

An aerial architectural rendering of a waterfront development. The scene features a marina with numerous white yachts docked at a pier. Modern, multi-story buildings with various facades, including wood and glass, line the waterfront. Palm trees are planted in rows along the streets and waterfront. The overall atmosphere is bright and sunny, suggesting a coastal or tropical setting.

BEYOND *land*

SEASON FIVE - AL SEEF

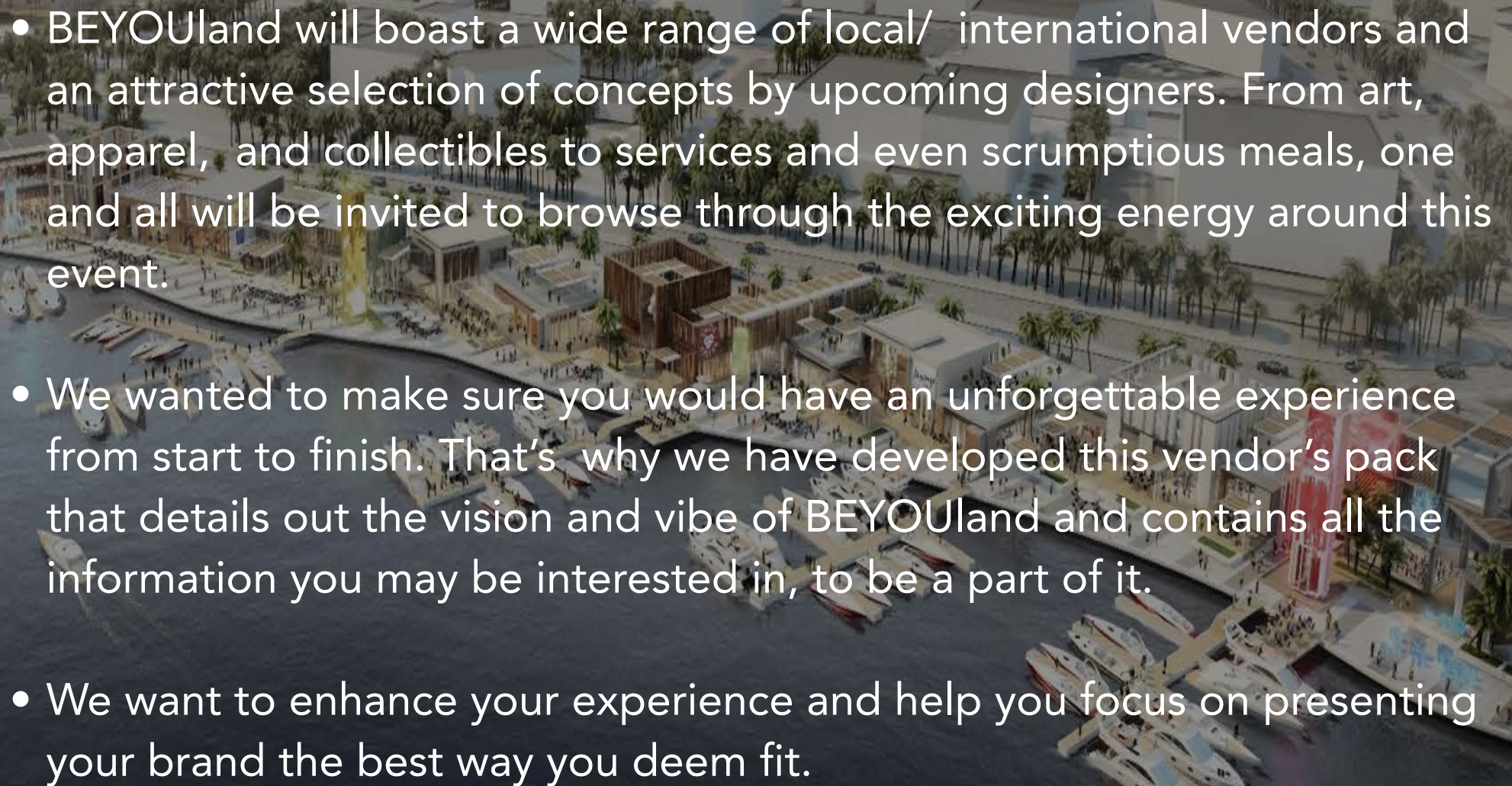
An aerial view of a modern waterfront development. The scene shows a mix of contemporary architecture, including multi-story buildings and a prominent red and white structure. The area is landscaped with numerous palm trees and green spaces. A marina in the foreground is filled with various boats, including yachts and smaller vessels. The overall atmosphere is one of a vibrant, urban waterfront destination.

Welcomer to your land

BEYOUland, SEASON 5

**JOIN US AT AL SEEF,
DUBAI'S TRENDIEST DESTINATION.**

**WE WELCOME YOU TO OUR
FLOATING BOUTIQUES**

- 
- BEYOUland will boast a wide range of local/ international vendors and an attractive selection of concepts by upcoming designers. From art, apparel, and collectibles to services and even scrumptious meals, one and all will be invited to browse through the exciting energy around this event.
 - We wanted to make sure you would have an unforgettable experience from start to finish. That's why we have developed this vendor's pack that details out the vision and vibe of BEYOUland and contains all the information you may be interested in, to be a part of it.
 - We want to enhance your experience and help you focus on presenting your brand the best way you deem fit.

An aerial architectural rendering of a waterfront development. The scene features a marina with numerous white yachts docked at wooden piers. The waterfront buildings are modern, with some featuring red and blue facades. A large, prominent white cursive text 'Overview' is overlaid on the center of the image. The background shows a grid of buildings and palm trees, suggesting a planned urban environment. The overall atmosphere is bright and clear.

Overview



WHAT IS BEYOUland?

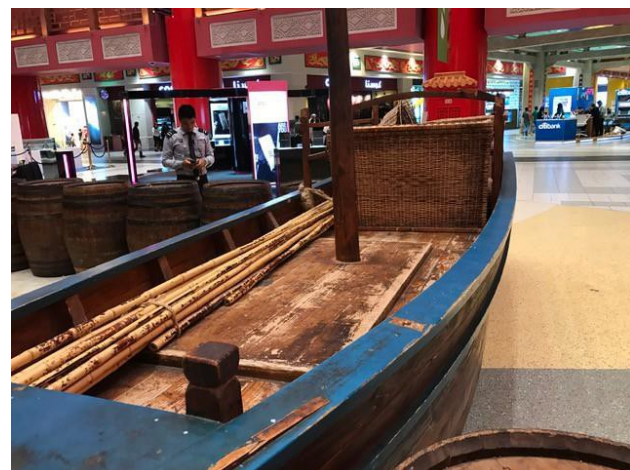
- This concept is in line with BEYOU's master brand vision to support emerging designers and artists in the region and help them realise their potential, by positioning them within a fresh creative retail environment.
- An innovative outdoor shopping concept by BEYOU BOUTIQUE, BEYOUland will host numerous local and international brands and artists providing the perfect stage for anyone with creative ideas.
- This outdoor boutiques, brought together by BEYOU with Meeras relationship, aims to provide regional and international, established and upcoming designers the opportunity to showcase and sell their products at one of the most popular hangouts in the city.
- BEYOUland will showcase the upcoming talent and create an experience that will position it as a 'must attend' for all style and art enthusiasts in the region.
- It's the perfect platform for emerging brands and designers to engage amidst each other and with a larger audience thus providing ample exposure for you and your brand.
- BEYOUland is more than a shopping experience. It aims to be a space that brings together like-minded people, creates communities, builds affinity, and encourages entrepreneurship and creativity.

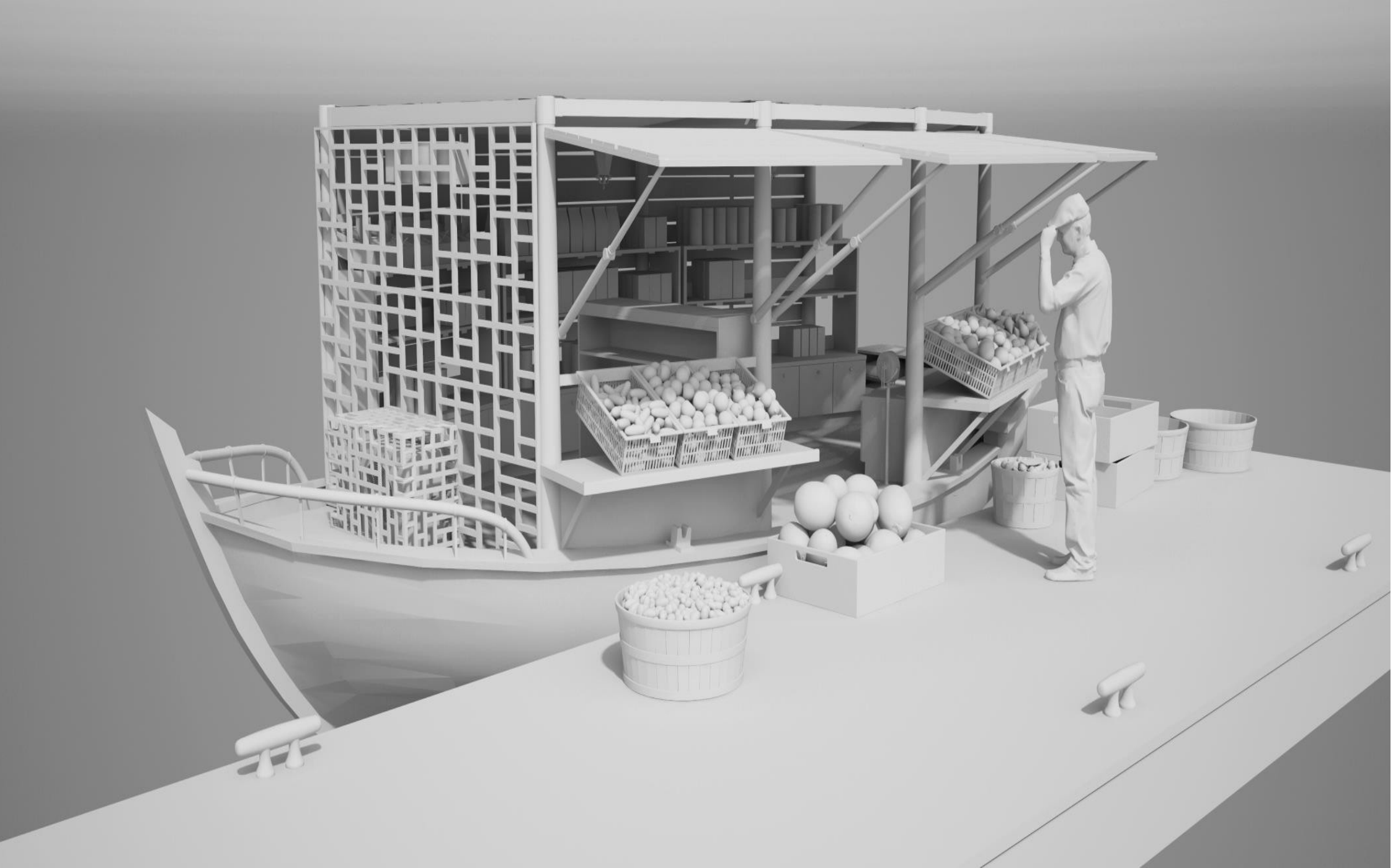
- First successful season of BEYOUland was held at Kite Beach in February 2017. After few months we have the opportunity to re-launch our fifth season at AL SEEF. BEYOUland fifth season will be celebrated at AL SEEF from February 2018 for a year bringing to Dubai the First Floating boutiques in the Middle East.
- Al Seef is located along the shores of Dubai's enigmatic creek, for centuries the focal point of the city's activities; where cultures meet, friendships form, traditions are shared, and history celebrated. Now there is an opportunity to be part of a project in the right place, at the right time.

