine. This section invites viewers to reflect on the tension between the artist's self-image and their public persona, engaging with the concept of



identity in modern self-portraiture. 3. Portrait and Melancholia In the Portrait and Melancholia section, visitors encounter a poignant exploration of sorrow and introspection through portraiture. This gallery showcases works by artists like Pablo Picasso, with pieces like Jacqueline with Headband and A Woman, alongside Iranian artists like Kambiz Derambakhsh and Masoumeh Mozaffari. The artworks depict solitary figures lost in thought, evoking a deep contemplation about creativity, depression, and the human condition.

4. Historical Portraiture The Historical Portraiture gallery highlights portraits of significant

highlights portraits of significant figures, focusing on Kamal al-Molk's painting of Naser al-Din Shah Qajar. This section also includes works by Alberto Giacometti and other artists, such as Eddie Navarro and Kourosh Shishegaran. The gallery blurs the lines between contemporary subjects and historical icons, inviting viewers to consider the evolving narrative of portraiture through time.

5.Portrait of a Woman: Subject or Object?

The final section, "Portrait of a Woman: Subject or Object?" critically examines gender perspectives in portrait art. This gallery explores women's dual roles as subjects and creators in art history, featuring works by artists such as Kourosh Golnari, R.B. Kitai, Henri de Toulouse-Lautrec, and Andy Warhol. It challenges viewers to reflect on women's representation in art from ancient times to contemporary expressions, highlighting the ongoing dialogue surrounding gender in artistic practice.



The Show of Hands

Ramin Sadighi is an influential Iranian musician and producer, recognized as the founder and CEO of Hermes Records, a label dedicated to promoting independent Persian music. Established in 1999, Hermes Percerds has played a crucial role Records has played a crucial role in showcasing contemporary Persian genres, including jazz and experimental music. Mr. Sadighi is also the creator of the Show of Hands Music Festival, which emphasizes improvisation and community engagement within the music scene.

With a career marked by international acclaim, including a Grammy nomination and the WOMEX award, Mr. Sadighi continues to shape the contemporary music landscape in Iran and beyond.

Thank you for the time you dedicated to the magazine.

Please tell us about yourself, your background, and your journey

Born and raised in an artist family, I really didn't need much effort or talent to get absorbed by art! My grandfather (Abolhassan Sadighi) was perhaps the legend among the persian classic sculptors.

Almost all landmark monuments throughout Iran such as the Ferdowsi Square statue, Khayam in Laleh Park, the judges at the Central Court of Tehran, Ferdowsi and Nadershah statues in Mashad, Khayam in Nevshabour, Yaqhoub Levss in Zahedan, Hafez and Sa'adi in Shiraz or Avicenna in Hamadan speaks for itself. He was even commissioned by the city of Rome to build Ferdowsi's marmor 58 statue

to be installed at the famous Villa Borghese Park. My father was also a musician and studied the conservatory and university of Vienna playing the Viola who inspired me to get attracted to music. Also not to mention the circle of their friends who all had an effective role to bring me on the rail of art.

I myself started to play the classical guitar since early childhood but once growing up and reaching the mid teenage years i realized that my fingers are too thick to slide on the guitar neck without creating buzz by hitting the neighboring strings! So at some point the Bass Guitar became my solution.

But throughout all these early and further years, recording music with my portable audio recorder with a mini mic was as interesting. I recorded almost everything, from music of TV series or Movies from the speaker of our TV set, up to interesting programs on the radios or even my parent's talks and discussions in the kitchen! Later and during my 20's, playing music got more serious once we started to play in group with friends.

Establishing a record label is no small feat, especially in a competitive industry. Can you share the story behind founding Hermes Records? What inspired you to pursue a career in this field, and what were your significant challenges in the process?

Throughout all these years of playing with friends, something bothered me a

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lot which was why that kind of music we were creating got stuck in our private circle only and no-one in the industry ever showed interest to our sample recordings to invest on? I Am talking about the late 1980's and early 90's where the industry in Iran was mostly focused on the new stream of pop music and the conventional Persian or Western Classic/Folk music. Nothing out of these criteria had the chance to be seen and heard. But The Show of Hands Festival serves as a vibrant platform for musical expression and community connection.

What motivated you to create the Show of Hands Music Festival, and how do you envision its impact on the music community? Can you share an overview of what the show entails? Focusing on jazz and contemporary music opens room for rich artistic expression. Why did you choose these genres for the Show of Hands Festival, and how do they enhance the audience experience?



our music was rather experimental and roaming through Jazz, Contemporary and Rock. I was thinking that maybe we ourselves should try to bring it to the listeners and honestly, since i always felt that my ears are working better than my hands, so the idea grew more in me to create an environment to let others play and i do the recording. And voila! I ended up establishing Hermes Records where I started to do my favorite job –which was recording.

For the first couple of years I released only music from our own circle of friends such as Peyman Yazdanian, Christophe Rezai, Ali Boustan, ... or some out of the mainstream works from my father's network such as famous musicians like Ahmad Pejman, Loris Tjeknavorian, Alireza Mashayekhi... Coming to music, Improvisation was and is the most attracting phenomena for me and always dreamed of having an event which concentrates on it. After years of experiences in organizing concerts in Iran and many other countries such as Austria, Germany, Netherlands, Italy, S.Korea, England, Hungary, France... and also the good recognition Hermes Records achieved on the international music scene (especially after our Grammy Nomination in 2007 and i myself receiving the famous WOMEX award in 2015), i felt that am fit enough to dare and kickstart the idea. So, in 2016 i launched it and in 2017 the first edition was held.

One of the things that the school of jazz teaches is that for becoming a good musician you need to be a good listener first, then you could be able to express yourself better. And what the contemporary music scene delivers is patience and persistence -regardless of other's opinions. Combining these creates a thriving environment in which freedom, respect, diversity, feeling of belonging and especially the joy of experiencing everything in a community emerges. Something that first evolves within the musician circle and accordingly impacts the audience too. Maybe that is the reason that all Show of Hands participants never consider this as an event on which they just come to play and then go. They all stay in the community. Even if on a specific edition they are not invited, they still support and contribute. We call ourselves the Show of Hands Tribe!

Hermes Records

What criteria do you use when selecting artists from different countries and cultures for your events?

I have no specific criteria. Although the ability to improvise is very important. But despite that, i rather rely on my feelings and build up connection with those whom i feel will understand the concept of the festival (which i have mentioned in reply to your previous question). Because there are numerous great musicians in the world but sometimes i feel that they don't necessarily share the same perspective or approach so, simply just won't invite them!

The integration of AI in music composition presents both opportunities and setbacks. What role do you see AI playing in the future of the music industry, particularly regarding live performances and recordings?

Unfortunately i don't see AI much as a tool and more like an alien life-form! So am quite scared of it. You might say that any new coming technology built resistance in the society at the beginning until it gradually got integrated. True but coming to AI, i don't have the same feeling. It is a long discussion and probably not to dive deep here but just very brief: I am 60 scared! Very scared! Actually on

our next edition of the festival, one of the discussion panels is dedicated to the impact of AI in making music. The title we chose for thes session is "The Carpet or Solomon himself?"

