

adam eve

*please
do not leave
confidential
information on
my desk as i am
on vacation.*



CLASS / PREMIÈRE CLASSE

Gate | Porte Seat | Place

231 A12 26B

IMMEDIATELY

To | Destination
FAR AWAY ISLAND

Airline Use | À usage Interne
0081A AAC27670

adam eve STAFF

Name | Nom
adam eve STAFF

Seat & Class | Place et Classe
26B A

ACCESS TO THE WORLD'S BEST

To | Destination
FAR AWAY ISLAND

Remarks | Observations



Mail Office: Media Box Logistics
Mail Manager: Hani Fattouh
Creative Retail Assistant: Kasser Mahdi Hayder
Marketing Director: Lama Mattar
Media Manager: Zeina Delesalle
Production Director: Hani Fattouh
Finance Director: Ahmad Eid
Financial Auditors: Rodi
Publisher's Head Office: Lebanon, Media Box
Responsible Editor: Nasseem Dabliz
Printer: Hatem El Hage

Advertising Representatives:



Media City
 Buraya Tower
 Floor # 1308
 (+971) 4-3681670
 (+971) 50-7404504
 (+971) 4-3688059
 Email: samar@advancemena.com

All Rights Reserved. No part of this publication should be reproduced, translated, or transmitted in any form or by any means electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system without prior permission from the publisher. The unique combination of images, colors, sizes, layout, typography, and positioning ("the design") of this magazine is the property of the publisher and may not be reproduced.

TABLE OF CONTENTS

JUST IN French Photographer in Court Over Gifts from L'Oreal Heiress; Bluewater Comics Crosses Atlantic to Showcase Thatcher and Bruni; Eva Green At Harrods For Launch of the New Montblanc Meisterstück; Qatar Buys Top London Store Harrods; Chanel Fashion Parade in St. Tropez; Eva Herzigova's Second Act; Massimo Dutti's First Shanghai Boutique; The Exclusive Murciélago LP 670-4; Obama Receives Honorary Degree at UM; Under.Ligne's New High-tech Leggings; American Glamour at the Met's Costume Institute Gala; Riding on the Choo Train; Armani Opens Debut Hotel in Dubai; New Porsche Cayenne: More Efficient and More Dynamic; Queen Rania Reads to American Youngsters; Iron Man Drives an Audi R8 Spyder; Rai Tv Reveals Its Ramadan Programs; Kuwaiti Female Photographer Wins Canon Competition; Gc Watches Boutique Opens in 360° Mall; Piaget Launches Collection Exclusively Designed For Kuwaiti Clientele; Ban Al Rifai Fashion Show: Living the Dream; Tom Ford Goes Luxe with Lips; Rodarte to Create <i>Breathless</i> -inspired T-shirts for Film's 50th Anniversary	8
Q&A Magdalena Di Giosaffatte; Safwat Gerges; Jerome Griffith; Cindy Livingstone; Ban Al Rifai	13
ONE-ON-ONE Bibi Al Ghanim & Ma'ab Al Qassem; Elham Al-Qasimi	52
LIVING Breakup Warning Signs; 15 Things Men Should Know About Women	60
INVESTIGATIVE REPORTING Top Seven Hotels in the Region; Best Night Life	64
PR 360° Mall; Chalhoub Group; Wataniya Airways; Reflections; Citroën Metropolis; Kuwait Costa Coffee; Rotana Hotel; Kieh!; Depot	96



52



56

BRINGING DANCE TO THE MIDDLE EAST

Q&A SAFWAT GERGES, LICENSEE OF MIDDLE EAST & AFRICA, ARTHUR MURRAY DANCE STUDIO



SAFWAT GERGES WAS BORN IN CAIRO, EGYPT. HE BEGAN STUDYING BALLET AT THE AGE OF NINE. IN THE 1970s, HE PERFORMED PROFESSIONALLY WITH THE CAIRO BALLET. EVENTUALLY, HE MOVED TO VIENNA, AUSTRIA TO PURSUE HIS DANCING CAREER. THERE HE JOINED THE STATE OPERA HOUSE AND THE FOLKS OPERA HOUSE. HE MOVED TO NEW YORK WITH THE INTENTION OF JOINING A BALLET COMPANY BUT INSTEAD JOINED THE ARTHUR MURRAY STUDIOS. GERGES SHARES HIS STORY WITH **adameve** THIS MONTH AND TELLS US ABOUT ARTHUR MURRAY STUDIOS.

HOW DID YOU JOIN THE ARTHUR MURRAY STUDIOS?

It was by pure coincidence. I was applying for a position as a dance teacher that was advertised in a newspaper thinking that a ballet teacher was needed. I was mistaken; it turned out they needed a ballroom dance instructor. I applied anyway, was accepted and as they say, the rest is history.

WHO WAS ARTHUR MURRAY?

Arthur Murray was born Murray Teichman. After emigrating from Austria to the U.S., he changed his name to Arthur Murray. He started teaching a few dance steps while at Georgia Tech University and later applied the "footprints" in his teaching method. In 1912, when this method took off, he started selling dance steps by mail one step at a time. Mr. Murray became an American symbol of entrepreneurial success for his use of advertising

techniques considered cutting edge at the time. In the late 1930s, Mr. Murray started his franchised studios and by the late 1940s, there were 72 Arthur Murray Franchised Studios all across America.