BEYOU *land*

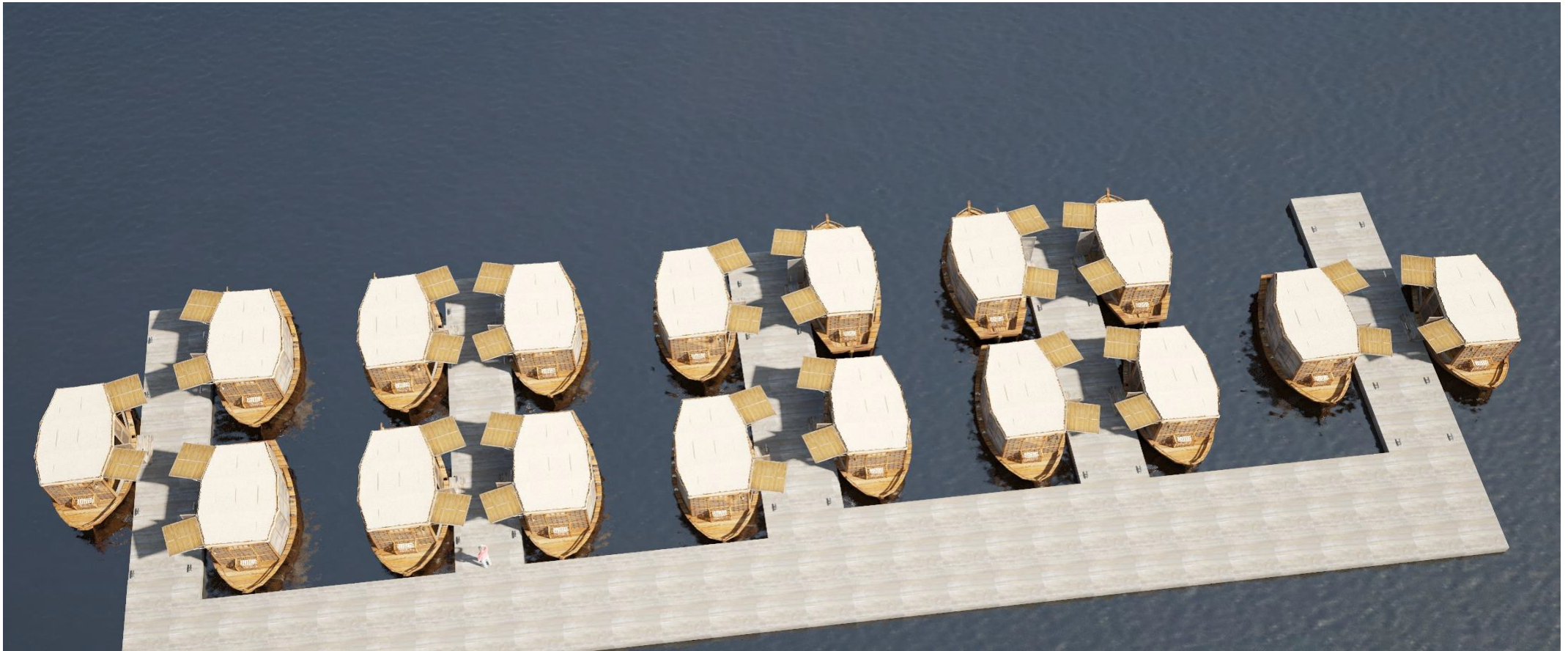
An aerial architectural rendering of a waterfront development. The scene features a large marina with numerous white yachts docked at wooden piers. The waterfront is lined with modern, multi-story buildings, some with colorful facades in red and blue. A prominent yellow waterfall structure is visible on the left side of the waterfront. The background shows a dense urban area with many palm trees and a grid of streets. The word "Concept" is written in a large, white, cursive font across the center of the image.