Reflecting on your career, what has been your most rewarding experience? Is there anything you would have approached differently?

The most rewarding is to be still able of doing what i cherish and value and love for my whole life which is making music! If i go back in time, i would probably follow the same path but if i was about to start the idea today, considering my present expertise, there will be numerous things that i would like to do differently. But at the end of the day, it is a great privilege and blessing to have a job which is your deep-in-the-heart-rooted hobby. Now I have a Jobby for 25 years!

As you look ahead, where do you see yourself in the coming years? Do you have plans to expand your show to other countries, and are there any exciting collaborations or projects in the works?

There are some ideas evolving but still not fit to deploy. Moving the festival from Tehran to Istanbul was a big challenge itself therefore, i prefer not to do any new stunt action for the

time being and let it grow in the new environment organically. But as the festival is really not a normal annual event and the gathering of passionate hearts, we on the tribe are thinking to develop an idea and make Show of Hands (with its attributes and attitudes) tour around world, instead of just Artists doing the touring individually!

Emerging artists often seek guidance as they navigate their careers. What advice would you give new musicians looking to break into the music scene?

Do the thing you believe in and don't care what others say. Because if so, you are doing the music others want. I refer to a quote of a very dear musician friend of mine- the Dutch composer and pianist Wolfert Brederode: "If your message is honest, it really doesn't matter what you play. It will find the ears."

Your work has left a lasting impact as a significant figure in the music scene. What legacy do you hope to leave behind through these influential platforms?

I never thought of it! And also won't! Because whatever i did -and hopefully will-, was just for my own pleasure. If it made an impact so far, i just can feel blessed, honored, privileged and grateful. But i never intended for!

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Goldens Around the Globe: Highlights from the 2025 Golden Globe Awards

The 2025 Golden Globes, hosted by Nikki Glaser, took place on January 5th, 2025. Among the winners were interesting and surprise winners. The show was held at the Beverly Hilton Hotel in California and attended by A-list celebrities.

The Golden Globe Awards are a prestigious ceremony honoring excellence in both film and television. Besides being the shining light in history, the Golden Globe Awards are also a celebration of Hollywood through the decades. The awards are given by the Hollywood Foreign Press Association assembly of international journalists for excellence in both film and television.

Accordingly, they form part of the award season, setting the stage for the Oscars and other major accolades. Unlike the Oscars, which primarily focus on film, the Golden Globes uniquely honor both cinematic and television achievements. Exclusive in nature, the Golden Globes constitute both film and television. This is a reflection of the changing times, and people increasingly see within entertainment lines blurring between film and television. The atmosphere at the Golden Globes is lively and often eccentric. It brings forth the excitement without the pompousness found at the Oscars.

Consider witty exchanges between hosts, bizarre performances, and other little amusements among attendees. Over these past seventy-five years, the Golden Globes have essentially formed and still help define the entertainment industry. They have saluted thousands of stars, thrown starlit career beginnings for stars in the making, and stood beside them as they voiced their art. That is the way the Golden Globe continues, a glimmering celebration of creativity, whereas the industry keeps changing.



By: Arad Tadayon



Demi Moore, who has been acting for over 40 years, not only got a major win as the best actress in a motion picture (musical or comedy) for her role in "The Substance," but she also delivered a powerful and empowering speech. She started off with, "I'm just in shock right now. I've been doing this a long time — like, over 45 years — and this is the first time I've ever won anything as an actor, And I'm just so humbled and so grateful." She continued talking about her struggles throughout her acting career by highlighting the mentality she was in, "Thirty years ago, I had a producer tell me that I was a popcorn actress.

At that time, I made that mean that this wasn't something that I was allowed to have. That I could do movies that were successful and made a lot of money but that I couldn't be acknowledged, and I bought in, and I believed that that corroded me over time, to the point where I thought a few years ago that maybe this was it. Maybe I was complete, maybe I'd done what I was supposed to do." She then took a chance on the film, adding, "And as I

GOLDERGOLDERGLOBEGLOBEANACAANAC

magical, bold, courageous, out-of-the box, absolutely bonkers script come across my desk called 'The

Tap to Watch Videos



Substance, and the universe told me, 'You're not done.'" She finally wrapped up her speech and concluded with, "In those moments when we don't think we're smart enough or pretty enough or skinny enough or successful enough or basically just not enough, I had a woman say to me, 'Just know you will never be enough, but you can know the value of your worth if you just put down the measuring stick, and so today, I celebrate this as a marker of my wholeness and of the love that is driving me and for the gift of doing something I love and being reminded that I do belong."

The other awards were as follows: the "Best Film - Drama" went to A24's "The Brutalist," as well as the award for "Best Director" to Brady Corbet and "Best Actor - Drama" to Adrien Brody. Shogun saw 4 awards winning "Best TV Series - Drama," "Best TV Actress -Drama" to Anna Sawai, "Best TV Actor - Drama" to Hiroyuki Sanada, "Best Supporting Actor – TV" to Tadanobu Asano. Jodie Foster saw her fifth win at the Golden Globes for "Best TV Actress - Limited Series." Colin Farrell won an 64 award for his role in "The Penguin,"

and Jeremy Allen White won an award for his role in "The Bear." The other winners include "Best Film - Musical or Comedy" for Emilia Pérez, "Best TV Series - Comedy or Musical" for Hacks, "Best Limited TV Series" for Baby Reindeer, "Best Non-English Language Film" for Emilia Pérez. "Cinematic and Box Office Achievement" for Wicked, "Best Original Film Score" for Challengers. There were other winners as well who all deserved their grace. The most Golden Globes awards are held by Meryl Streep at eight wins, who is followed by Alan Alda, Angela Lansbury, Shirley Maclaine, and Jack Nicholson, all holding six wins respectively. The people who have five wins are Ed Asner, Carol Burnett, Laura Dern, Jessica Lange, Rosalind Russell, Kate Winslet, and Nicole Kidman. Interestingly, at the 46th Golden Globe Award, there was a threeway tie for Best Actress in a Motion Picture – Drama (Jodie Foster for The Accused, Shirley MacLaine for Madame Sousatzka, and Sigourney Weaver for Gorillas in the Mist). The only Iranian to ever win a Golden Globe is director Asghar Farhadi, who won an award for his movie "The Separation."

There were a lot of historic moments in the Golden Globes history with the most impactful being the takeover of "The Rat Pack." It was the year 1958. The Golden Globes were neither old nor glamorous then but had a pretty sober tone. Enter the Rat Pack: Frank Sinatra, Dean Martin, Sammy Davis Jr., and Peter Lawford. These charismatic entertainers, known for their suave style, infectious energy, and penchant for good times, decided to inject some much-needed life into the proceedings. Not initially sanctioned, they crashed the stage uninvited and proceeded to charm and entertain the audience with their own special brand of wit and showmanship.