WHAT KIND OF DANCES DOES ARTHUR MURRAY STUDIOS TEACH?

All different types of social dances that are done around the world such as waltz, tango, fox trot, quick step, Lindy Hop and Latin dances such as cha-cha, rumba, salsa, mambo, merengue and samba.

HOW DID YOU COME TO BE THE LICENSEE IN THE MIDDLE EAST AND AFRICA?

I simply applied to open and operate the Studios in Egypt, Lebanon and now Dubai. I believe that my vast and successful experiences in the New York market and of course my Arabic heritage had a lot to do with it.

"I SIMPLY APPLIED TO OPEN AND OPERATE THE STUDIOS IN EGYPT, LEBANON AND NOW DUBAI. I BELIEVE THAT MY VAST AND SUCCESSFUL EXPERIENCES IN THE NEW YORK MARKET AND OF COURSE MY ARABIC HERITAGE HAD A LOT TO DO WITH IT."



YOU'VE RECENTLY OPENED A NEW VENUE IN DUBAI. WHAT ARE YOUR EXPECTATIONS REGARDING THE OPENING?

I have very high expectations of the new Centre in Dubai. People who have already come to the Centre have been extremely happy to finally have a true professional dance center in Dubai; one person said that it was long overdue.

DOES THE ARTHUR MURRAY STUDIO IN DUBAI HAVE SPECIAL CLASSES SUCH AS ARABIC DANCE?

Not at the present time. But, we will include that as well.

WHAT ARE YOUR PLANS FOR 2011?

I'd like to open a second Centre by the Dubai Mall and its vicinity.

DO YOU HAVE A RECOMMENDED CLASS FOR BRIDES TO BE?

We have designed a special program for brides for their first dance; we even have a special list of songs that they can choose from.

HOW DO I KNOW WHAT CLASSES TO TAKE AND WHAT LEVEL TO START AT?

We start everybody off with a complimentary private lesson

with one of our professional instructors simply to find out the weak and strong points in their dancing. We introduce different dances, and then the instructor will be able to make an intelligent recommendation based on how they do during the lesson. That will also offer the student the opportunity to see how we teach and if the recommendation will be most suitable for them.

HOW DO I LEARN TO DANCE?

We teach through private lessons, semi-private (group) lessons and practice sessions. We refer to this three-way method of teaching as the Arthur Murray method of teaching.

WILL IT TAKE LONG?

The Arthur Murray teaching method is known to be 'Easy, Fun and Fast.' Within a very short few lessons, you could be on your way to becoming a comfortable social dancer. You can continue learning to perfect your dancing to a high degree of proficiency, which of course will take a bit longer.

ARE THE TEACHING METHODS DIFFICULT?

Not at all. Within a short 30-minute lesson, you can be introduced to at least two to four dances.

APPROXIMATELY HOW MUCH DO LESSONS COST?

Because our programs are mostly tailored made and



OUR INSTRUCTORS ARE THE MOST QUALIFIED TO TEACH BECAUSE WE SPEND HOURS AND HOURS DAILY IN TRAINING. WE ALSO HAVE A MANDATORY CERTIFICATION POLICY THAT REQUIRES ALL OUR INSTRUCTORS TO BE TESTED PERIODICALLY IN DANCING, TEACHING AND SIMULATIONS.

Arthur Murray

personalized, the cost will vary depending on how many dances you pick, how often will you be attending classes and of course, how good you would like to become. However, we have introductory programs that start from 400AED and up.

IS IT EASY TO LEARN THE LATEST AND MOST POPULAR STEPS?

Yes. Our International Dance Board keeps us abreast of all the latest dances and how to teach them the easy, fun and fast Arthur Murray way.

HOW QUALIFIED ARE YOUR INSTRUCTORS?

Our instructors are the most qualified to teach because we spend hours and hours daily in training. We also have a mandatory certification policy that requires all our instructors to be tested periodically in dancing, teaching and simulations. Our goal is to teach ballroom dancing in the easiest and most fun way with the greatest levels of accomplishment in the shortest possible time.

WHAT ARE THE BENEFITS OF TAKING DANCE LESSONS?

The benefits of taking dance lessons are numerous and more of a personal nature. Some students take lessons

as a form of exercise, release of tension and relaxation. Others learn dance for more self-confidence, admiration by others, adequacy at social functions or simply for more grace and poise.

PUPILS OF MURRAY HAVE INCLUDED ELEANOR ROOSEVELT, THE DUKE OF WINDSOR, JOHN D. ROCKEFELLER JR., CORNELIUS VANDERBILT WHITNEY, BARBARA HUTTON, ELIZABETH ARDEN, MANUEL L. QUEZON AND JACK DEMPSEY. INSTRUCTORS HAVE INCLUDED WELL-KNOWN TELEVISION EVANGELIST D. JAMES KENNEDY. ARE THERE MORE TO ADD TO THIS LIST OF WELL-KNOWN PEOPLE?

Students have also included Jennifer Lopez, Richard Gere for *Shall We Dance*, Patrick Swayze and Jennifer Gray for *Dirty Dancing*, Al Pacino for *Scent of a Woman*, and Mel Gibson.

DO YOU HAVE ANYTHING ELSE TO TELL A&E READERS?

As a franchisee, I have many accomplishments that I am certainly proud of. However, my proudest accomplishment will always be introducing ballroom dancing to the various countries in the Middle East, which I consider to be a big part of my background and upbringing.