Concept







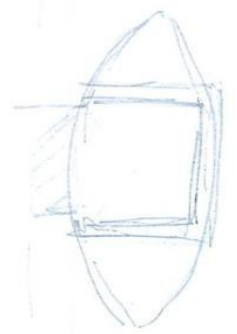


17 nos. BOATS / SAME

BOAT + CONNECTION

PICO

PICO



CLIENT
to
PROVIDE

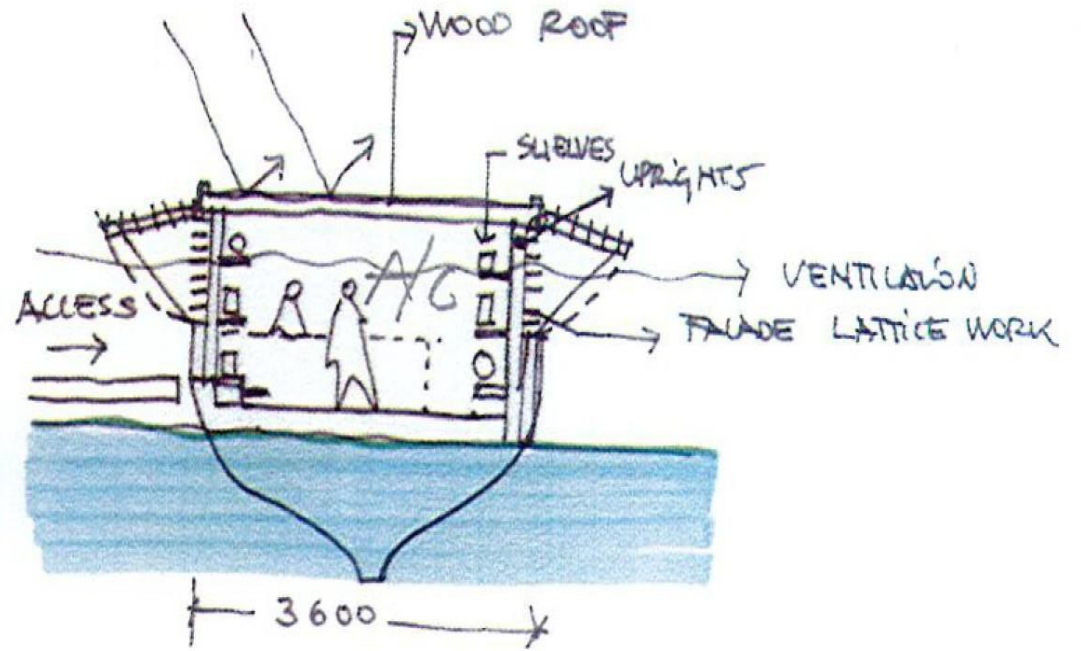
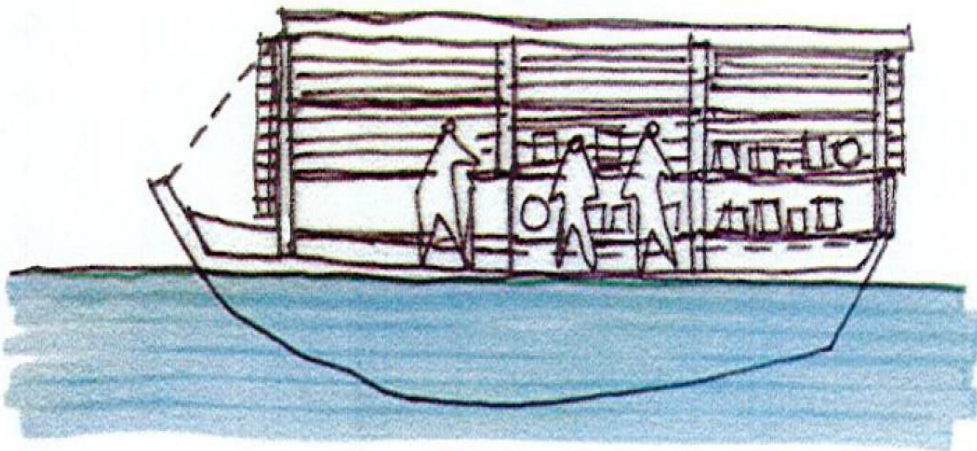
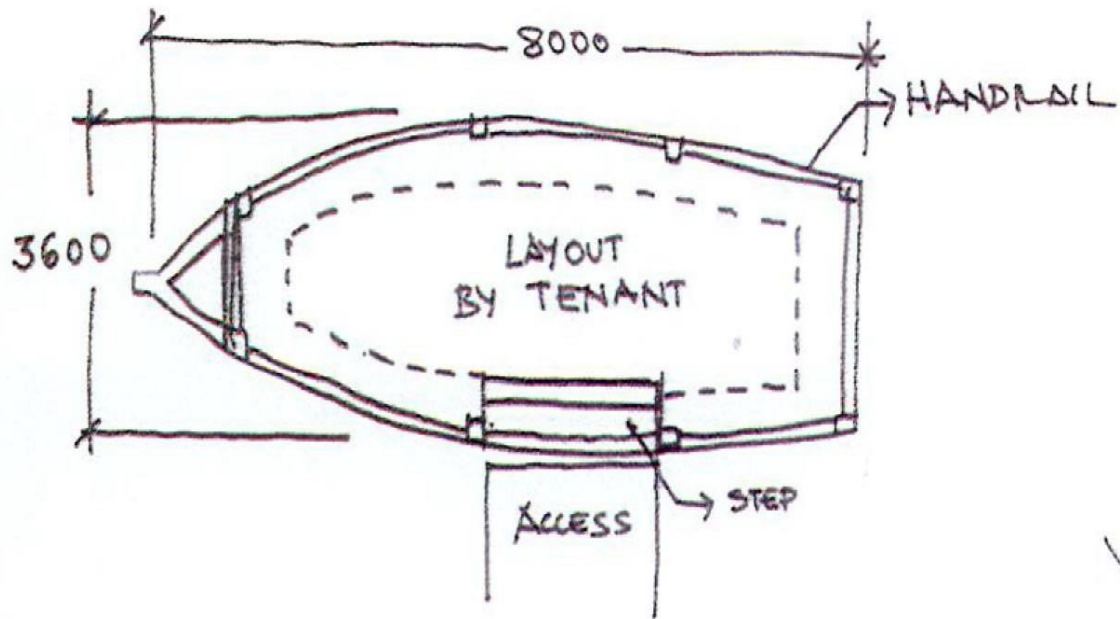
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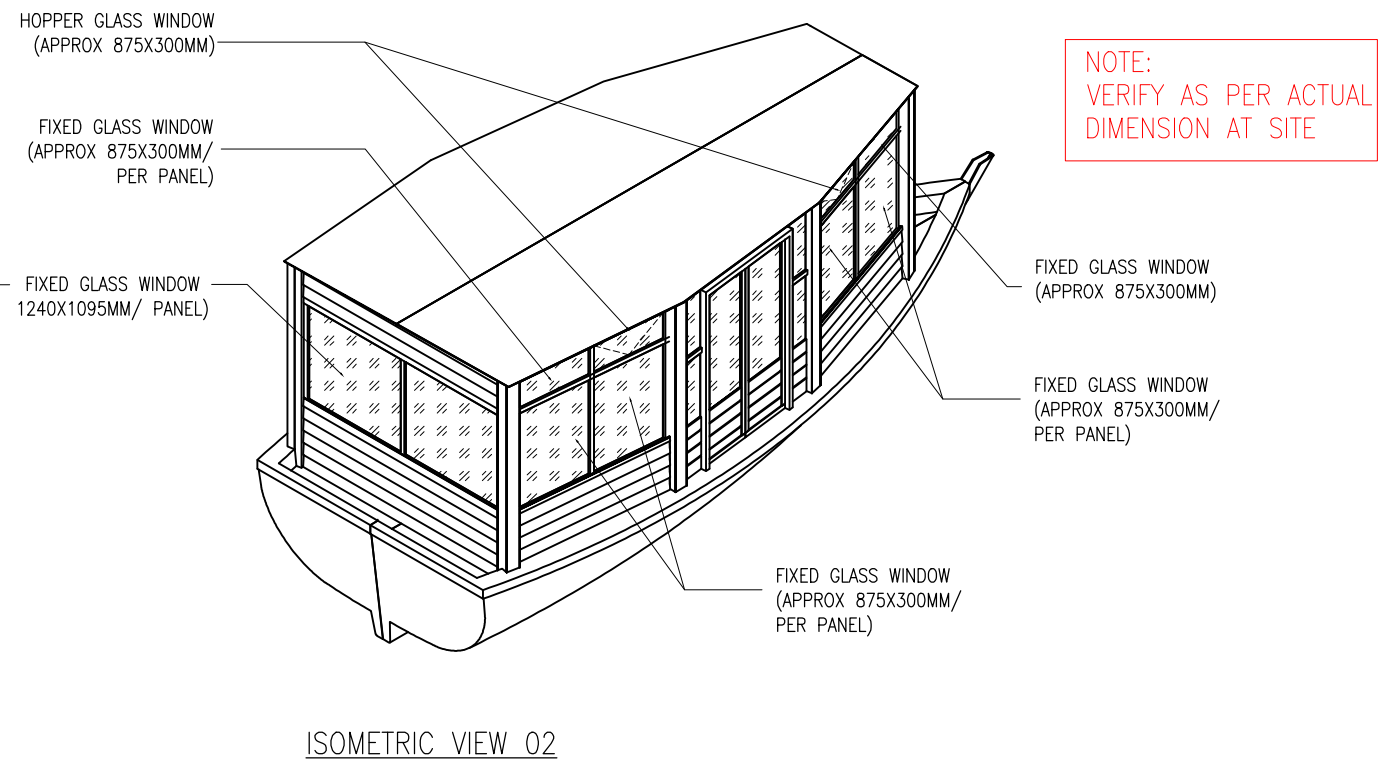
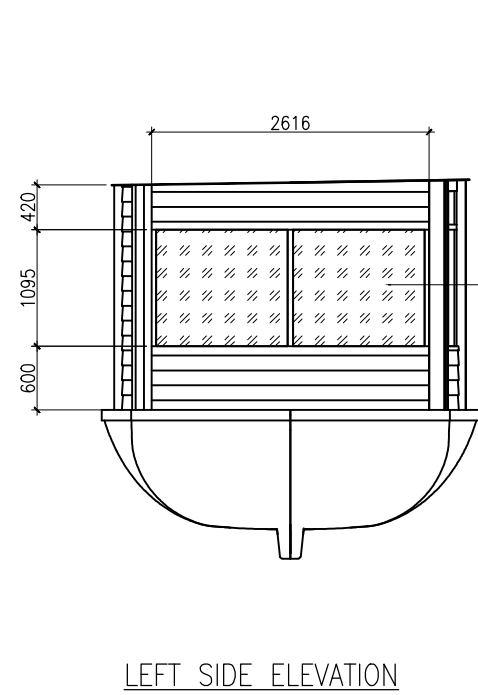
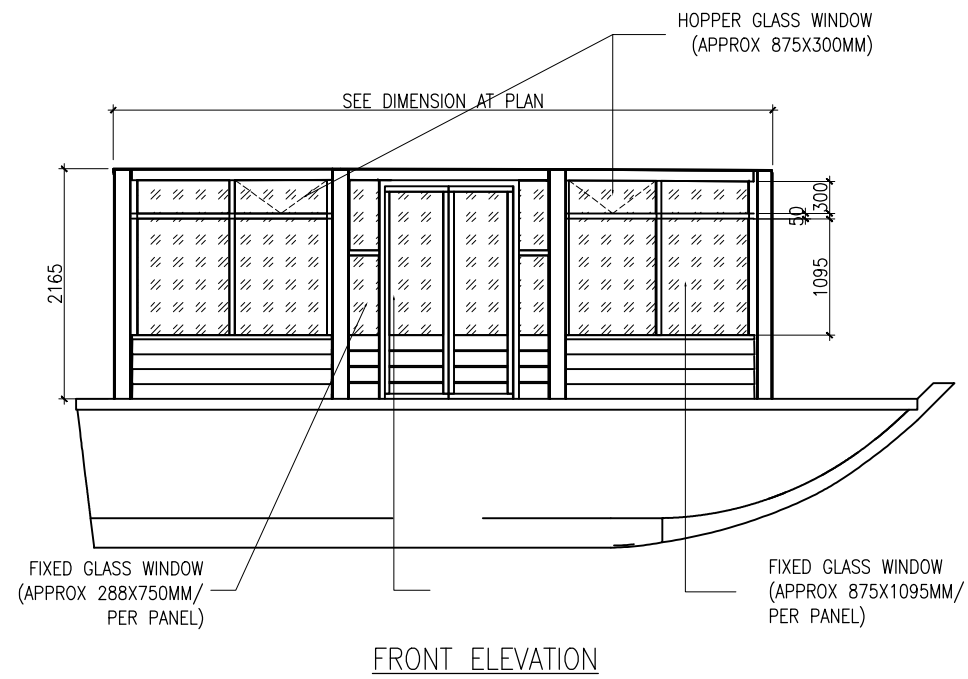
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ANCHORS IF ANY
BY PICO