They sang, told a few dirty jokes, heckled the presenters, and broke down the stuffy ceremony atmosphere, replacing it with one of excitement and spontaneity. The extemporaneous Rat Packer appearance changed everything for the Golden Globe Awards. It won public affection. The normally squeaky-clean Hollywood Foreign Press Association was, at first, aghast at the excitement the Rat Pack had created around itself. Indeed, the

2025

official invitation to host the Golden Globes was extended to them the next year. They just reveled in that role, turning it into a magnificent and high-voltage star event. Their influence on the Golden Globes was profound. They helped to establish the awards show as a glamorous and entertaining event, setting the stage for the raucous and star-studded ceremonies we know today. They also imparted this element of dramatizing the event that would eventually set the stage for the wild, raucous, star-studded, trunk-full ceremonies that the rest is history.

The Golden Globes gives the winners a platform to speak their minds and this causes some interesting interactions. For example, Meryl Streep criticized Trump at the Golden Globes 2017 by stating, "There was nothing good about it, but it was effective, and it did its job. It made its intended audience laugh and show their teeth. It was that moment when the person asking to sit in the most respected seat in our country imitated a disabled reporter. Someone he outranked in privilege, power, and the capacity to fight back. It kind of broke my heart when I saw it, and I still can't get it out of my head because it wasn't in a movie. It was real life. And this instinct to humiliate, when it's modeled by someone in the public platform, by someone powerful, it filters down into everybody's life because it kinda gives permission for other people to do the same thing." Other people like Jim Carrey use it as a platform to criticize the awards themselves while presenting. He said, "Thank you, I am two-time Golden Globe winner Jim Carrey. You know, when I'm going to sleep at night, I'm not just a guy going to sleep. I'm twotime Golden Globe winner Jim Carrey going to get some well-needed shuteye. And when I dream, I don't just dream any old dreams.

No sir. I dream about being threetime Golden Globe winner Jim Carrey. Because then I would be enough. It would finally be true. And I could stop this, this terrible search. For what I know ultimately won't fulfill me. But these are important these awards. I don't want you to think just because you blew up our solar system alone, you wouldn't be able to find us or any of human history with the naked eye, but from our perspective, this is huge. One more time, here are the nominees for Best Motion Picture Comedy.







THE ARAB WORLD: THE FORERGING FOWER OF FASHION



In the past, the Arab Nations were significantly distanced from global fashion trends and focused more on their cultural and traditional issues; however, in recent years, fashion and its subcultures in the Middle East, especially in Saudi Arabia and the UAE, have gained considerable attention as manifestations of cultural and social changes. Events such as the Dior Exhibition in Riyadth, Riyadth Fashion Week, Dubai Fashion Week, and events like Arabia Trust Fashion in Morocco and 1001 nights in Riyadh all indicate the countries' desire to position themselves as the center of the global fashion industry. This article will examine the developments in fashion in Arab nations, the reason behind these changes, and the place of fashion in the region. In recent years, Saudi Arabia has become one of the emerging centers in the fashion world, a transformation resulting from a combination of factors. Including:

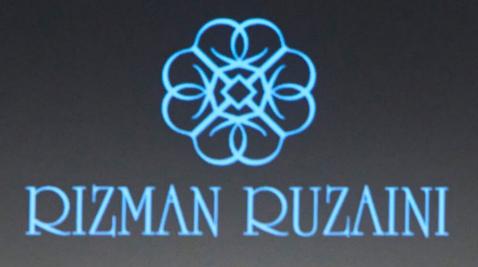
Saudi Arabia's Vision 2030

One of the main reasons for these changes is the Vision 2030 program of Saudi Arabia. This plan, introduced by Mohammed bin Salman -the country's Crown Prince- aims to diversify the Saudi economy and reduce dependence on oil. Part of this vision includes the development of cultural, artistic, and tourism industries. Saudi Arabia has made advancements in music, such as hosting concerts by major artists like Eminem, Jennifer Lopez, and the band Metallica in Riyadh; progress in sports –attracting famous football players including Cristiano Rolando, Neymar, and Karim Benzema– and securing the hosting of the World Cup in 2034. The fashion industry has also seen significant progress as part of the Vision 2030 strategy.

Cultural and Social Reforms

For years, Saudi Arabia was perceived as a conservative and closed country. However, with recent reforms in social areas, such as increased freedoms for women and the opening up of cultural sectors, this country has presented a new and modern image of itself. Fashion, as one of the tools of cultural change, plays an essential role in this imaging. This trend can also be seen in other Arab countries such as the United





Arab Emirates, Morocco, Kuwait, and Iraq, where the fashion industry has gained a significant position as part of the economic and cultural development strategies, contributing to the growth of these countries on the international stage.

prominent international fashion events. These events provide not only an opportunity to showcase the works of local and global designers but also serve as platforms for cultural and commercial exchange in the fashion industry. From Dubai to Notable Fashion Events in Saudi Arabia The fashion industry in the Arab nations has seen significant growth in recent years, with some countries hosting

1001 Seasons of Ellie Saab The Riyadth Season has recently attracted global attention with major cultural and artistic events, including large fashion shows. One of these events is 1001 Seasons of Ellie Saab, which showcased the works of this prominent Lebanese designer. This event was not only a tribute to 45 years of creative and luxurious Arab

design but also acted as a symbol of cooperation between Saudi Arabia and international Middle Eastern designers. This event combined fashion, art, and entertainment, featuring over 300 outfits alongside notable performances by Celine Dion, Jennifer Lopez, and Camila Cabello. One of the exciting events of this occasion was the presence of celebrities like Halle Berry, who appeared on stage in her iconic dress from the 2002 Oscars. This event was generally considered a grand celebration of fashion and Arab culture and was seen as a milestone in the history of the Ellie Saab brand. In a statement about this brand, Ellie Saab claimed that "1001 Seasons of Ellie Saab" is a celebration of 45 years of his brand and an opportunity to start a new and hopeful season in the Arab World. He added that this show presented a wide array of creativity from Arab culture and its golden age in fields of thought and innovation showcased globally.





The Arab World: the Emerging Power of Fashion

The "Fashion Trust" Award

Fashion Trust Arabia is a non-profit organization providing financial assistance, consultancy, and guidance to emerging designers from across the MENA (Middle East and North Africa) region, creating a platform for the growth and international recognition of Arab designers. The FTA award is the first initiative of its kind in the Arab world, with its inaugural edition held in 2018, supported by prominent figures such as "Sheikha Moza bint Nasser" and "Sheikha Mayassa bint Hamed Al Thani" in Doha, Qatar. This year, however, the event was held in Morocco to strengthen connections between various communities through cultural exchanges.

Six top designers are selected every year in six different design categories. A new Fashion 2024 Award Tech (FTA) award has been added starting this year. This organization is dedicated to promoting Arab creativity, introducing talents from across the MENA region, and supporting and promoting designers' works through its platforms. It collaborates with various brands and has launched joint collections to raise funds for its design community.

Dubai Fashion Week

Dubai Fashion Week, launched by the Dubai Design District (3D) and the Arab Fashion Council, is one of the prominent fashion events in the Arab world and increasingly on a global scale. This event was held for the first time in 2023, focusing on local and international designers, aiming to create a platform for showcasing talents and strengthening international collaborations in the fashion industry. In 2024, Dubai Fashion Week took place for its third edition from February 4 to 8.