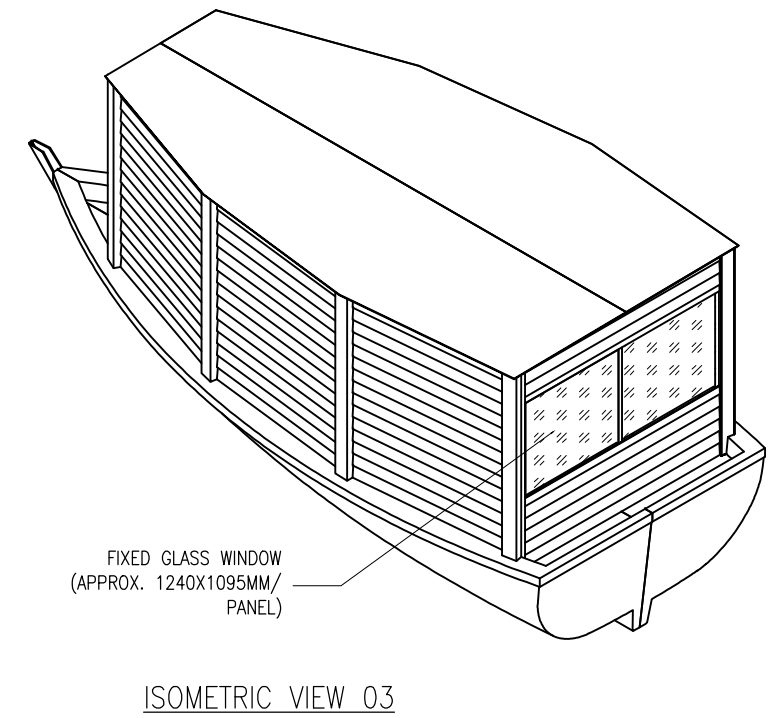
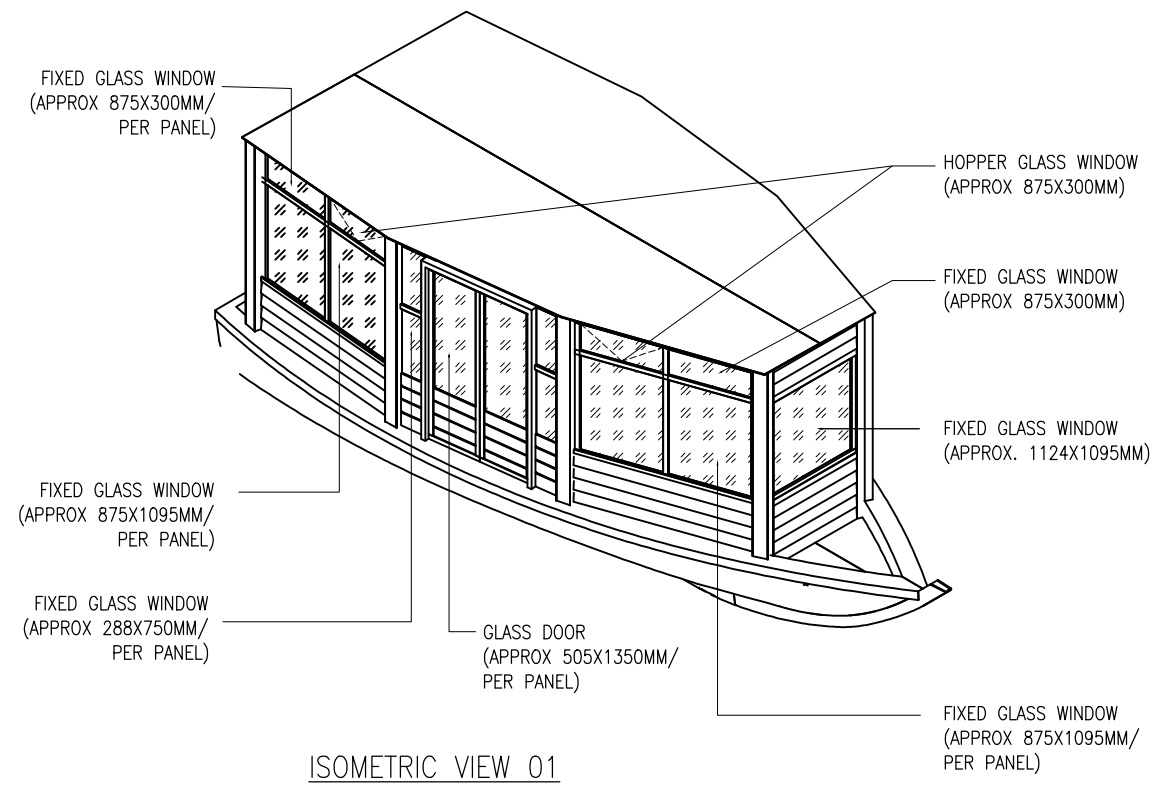
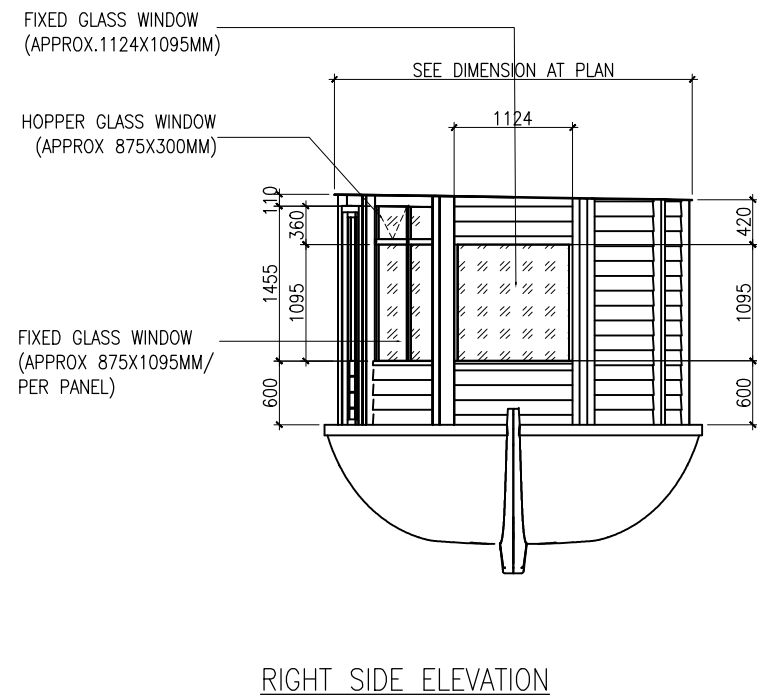


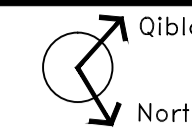


ABRA BOAT

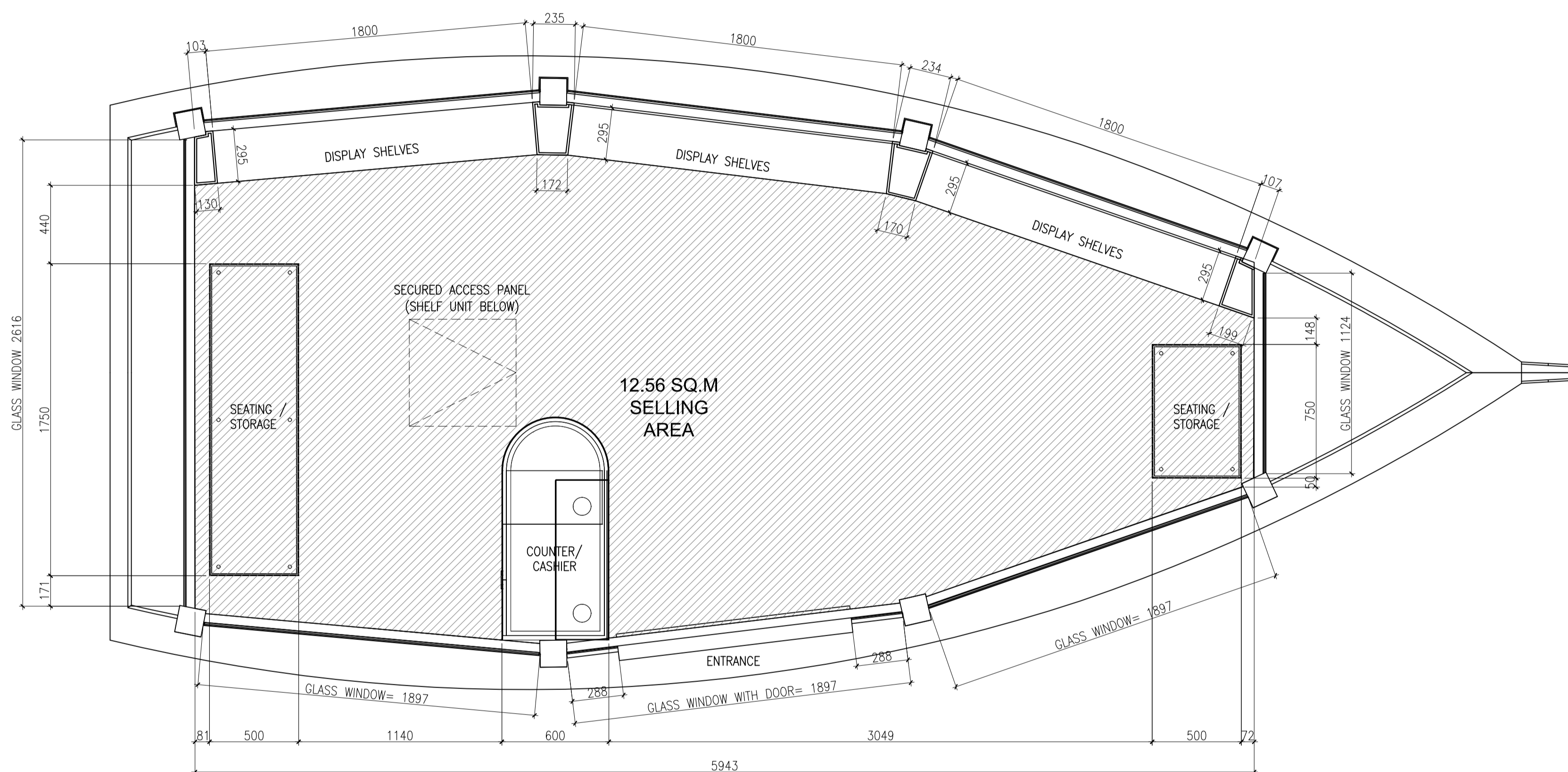


NOTE:
VERIFY AS PER ACTUAL
DIMENSION AT SITE





KEY PLAN:



1 ABRA BOAT PLAN
0100 SCALE 1:20M

THIS DRAWING IS NOT TO BE SCALED.
REFER TO APPROPRIATE SURVEY, STRUCTURAL, MECHANICAL, ELECTRICAL, LANDSCAPE, ETC. CONSULTANT DRAWINGS BEFORE PROCEEDING WITH THE WORK.
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NOTE:

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APPROVED

REJECTED / RESUBMIT

REVIEWED BY: _____

DATE: _____

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ISSUED:

NO.	DATE	DESCRIPTION
00	17/10/2017	DETAIL DESIGN FOR APPROVAL

PROJECT TITLE:

ABRA BOAT RETAIL UNIT

Al Hamriya, Dubai Creek

MAIN STAKE HOLDER:

LEAD CONSULTANT:

DESIGN BUILD CONTRACTOR:

 PICO International LLC
Level 12, Building AA1,
Mazaya Business Avenue
Al Sarayat Street,
Jumeirah Lakes Towers (JLT), Dubai
Tel : +971-4-4204028
Fax : +971-4-4204038

ISSUE STATUS:

DETAIL DESIGN

SCALE: AS SHOWN IN A1 DRAWN BY: LBG

DATE: 19/12/2016 REVIEWED BY: MV

TITLE: MERAAS ABRA BOAT RETAIL SHOP

BOAT PLAN

PROJECT NO.: PICO-TE-0005-I-DTL-0100 DRAWING NO.: REVISION NO.: 00

DISPLAY SHELVES DETAIL



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LEAD CONSULTANT:

DESIGN BUILD CONTRACTOR:

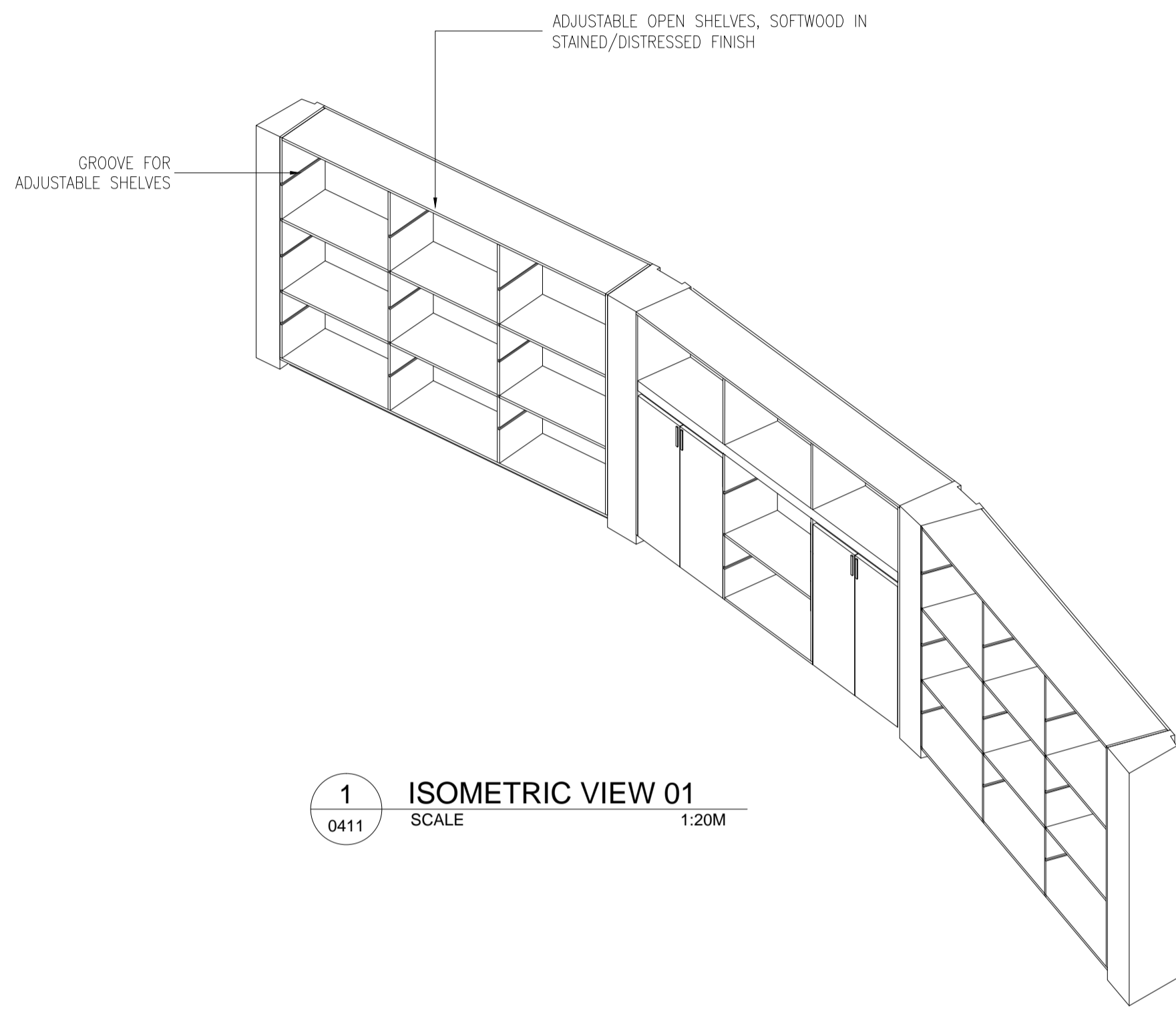
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 Level 12, Building AA1,
 Mazaya Business Avenue
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 Jumeirah Lakes Towers (JLT), Dubai
 Tel. : +971-4-4204028
 Fax: +971-4-4204038

ISSUE STATUS:
DETAIL DESIGN

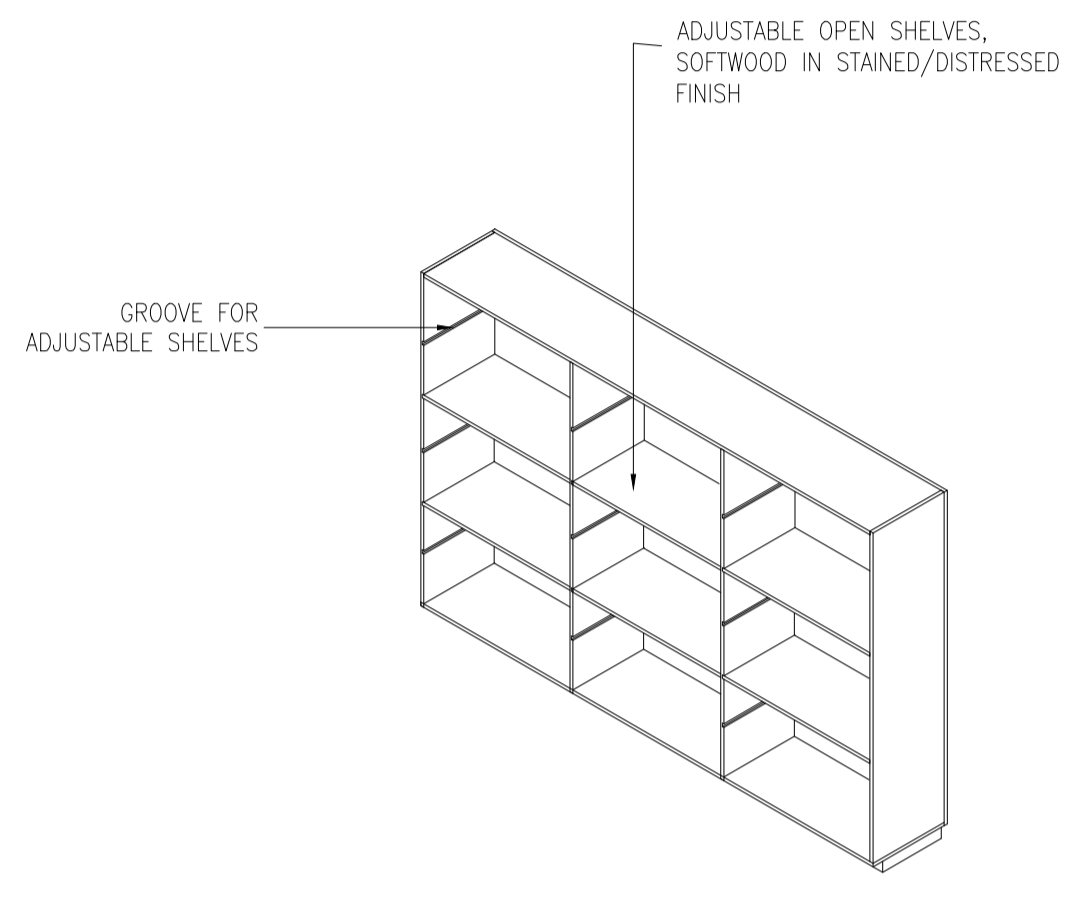
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 DRAWN BY: LBG
 DATE: 19/12/2016
 REVIEWED BY: MV

TITLE:
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OPEN SHELVES DETAIL

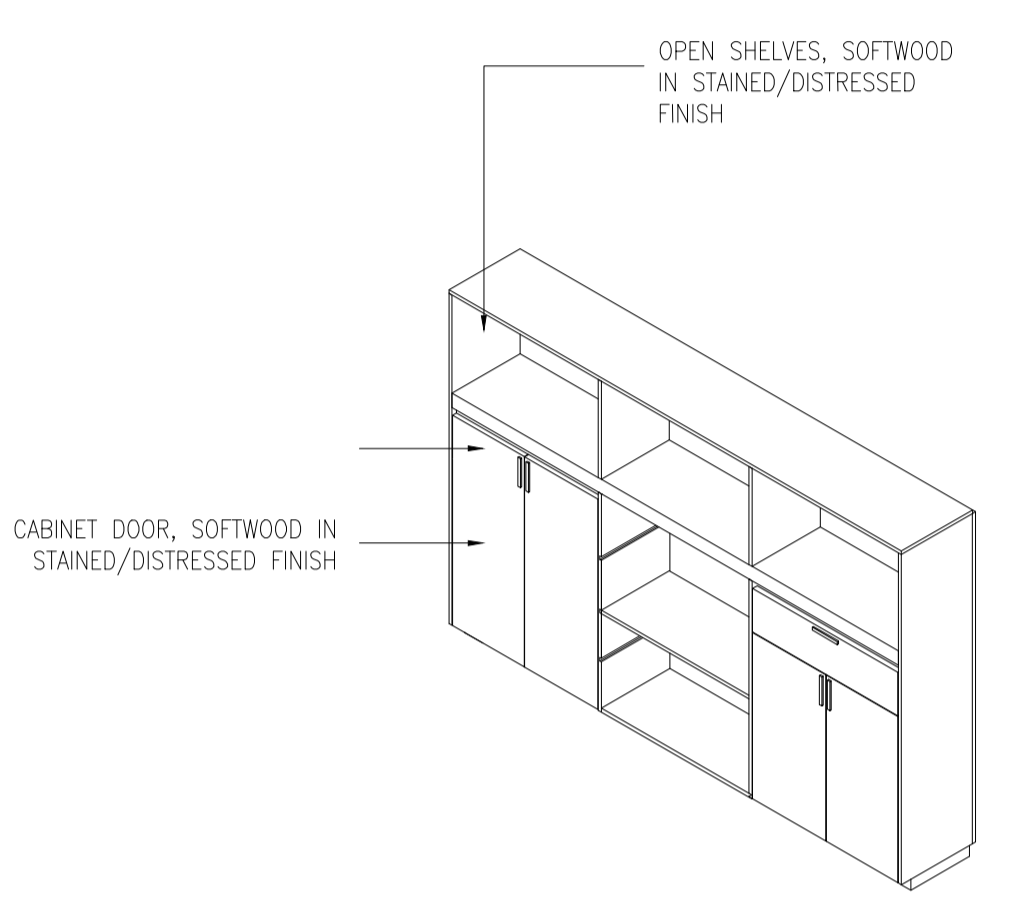
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 DRAWING NO.:
 REVISION NO.: 00