The event was hosted at District Design Dubai and included shows from regional and global designers, such as Cinco, Michael, Blessed, and Dima Ayad. The highlights of this edition included the opening show by Malaysian designer Ruzaini Rizman and the presence of well-known figures like Naomi Campbell on the runway.





Also, this Fashion Week was held before New York Fashion Week to gain a strategic position in the global fashion calendar and provide more opportunities for visibility by buyers and the media. Dubai Fashion Week includes panels, brand exhibitions, and events for networking alongside its fashion shows. This combination has created a unique platform for connecting designers, brands, and global buyers. This event showcases the growth and power of the fashion industry in Dubai as a worldwide center of creativity and design.

Dior Exhibition in Riyadh

The exhibition "Dreams of Designer: Dior Christian" was inaugurated on November 21 at the National Museum of Saudi Arabia in the Al-Muqayyar area. For the first time in Saudi Arabia, the exhibition showcases over 200 archival haute couture garments, along with accessories, original sketches, and designs that recount the rich and inspiring history of the Dior brand. This exhibition reflects Saudi Arabia's efforts to expand its culture and present global art and design to domestic and international audiences. The exhibition features iconic Dior pieces from different eras, focusing on the works of prominent creative directors like John Galliano, Maria Grazia Chiuri, and others. Famous garments such as "Look New," which have become signatures of Dior, are displayed alongside other nostalgic designs. This event addresses the brand's history and showcases the transformation brought about by each creative director at Dior, from the legacy of Christian Dior to more modern reinterpretations.

Kuwait Oud Fashion Talks Event This event is one of the most prominent fashion gatherings in the Gulf region. It aims to create a bridge between the local fashion world of Arab countries, especially Kuwait, and the international fashion scene. The Oud Fashion Talks conference focuses on creativity and futurism in the fashion industry. It provides a platform where creators, designers, and fashion enthusiasts can meet prominent figures and experts from this industry worldwide and benefit from their experiences and knowledge.





This event was created by Zeinab Al-Abdulrezzaq, the founder of the fashion and beauty publication "3 com.oud". She launched this event in 2022, intending to develop a platform for dialogue and inspiration and connect the local fashion world to the global scene. With her experience and deep understanding of the fashion and beauty industry, Al-Albulrazzaq designed this conference to exchange knowledge and create new chances in the fashion world.





The Arab World: the Emerging Power of Fashion

Dubai Design Week

Dubai Design Week is one of the most important design events in the Middle East and the Persian Gulf region, and it is held annually in Dubai. Launched in 2015, this event serves as a comprehensive platform for showing innovations in industrial design, architecture, fashion, art, and technology.

A significant section of this event is "Downtown Design," where established and emerging brands display their collections. Additionally, this week pays special attention to promoting sustainable and Indigenous design and provides an opportunity for knowledge exchange and professional connections within the global creative community. Fashion designers also have a substantial presence at this event, presenting their innovative collections.





Cairo Fashion Festival

This festival is a fashion event in Egypt and North Africa that introduces emerging and professional designers. It takes place annually in Cairo and includes fashion shows, live performances, workshops, and networking sessions. This festival provides a unique opportunity for young designers to showcase their talents and connect with industry professionals. Moreover, it helps attract fashion enthusiasts and luxury apparel, becoming a key gathering point for regional designers and leading brands.

Red Sea Fashion Week, Jeddah

The Red Sea Fashion Week was held for the first time from May 16 to 18, 2024, in Jeddah. This event featured local and international designers showcasing their new collections, including RTW, safari, luxury collections, jewelry, and accessories. Red Sea Fashion Week bridges the past and future of fashion in Saudi Arabia, offering a unique opportunity to amplify the voices of local talents and draw global attention to the richness of Saudi heritage.



By: Abbas Jahromian, Expert and Consultant in Brand Experience Design and Management

The Middle East and North Africa (MENA), blending ancient cultures and dynamic societies, is considered one of the richest sources for creating unique brand identities. However, local brands in this region that aim to convey their culture and local values to the global consumer often face challenges arising from the difference between the values and expectations of local and global cultures. In this context, understanding cultural differences is the key to the success of local brands in global markets. Brands from the MENA region entering international markets must balance their cultural identity and the expectations of global consumers. On the other hand, globalization of brand experience can be a powerful tool to bridge this gap and create a brand compatible with both local roots and global appeal. This article examines how and with what tools the globalization of brand experience can manage this challenge so that MENA brands can succeed in global markets while preserving their identity.

Cultural Gap Between Local and Global Markets

The gap between local and global cultures is one of the fundamental challenges for brands seeking to enter international markets. This gap arises when local consumers' values, norms, and expectations do not align with global expectations and standards. This mismatch can create multiple barriers to the globalization of brands. Barriers such as:

Lack of Understanding or Acceptance of Brand Culture in Global Markets

Local brands often build their identity based on their community's values and cultural beliefs. This identity may seem unfamiliar or even irrelevant to global consumers If global audiences cannot connect with the brand's identity or message, they cannot position themselves correctly in these markets.

Misinterpretation of Brand Identity

Cultural differences can lead to misunderstandings or misinterpretations of a brand's message, which can tarnish the brand's credibility. If the message is misinterpreted, global consumers may reject the brand or even distance themselves from it.

Globalization of Brand Experience in the MENA Region: Bridging the Gap between Local and Global Cultures



The challenge is Standardizing and Adapting Products.

Brands must balance maintaining local authenticity with adapting to global standards. Failure to achieve this balance can lead to failure in global markets. Thus, if the brand's product or service does not align with the needs and standards of the global market, the brand cannot compete.

Differences in Values and Expectations

The values and expectations of global consumers may conflict with the brand's local values. If the brand fails to meet these expectations, its acceptance in international markets will decline.

Competing with Global Brands

Global brands often have a unified identity and message that are familiar and appealing to audiences worldwide. Local brands may struggle against these brands due to their cultural limitations. Local brands that cannot globalize their identity and message cannot compete with global rivals. On the other hand, one of the most serious challenges for indigenous brands in competing with international brands arises when global brands present internationally compliant yet logically aligned values through integrated products and services to local markets.

Globalizing Brand Experience; Storytelling

Globalizing brand experience refers to adapting and enhancing elements of the brand experience to align with the needs, values, and expectations of audiences in global markets. This strategy helps brands highlight their identity and values internationally while maintaining authenticity and connecting with global audiences. Brands seeking to expand into international markets can strengthen their identity globally through the globalization of brand experience by Globalization of Brand Experience in the MENA Region: Bridging the Gap between Local and Global Cultures

Global Storytelling

Storytelling is one of the most powerful tools for creating meaningful and practical connections between local and global cultures. This technique plays a key role in globalizing brand experience as it can effectively bridge the gap between Indigenous values and global expectations. What should happen through storytelling in the globalization of brand experience includes:

Translating Indigenous Culture into a Global Language

Storytelling can narrate local cultural elements in understandable ways to global audiences.



adapting stores, products, and values to global and local needs, thereby creating a lasting and engaging experience for diverse audiences.

The Importance of Globalizing Brand Experience

Reaching New Audiences

Brands can attract more markets by creating experiences that appeal to different cultures and communities.

Creating a Unified Identity

Globalizing brand experience ensures that brands are seen in a cohesive and coordinated manner worldwide.

Competitiveness

Brands that present their customer experiences globally have a better chance of competing with international markets.

Creating Emotional Connections over Human Values

Stories serve as strong bridges for building emotional connections due to their human and emotional nature. A story can foster a sense of closeness among global audiences by addressing shared human values such as love, effort, or innovation.

Transforming Indigenous Experiences into Global Solutions A story can turn indigenous values and solutions for common human

challenges and issues.

Familiarizing Indigenous Culture in the Collective Unconscious

A story can target shared hidden values across diverse cultures and establish cultural discourse within itself.

Globalization of Brand Experience in the MENA Region: Bridging the Gap between Local and Global Cultures

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Globalization of Brand Experience in the MENA Region: Bridging the Gap between Local and Global Cultures

Case Study: Amouage Perfume Brand and the Use of Story Patterns and Plots

The Amouage brand has cleverly utilized global plots in its storytelling to influence both local and global audiences. These plots introduce products and narrate their connection to history, culture, and human values.

The "Hero's Journey"

This plot is one of the common patterns in storytelling. It involves a journey undertaken by the main character (or its symbol) to achieve a noble goal or discover the truth.

Application in the Amouage Brand

Amouage has employed this plot in introducing its "Epic" perfume collection.

The story of these perfumes refers to the journeys of historical merchants who traversed Oman and the trade routes of the Middle East, bringing valuable goods such as frankincense is introduced as the "hero" in this story, embarking on a long and adventurous journey to convey values and culture.

Global Message

This global plot conveys a sense of discovery and adventure to the audience while preserving the brand's Omani identity.

The "Rising from Ashes" (Rags to Riches)

This plot tells stories in which a character or a symbol rises from poverty or obscurity to greatness and success.

Application in the Amouage Brand

This plot has redefined the history of Omani frankincense. Once known only as a local material, frankincense is now the most valuable ingredient in global luxury perfumery. Amouage has shown through its perfumes how a simple local heritage can symbolize global luxury.

Global Message

This plot creates a deep emotional connection with audiences through a message of success and cultural elevation on an international level.





Why Have Storytelling Plots Been Successful for Amouage?

Globalization of local concepts Plots serve as a common language between different cultures and convey understandable concepts in every culture.

Creating Emotional Connections These patterns evoke shared human emotions such as courage, adventure, and success.

Establishing Brand Identity

The use of these plots has helped Amouage present its local stories in a universally enduring way. Conclusion

The cultural gap between local and global markets can be a significant barrier for brands on the path to globalization. However, brands that can translate their cultural values into global language reduce this gap and stand out as representatives of their culture in global markets.

In this regard, the globalization of brand experience is a process that helps brands adjust and adapt their values, stories, and identities in an attractive and acceptable way to international markets. Brands that provide a global yet personal and cultural experience can leverage this strategy to access new markets, increase customer loyalty, and enhance their position among competitors. By reducing cultural gaps and creating a cohesive yet adaptable identity, brands can emerge internationally as ambassadors of their culture in today's competitive world.

In this context, storytelling is a flexible and effective tool for narrating local cultures in a way that is understandable and appealing to the world. This method not only fills cultural gaps but also aids in brand differentiation, enhances customer experience, and fosters deep, lasting connections. Utilizing narrative frameworks allows brands to convey their cultural messages in a global language with a strong emotional resonance. This approach not only reduces the gap between local and international cultures but also helps brands act as a cultural bridge in diverse markets.

Read More on the Website

Regrowing Smiles: The Japanese Breakthrough in Tooth Regeneration

Japanese dentists have initiated advanced tooth growth drug trials, hoping the drug will serve as an alternative to dentures and implants. According to them, it stimulates new tooth growth in individuals without teeth.

According to a report by ScienceAlert, unlike reptiles and fish, which can typically replace their teeth, humans and most mammals generally develop only two sets of teeth in their lifetime. However, Katsu Takahashi, the lead of oral surgery at the Kitano Research Institute Hospital in Japan, stated that these are dormant third-generation tooth buds hidden under our gums. Takahashi has dedicated his research to tooth regeneration since 2005, aiming to assist those suffering from tooth loss or congenital deficiencies.

New Tooth Growth with the New Drug

Currently, people who have lost their teeth due to decay, disease, or physical injury resort to dentures or dental implants, which are often expensive and invasive. However, natural tooth growth has advantages that could replace these old methods.

Japanese researchers have begun clinical trials at Kyoto University Hospital for their new drug. Previously, tests on mice and domesticated ferrets showed that suppression of a protein called uterine sensitization-associated gene-1 (USAG-1) could awaken the third set of teeth. By suppressing this protein, the drug promotes the signaling of bone morphogenetic proteins (BMPs) that are essential for the formation of new teeth. Researchers released images of teeth that had regrown in the animals. In a study published last year, researchers stated: "Their antibody treatment in mice is effective for tooth regeneration and could represent a breakthrough in treating human dental abnormalities." After laboratory studies, they recently began their human trial phase.

Clinical Trials and Target Demographics

The clinical trials commenced in September 2024 and involved 30 adult males aged 30 to 64 missing at least one molar. This phase will run until August 2025. Following this initial trial, researchers plan to focus on children aged 2 to 7 with congenital tooth deficiency– specifically oligodontia– affecting about 0.1% of the population.

According to a study published by the National Institutes of Health (NIH), edentulism, defined as the complete loss of teeth, affects approximately 30% of older adults worldwide, with varying rates by country. For instance, in some developed countries, such as the United States, about 12.9% of adults aged 65 or older experience complete tooth loss, while in developing regions, this number can be significantly higher due to limited access to dental care and preventive services. Takahashi expressed optimism about the impact of the new technology: "Expectations are high that our technology can directly enhance [people's] healthy life expectancy."

Reactions from Experts

The scientific community is closely watching this groundbreaking research. Angry Kang, a dentistry professor at Queen Mary University of London who is not affiliated with the study, remarked on its significance: "I would assert that the Takahashi team is pioneering this field." He described Takahashi's research as "exciting and worthy of further exploration," particularly since an antibody medication targeting a protein closely related to USAG-1 is already being utilized for osteoporosis treatment. Takahashi himself shared his hopes for the future: "I would be over the moon if our trials demonstrate effectiveness for individuals with acquired tooth loss." He emphasized that while the initial focus is on safety rather than efficacy, any signs of tooth regeneration during trials would be a monumental achievement.

Challenges Ahead

However, the development of this drug also presents challenges. For example, successful animal tests might not yield similar results in humans. Additionally, incorrect drug injection may lead to teeth growing in inappropriate positions. Researchers are aware of these potential issues and believe that any misalignments could be corrected later through orthodontics or grafting procedures.