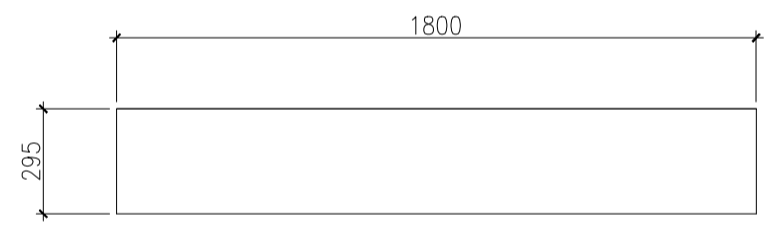
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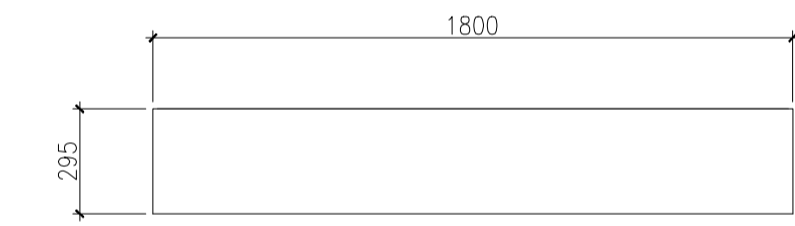
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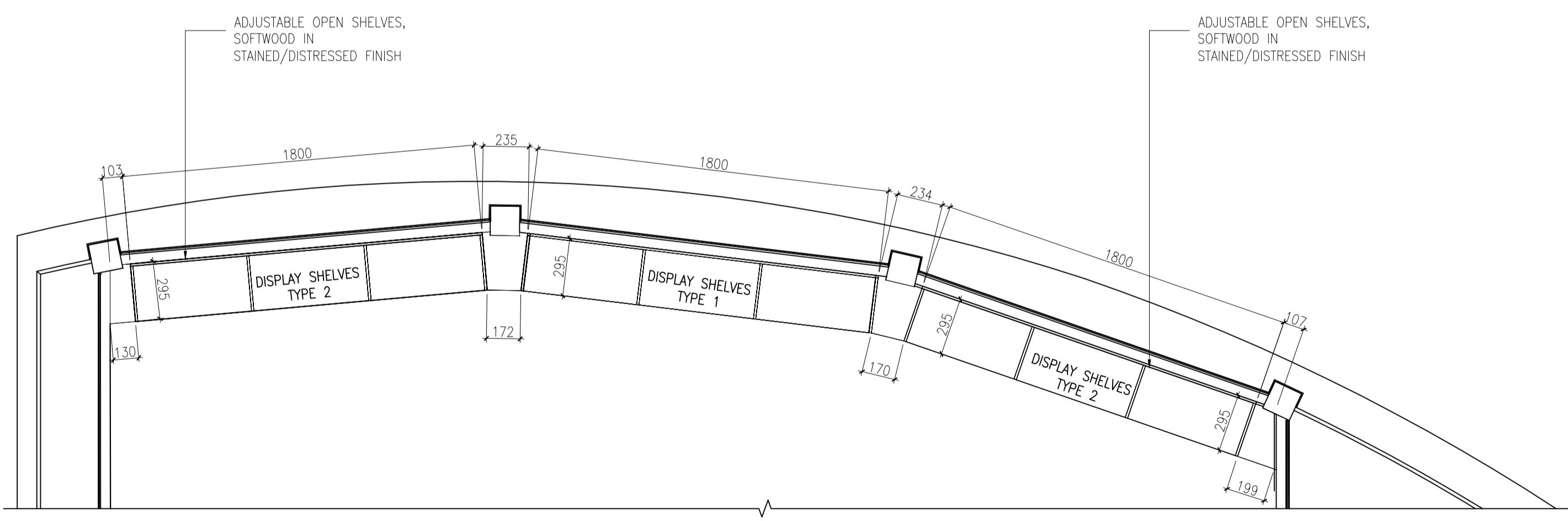
3 ISOMETRIC VIEW 03
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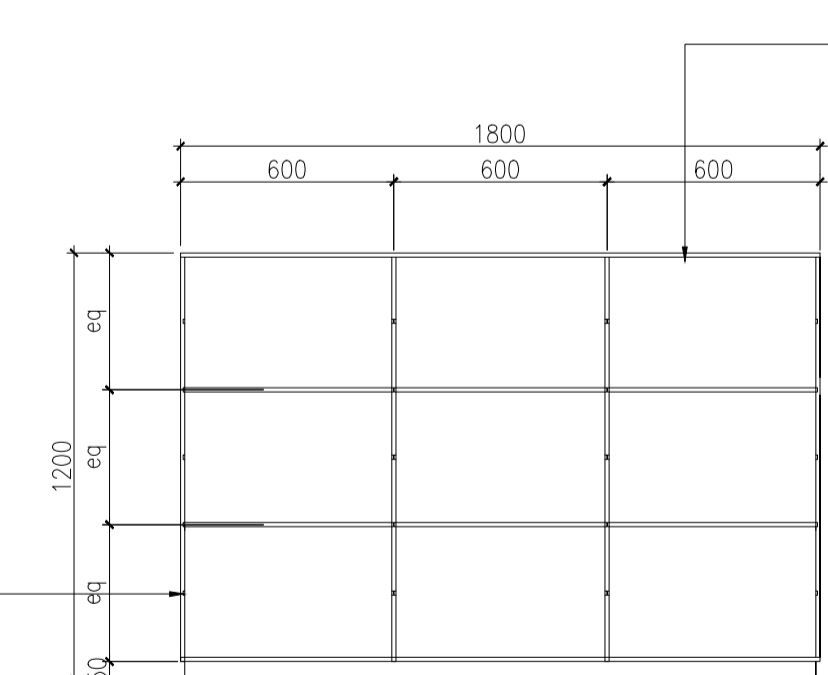
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 SCALE 1:20M