A New Dawn in the Fight Against HIV

HIV may be one of the most common viruses in the world, but it still carries the heavy weight of incurability. Affecting approximately 38 million people worldwide, this virus remains a global challenge, often shrouded in stigma and fear. While antiretroviral therapy (ART) has transformed HIV from a life-threatening condition into a manageable chronic illness, it's essential to recognize that there is currently no cure.

ART can suppress the virus to undetectable levels, allowing individuals to lead healthy lives, but if treatment is interrupted, the virus can reactivate from hidden reservoirs within the body. Yet, amid these challenges, a beacon of hope is emerging. CRISPR gene editing technology is paving the way for a possible functional cure for HIV. To grasp the potential of CRISPR in targeting HIV, it is crucial to understand the virus's complex life cycle first.

Life Cycle of HIV

All viruses need living cells for their pathogenicity and replication, and they die after a while outside them. Generally, viruses first enter the cell and then use the cell's resources like a parasite to replicate themselves. Eventually, new viruses exit the infected cell, infecting other cells, and this cycle repeats. What happens when HIV enters the body? We said that the virus cannot replicate without a cell, so it searches for a suitable cell to replicate within the body. The appropriate cells for this are the helper T Lymphocytes or CD4-positive cells.

CD refers to a series of structures, usually proteins like antennas, that exist on each cell, and we identify and recognize those cells based on those antennas. It's like naming cars based on the shape of their antennas. This CD4positive T Lymphocyte's function is to stimulate and assist other white blood cells in eliminating invading microbes and cancer cells. HIV enters these cells, replicates inside them, ultimately destroys them, and then new viruses target the remaining cells, and this cycle repeats.

HIV needs a door to enter its target cell. There is a protein called CCR5 that serves as an entry point for HIV. HIV first attaches to the CD4 receptor and determines this is the correct cell. Then, it connects to CCR5, opens the door, and enters the cell. One of the methods for treating AIDS is to block this door. By blocking this door, HIV cannot infect its target cell. Based on this, the drug Maraviroc was developed, which acts like a lock that closes CCR5 and prevents HIV from entering. After the virus enters the cell, it must prepare to utilize its resources and live parasitically. The genetic material of HIV is singlestranded, while our genetic material

is double-stranded. After entering the cell, HIV performs this conversion. For this purpose, it uses its reverse transcriptase enzyme to convert its RNA into double-stranded DNA, which resembles the genetic material of human cells.

In the next stage of HIV life, after its genetic material becomes doublestranded and turns into DNA, this virus integrates its genome into the immune cells infected using another enzyme called integrase. At this point, neither other white blood cells can reach it, nor can the drugs! This is one of the main reasons we have not yet been able to create a definitive cure for AIDS. Its hiding in the genetic material of the nucleus of millions of white blood cells is a significant factor. Once the HIV genome enters the human genome, HIV can immediately start producing new viruses like itself, or it can remain there for years and then become active.

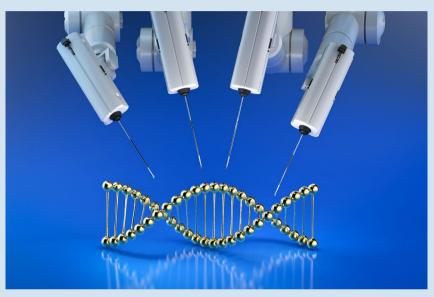
Why Is It Difficult to Create an AIDS Vaccine?

The first question that arises regarding the AIDS vaccine is why, despite all the advancements in science, the AIDS vaccine has not been developed yet. Why can't we produce a vaccine similar to the Coronavirus or others that stimulates the body to produce antibodies so we don't get infected anymore? In summary, HIV is much more advanced than other viruses, and it is not easy to design a vaccine for it like for others. However, scientists have made progress in this area. The role of vaccines is to stimulate the immune system to produce neutralizing antibodies against pathogens.

However, the problem with HIV is that its stimulation is very low, and white blood cells cannot recognize it. Let's assume you had a parrot that flew out the open window and got lost; the parrot here represents the HIV that the immune system wants to find. You want to do it by writing a paper notice, which becomes the immune system's antibodies to find HIV. You also become the white blood cells in this example. If the parrot's color is only red, you can probably see it and easily find it from that window. If it's multicolored and that city is full of parrots, finding it becomes more challenging. But by putting up an advertisement based on its color pattern, there is hope to detect it. But what if the parrot changed its appearance every day? That's why scientists haven't been able to create a regular vaccine for HIV. Scientists are working to develop vaccines that stimulate the body to produce broadly neutralizing antibodies against HIV or

CRISPR

CRISPR is a method that allows us to cut DNA, or the genetic material of cells, from anywhere we want. As mentioned, the HIV genome hides within our genome using the intergrase enzyme; now, with CRISPR, we can identify and remove the virus's genome from the DNA. Essentially, CRISPR is



that allow us to make these antibodies outside the body and inject them into patients. Much research has been conducted on this subject, and some have even reached the stage of human trials. However, no approved vaccine in this category has yet entered the pharmaceutical market.

Gene Therapy

A gene is the information that constructs everything small and large in a living organism. A gene is a complete book describing how a creature is made. In gene therapy, we try to treat diseases, with our focus here being HIV, by altering the genetic material of cells. If we can make white blood cells such that HIV cannot enter its target cell, or if it does enter, it cannot replicate it, we will have achieved our goal of a definitive cure. Alternatively, if we can locate and eliminate the hidden HIV gene within our genome, that would also be beneficial; after all, being able to extract even a strand of hair from a bear is a gain. For now, the first promising method in gene therapy is CRISPR.

based on a definitive mechanism that bacteria use against viruses. Some bacterial viruses also hide themselves within the genetic material of bacteria. and the bacteria use enzymes to remove these viruses from their genome. With the invention of CRISPR. we can find those HIV gene segments and remove them from the genome, or wherever the HIV gene is, whether inside or outside the cell, we can disable it by cutting it out. This way, that cell is no longer infected with HIV. However, we have one problem: we have millions of infected cells in an infected person's body, and we need to eliminate the infection from all these cells. If even one cell remains, it can still cause infection. A possible solution for this issue is to take the patient's bone marrow cells, use CRISPR to delete the CCR5 protein gene, and inject them back into the patient. This way, their bone marrow produces white blood cells that are resistant to HIV. With CRISPR, we can force the hidden virus to emerge from its hiding place in the genome and eliminate it with existing medications.

Clinical Trials with CRISPR

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According to the recent updates from clinical trials, scientists have tested the EBT-101 gene-editing therapy on five patients as part of initial trials. Researchers at Temple University's Lewis Katz School of Medicine developed this therapeutic method. EBT-101 is an innovative, in vivo CRISPR-based therapeutic candidate designed to excise HIV proviral DNA from infected cells. This therapy utilized a single intravenous infusion of an adeno-associated virus (AAV) to deliver CRISPR along with dual guide RNAs that target three distinct sites within the HIV genome, aiming to remove substantial portions of the viral DNA and reduce the risk of viral escape.

As of December 2024, early results indicate that two out of these five patients showed a significant reduction in viral loads after receiving EBT-101 treatment without needing continued antiretroviral therapy during followups. The trial, which is open-label and sequential, primarily assesses safety and tolerability while also evaluating pharmacodynamics and biodistribution.

In addition to these findings, a recent update from the trial reported that all five patients experienced mild side effects, such as fatigue and transient fever, which resolved without intervention. While three participants who halted antiretroviral therapy experienced a rebound in viral loads, one patient maintained suppression for 16 weeks post-treatment. This patient has been closely monitored for any signs of viral rebound.

Furthermore, researchers plan to extend the trial to include additional participants to better understand the long-term efficacy and safety of EBT-101. The next phase will involve a larger cohort and assess the potential for combination therapies using CRISPR alongside existing antiretroviral treatments. These findings suggest a potential pathway toward functional cures for HIV, highlighting the importance of ongoing research in CRISPR technology as a transformative approach to HIV treatment.

5 Celebs who died from HIV

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1.Freddie Mercury The legendary frontman of Queen was diagnosed with HIV in 1987 but kept his status private until just one day before he died in 1991. He passed away from AIDS-related pneumonia, leaving a profound impact on music and raising awareness about the disease shortly before his death.



2.Eazy-E

Eric Wright, known as Eazy-E, was a pioneering figure in hip-hop and a member of N.W.A. He revealed his AIDS diagnosis just days before his death in 1995, passing away at the age of 31. His sudden illness highlighted the severity of HIV within the African American community.



3.Gia Cerangi

Often referred to as the first supermodel, Gia Carangi rose to fame in the late 1970s. She struggled with drug addiction and reportedly contracted HIV through intravenous drug use. Carangi died from AIDSrelated complications in 1986 at the young age of 26.



4.Rock Hudson

A major Hollywood star during the 1950s and 60s, Rock Hudson was the first high-profile celebrity to disclose his AIDS diagnosis in 1985 publicly. He died later that year from AIDSrelated complications, which prompted increased awareness and activism surrounding the disease.



5.Liberace

The flamboyant entertainer Liberace kept his HIV status private for most of his life. He passed away in 1987 from complications related to AIDS, and his passing raised questions about the stigma surrounding the disease at that time.



1.Magic Johnson

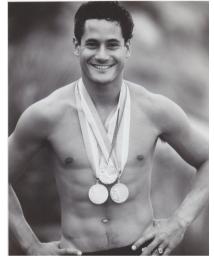
NBA legend Magic Johnson publicly announced his HIV-positive status in 1991, raising awareness about the virus. He has lived a healthy life for over three decades, attributing his well-being to effective treatments and a healthy lifestyle. Johnson continues to be a prominent advocate for HIV education and prevention.



2.Charlie Sheen

Actor Charlie Sheen revealed that he was diagnosed with HIV in 2015 after living with the virus since 2011. He has since used his platform to raise awareness about HIV and promote safe practices despite facing controversies regarding his past behaviors. Sheen aims to support others who are living with HIV and reduce the stigma around the condition.

5 celebs who survived HIV



4.Greg Louganis

Olympic diving champion Greg Louganis was diagnosed with HIV in 1988 but continued to compete at the highest level. He publicly disclosed his status in 1995, becoming an advocate for HIV awareness. Louganis has worked tirelessly to educate others about living with HIV and has authored several books on the subject.



3.Billy Porter

Tony Award-winning actor Billy Porter disclosed his HIV-positive status in 2021. He has been vocal about living with the virus and aims to reduce stigma while promoting education on HIV/AIDS.



5.Mykki Blanco Rapper and perform

Rapper and performance artist Mykki Blanco came out as HIV-positive in 2015, revealing they had been living with the virus since 2011. Blanco uses their platform to challenge stigma and promote acceptance within the LGBTQ+ community, emphasizing that an HIV diagnosis does not define one's identity.



6-Chuck Panozzo

One of the founding members of the rock band Styx, Panozzo learned in 1991 that he was HIV positive. Because he never treated his HIV, it progressed to AIDS seven years later. He finally sought treatment at the urging of one of his band mates



Danny Pintauro

Danny Pintauro, 'Who's the Boss?' child star, reveals he got HIV while on crystal meth. Pintauro contracted HIV through a sexual encounter in 2003, a time when he was living in New York City and actively using crystal meth

Medical Factoid

NEW Vaccine



New Vaccine for Battling Cancer

Researchers at MIT and the Georgia Institute of Technology made significant advancements in immunotherapy and cancer vaccines. The research team has developed virus-like particles coated with glycans. These glycans resemble the carbohydrates found on the surface of microbes and prompt dendritic cells to recognize these particles as threats and present antigens to the immune system. By utilizing these coated particles, dendritic cells are stimulated to activate the immune system to cancer cells instead of ignoring them. This discovery could pave the way for developing new cancer vaccines and holds great promise, especially in treating cancers that do not respond to current therapies.

A New Call for Cancer Warnings on Alcohol



Vivek Murthy, the head of the U.S. Public Health Service, has called for the addition of "cancer warning labels" on alcoholic beverages and suggested that the recommended limits for alcohol consumption should be re-evaluated. He warned Americans that drinking alcohol can raise at least seven types of cancer: breast cancer in women, as well as cancers of the colon, esophagus, larynx, liver, mouth, and throat in both men and women. Alcohol consumption is the third leading preventable cause of cancer in the United States, resulting in nearly 100,000 cancer cases and almost 20,000 cancer deaths, exceeding the annual fatalities from alcohol-related traffic accidents, in a total of 13500





HMPV

The recent increase in cases of Human Metapneumovirus (HMPV) in the northern region of China has raised concerns. This situation arose five years after the outbreak of the COVID-19 virus in China, which transformed into a global pandemic and resulted in the deaths of seven million people. According to a report from the Centers of Disease Control and Prevention (CDC) in the United States, this virus was first identified in 2001; however, experts believe it has likely been circulating for decades before that. Common symptoms of HMPV resemble a cold or flu, including cough, fever, nasal congestion, and shortness of breath. However, for some individuals, it can be significantly more serious. The CDC has stated the virus can cause upper and lower respiratory illnesses, such as bronchitis and pneumonia, in all age groups. Still, it is commonly seen in young children, the elderly, and individuals with weakened immune systems. The estimated incubation period for this virus is between three to six days, and the average duration of the illness varies depending on its severity, similar to other viral respiratory infections.







Adel Yazdi, an artist whose canvas is the walls of the historical Narenjestan alley in Shiraz, has gained attention on social media and has become the subject of a report by Agence France-Presse.

vacant houses are at risk of collapse, exists. Adel Yazi, a 40-year-old artist who defines his mission as breathing new life into this neighborhood, says that most of the dilapidated walls of old Shiraz have no historical value.

From Ruins to Radiance: The Artist's Magical Makeover of Shiraz's Narenjestan Alley



In a bold move, Adel Yazdi has transformed the alleyways of a neighborhood in Shiraz, southern Iran, into a popular destination for social media with his colorful murals, stunning sculptures, and masks inspired by popular culture.