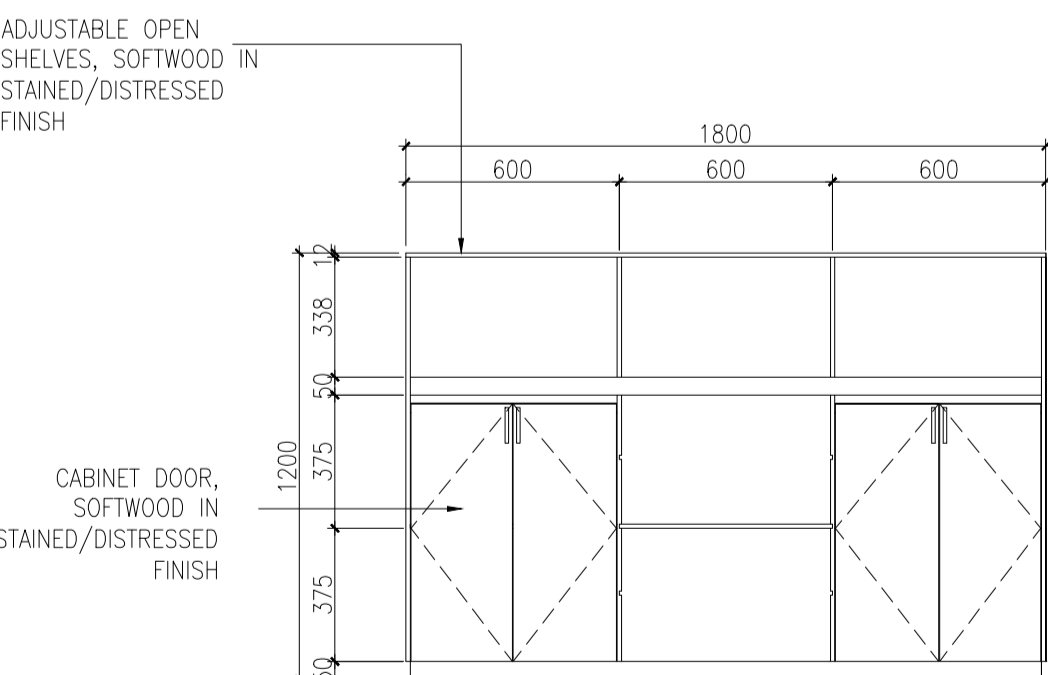
6 TOP VIEW (TYPE 1)
 SCALE 1:20M



4 PARTIAL PLAN
 SCALE 1:20M

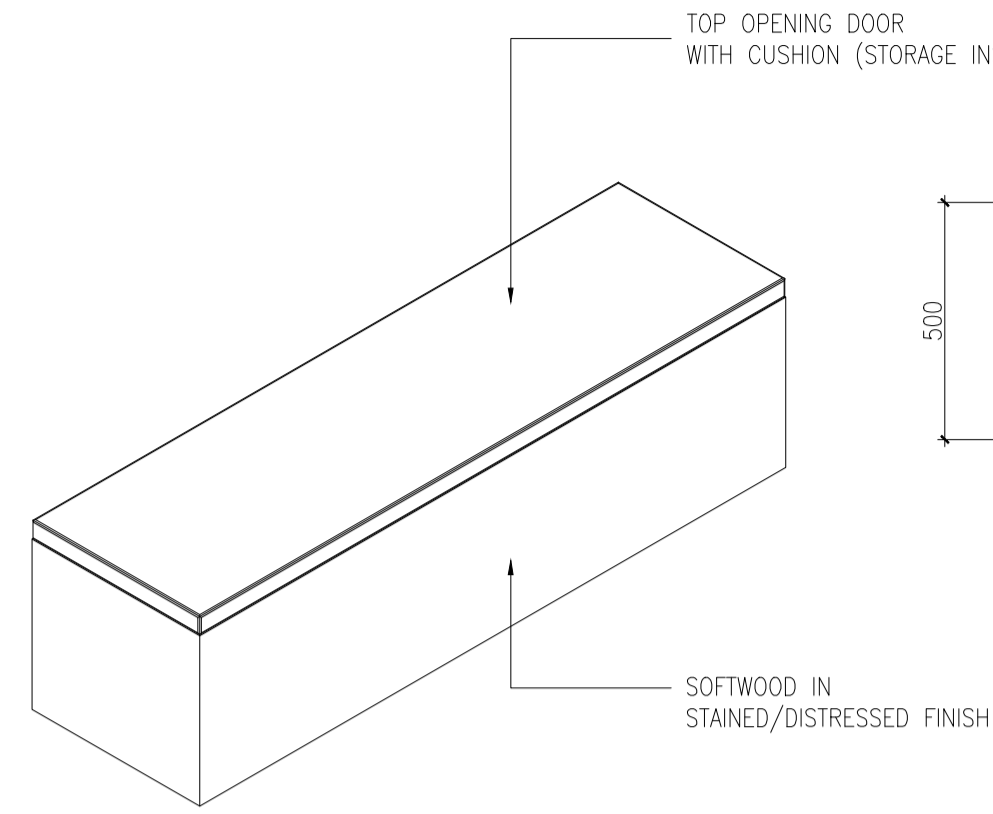


7 TYPE 2 FRONT ELEVATION
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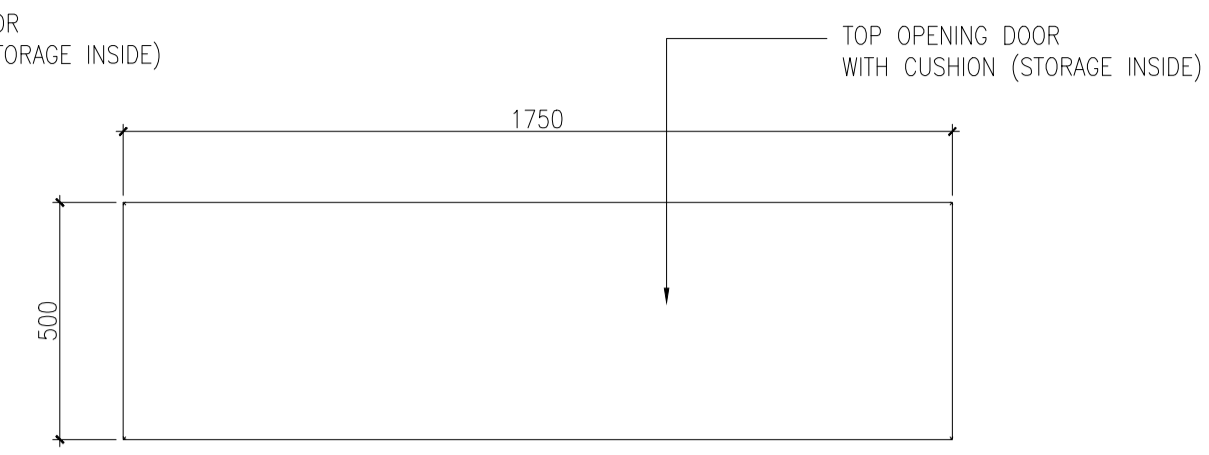


8 TYPE 1 FRONT ELEVATION
 SCALE 1:20M

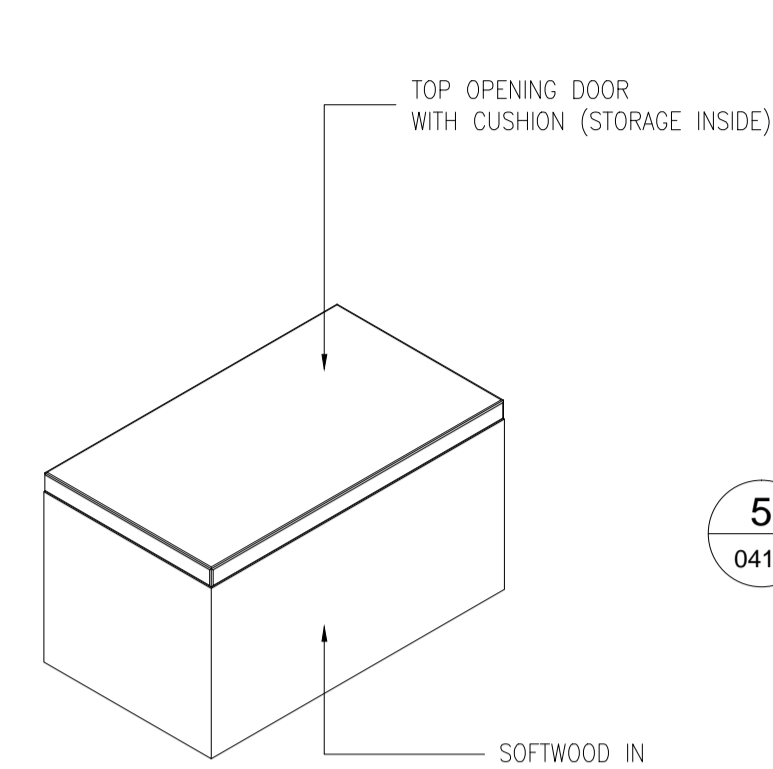
SEATING/STORAGE DETAIL



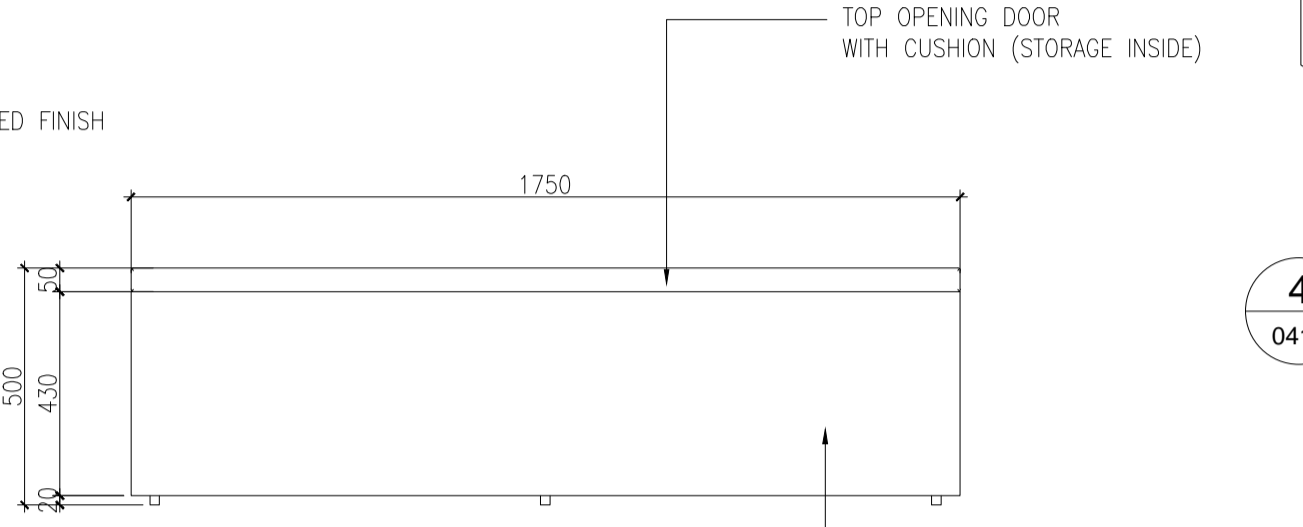
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SCALE 1:20M