Agence France-Presse wrote: In Shiraz, a city renowned for its magnificent architecture, lush gardens, and poets, the Narenjestan neighborhood, whose He starts with the support of municipal officials, "I began storytelling through images inspired by local tales." Primitive masks, relief sculptures, Arabic and geometric designs in bright colors, and images from Iranian folklore now adorn the neighborhood's walls. Adel Yazdi mentions that "this is a collection of faces, including the face of Shahrzad," the famous character and storyteller from the tale of One Thousand and One Nights.

By : Ali Pourbehzadi

The art of graffiti is not very wellknown in Shiraz, but now this artist has transformed the abandoned alleys, drawing the attention of social media. Iranians from all over the country come to this gallery alley to take pictures of the murals and share them online.

Yazdi set up his workshop in a hundred-year-old building at the end of an alley. This residence, with its small rooms around a garden, is an example of historical Iranian architecture. The rooms, filled with artistic objects, evoke a museum storehouse where countless sculptures intertwine.

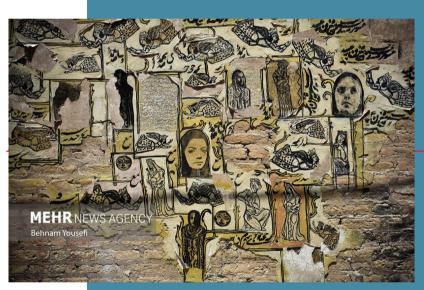
This Iranian artist says: "The story of the construction of the Pompidou Center in Paris was inspiring to me. In the 1970s, the renovation of the center of Paris led to the birth of this futuristic building,





which now forms an important part of modern and contemporary art in France."Adel Yazi hopes to turn his neighborhood into an iconic place in Shiraz. Numerous objects in his workshop serve as reminders of the doors of Shia mosques, historical treasures of the city like Eram Garden, and the tomb of the poet Hafez.

One of the favorite sections of visitors is the "Finger Room," which houses 14,000 sculptures in the shape of a pointing finger. The artist explains: "This room is inspired by an Ismalic legend about an angel who counts raindrops with thousands of fingers," and adds, "These fingers remind us that every moment is precious and should be cherished."





In 2025, you can expect to see a mix of new and returning home decor trends from the past few years.

Are you curious about how to update your home with the latest styles? The interior design trends of 2025 are all about blending comfort with cuttingedge aesthetics. Read on to see the exciting trends that will transform your space into a contemporary oasis.

In 2025, living room design tendencies reflect a customized blend of aesthetics and comfort more than ever. From eco-friendly materials to comfort-driven setups, this year's trends stem from our evolving lifestyles and values. Let's explore how they will redefine the heart of our homes.

Consumers are increasingly aware of their environmental impact, hence prioritizing furniture, decor, and living room design ideas that minimize carbon footprints. Reclaimed wood, bamboo, and recycled metals remain at the forefront. Expect to see more innovations, modern designs, and vintage aesthetics, creating a blend that appeals to the environmentally

Interior Design Trends of 2025



Omid Ahmadzadel

conscious and design-savvy alike. Earthy tones will keep on dominating living room color palettes in 2025. Think warm browns, deep greens, and soft beiges. These shades create a calming and grounding atmosphere, soothingly juxtaposing the fast-paced digital world. Often found in nature and its organic elements, they also perfectly complement the sustainable materials trend.

Nostalgia will play a significant role in 2025 living room trends. Vintage and retro styles have already made a strong comeback with a modern twist.

ART

Combine vintage pieces with contemporary elements to create a unique, personalized space. This blend of old and new adds character and depth to the living room, making it a true reflection of its inhabitants and your taste.

In the interior design trends of 2025, comfort is king. Plush sofas, oversized cushions, and cozy blankets will uplift and mark inviting spaces where people can relax and unwind. This trend responds to the growing need for A way to make a bold statement in 2025. This trend embraces the idea that more is more, with layers of colors, patterns, and textures creating a rich and vibrant space. Living rooms or dens are full of character and feature an array of decorative items, from artwork to books and knick-knacks. Mixing different styles, periods, and elements can result in a dynamic, visually stimulating environment that invites exploration and sparks conversation.



homes that provide shelter from the stresses of daily life.

Like other modern trends, comfortdriven design doesn't sacrifice style. High-quality materials and thoughtful design ensure that these pieces are as aesthetically pleasing as they are comfortable. Look for sofas with deep seats, cushions in soft, luxurious fabrics, and blankets that add warmth and texture to the room.

This year, imagination rules in living room design. The ideas shaping 2025 are all about pushing boundaries and breaking away from the ordinary. The keyword is sensorial, which means your living room ideas for 2025 should be quite wholesome and speak to all senses.



Biophilic design, which incorporates natural elements into interior spaces,

- ⊢ continues to gain popularity. In 2025,
 ∠ living rooms will feature more plants,
- natural light, and organic materials. It
 is all about creating a connection with
- Is an about creating a connection with nature, enhancing well-being, and
- promoting a sustainable approach. Natural light also plays an important
- role here, so consider window treatments that allow maximum daylight to filter in.

A combination of ceiling lights, floor lamps, and table lamps, for example, results in versatile illumination options for various activities, from reading to entertaining. Dimmer switches and smart lighting systems allow for even more control, allowing you to adjust the lighting to suit specific moods and needs.



Natural textures will continue to define living room decor for 2025. Wood, stone, and linen bring an organic feel to the space with their earthy, tactile quality that feels both grounding and luxurious. When skillfully applied and layered, organic textures convey a harmonious blend of nature and design that soothes the senses.

Textured walls are an exciting trend for 2025. From wallpaper with intricate patterns to wall panels with threedimensional designs, adding texture to walls can transform a living room. It instantly enriches the layout with depth and interest, distinguishes zones, and creates a discreet focal point.



Handwoven rugs, ceramic vases, and wooden sculptures are just some items that can elevate your decor. Furniture trends in 2025 are redefining the balance between practicality and artistry. This year, expect to see designs that serve functional needs and act as sculptural elements in your living room. Explore how curved forms, modular systems, and artistic shapes will bring elegance and utility to your living space. In 2025, curved furniture continues to redefine living room aesthetics with its inviting shapes and gentle lines. Moving away from the rigid, angular designs of the past, such designs introduce a fluid, organic feel to interiors. Think elegantly rounded sofas, nesting or crescent-shaped

armchairs, and tables with smooth,

flowing edges. Modular and multi-functional furniture are an essential part of contemporary trends. In 2025, they will be used more than ever in maximizing space and functionality. The reason is clear: these designs can be easily reconfigured to suit different needs and activities, making them perfect for modern (and especially small!) living rooms. Low-profile furniture is another trend to watch in 2025. These pieces have a sleek, minimalist design that creates a sense of openness and space. With their clean lines and understated elegance, low-profile sofas and chairs fit perfectly into efficient layouts of contemporary living rooms.

The Art Clinic



Dr. Ebrahim Olfat



The Art Clinic



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