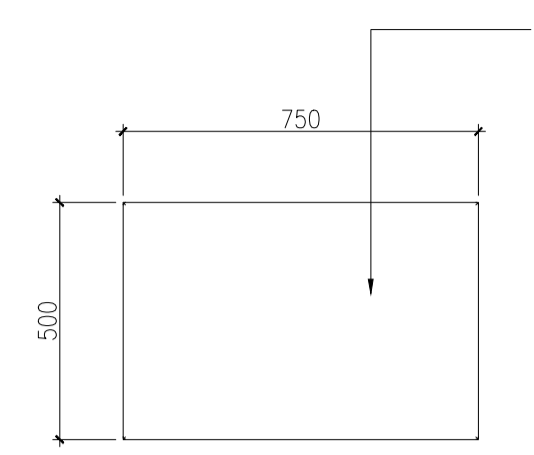
2 TOP VIEW
SCALE 1:20M



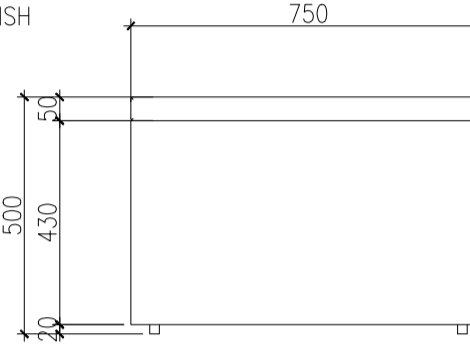
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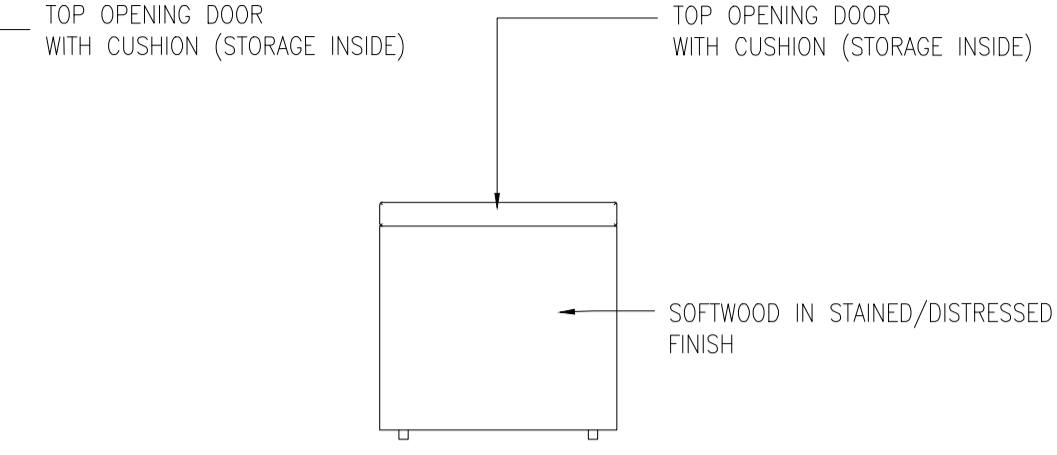
3 FRONT ELEVATION
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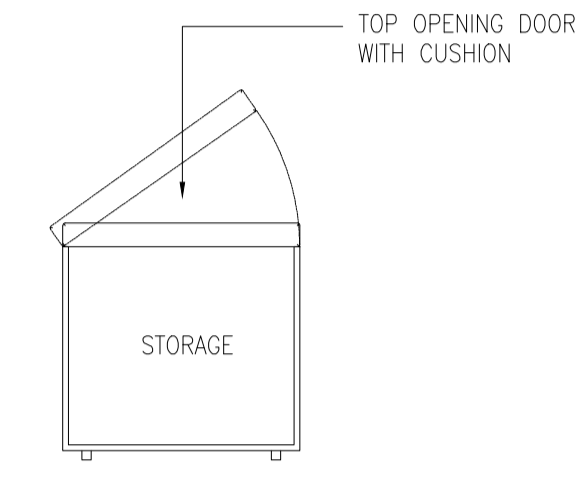
5 TOP VIEW
SCALE 1:20M



6 FRONT ELEVATION
SCALE 1:20M



7 TYPICAL SIDE ELEVATION
SCALE 1:20M



8 TYPICAL SIDE SECTION
SCALE 1:20M

KEY PLAN: North

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Al Hamriya, Dubai Creek

MAIN STAKE HOLDER:

LEAD CONSULTANT:

DESIGN BUILD CONTRACTOR:

PICO International LLC
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Tel. : +971-4-4204028
Fax: +971-4-4204038

ISSUE STATUS:
DETAIL DESIGN

SCALE: AS SHOWN IN A1

DRAWN BY: LBG

REVIEWED BY: MV

DATE: 19/12/2016

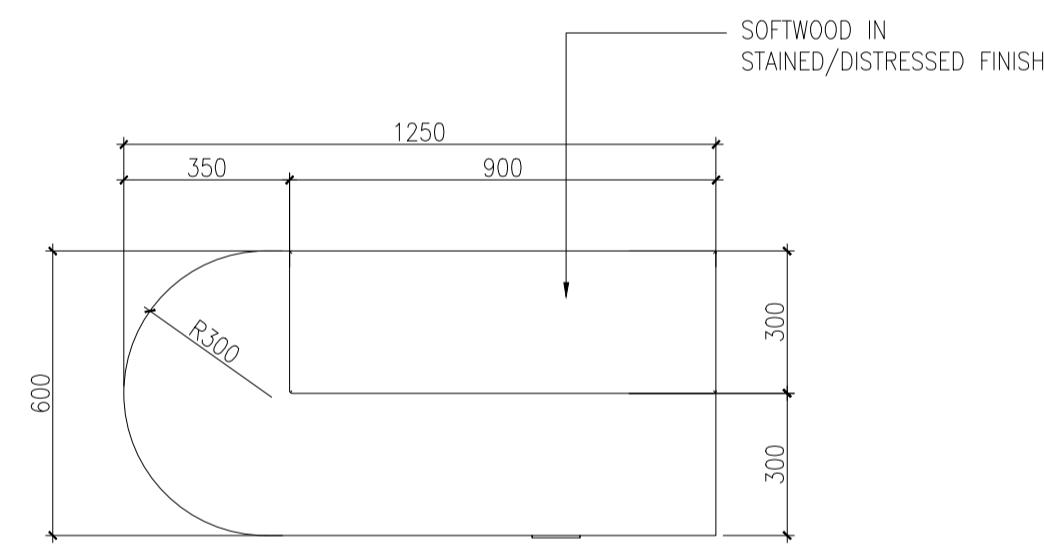
TITLE:
MERAAS ABRA BOAT RETAIL SHOP
SEATING/STORAGE & COUNTER DETAIL

PROJECT NO.: PICO-TE-0005-1-DTL-0410

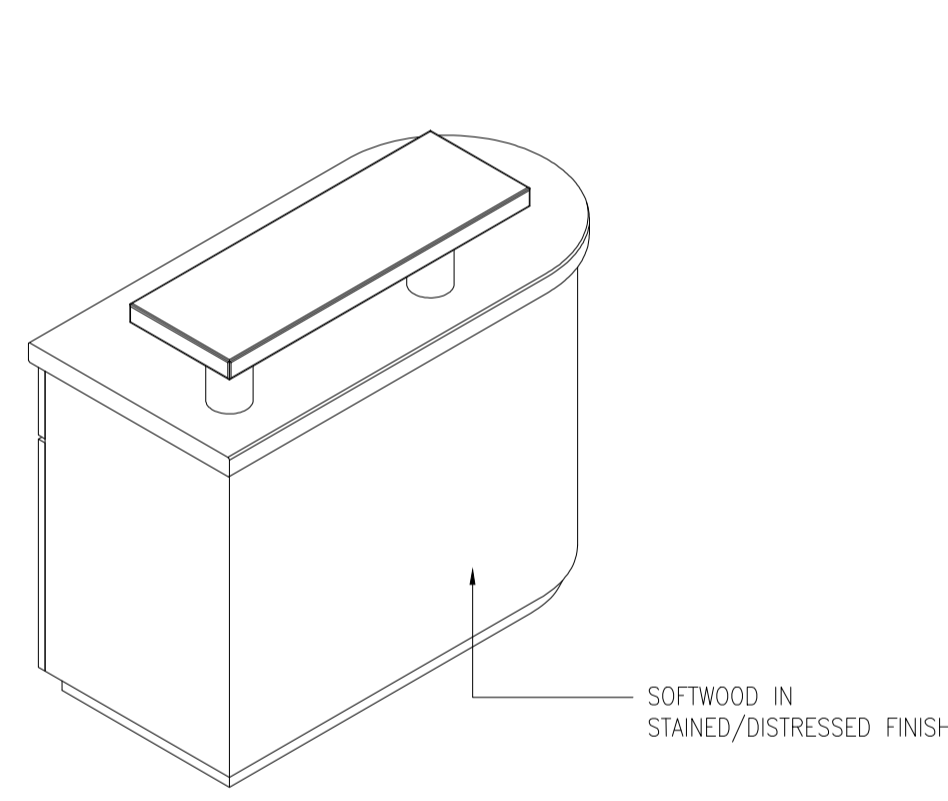
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REVISION NO.: 00

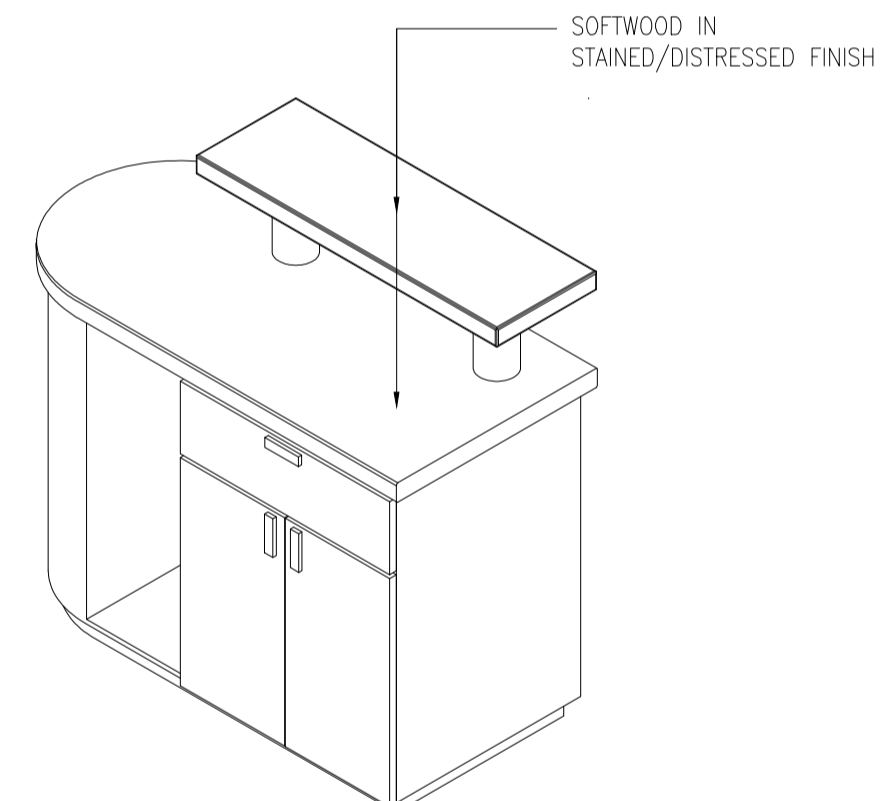
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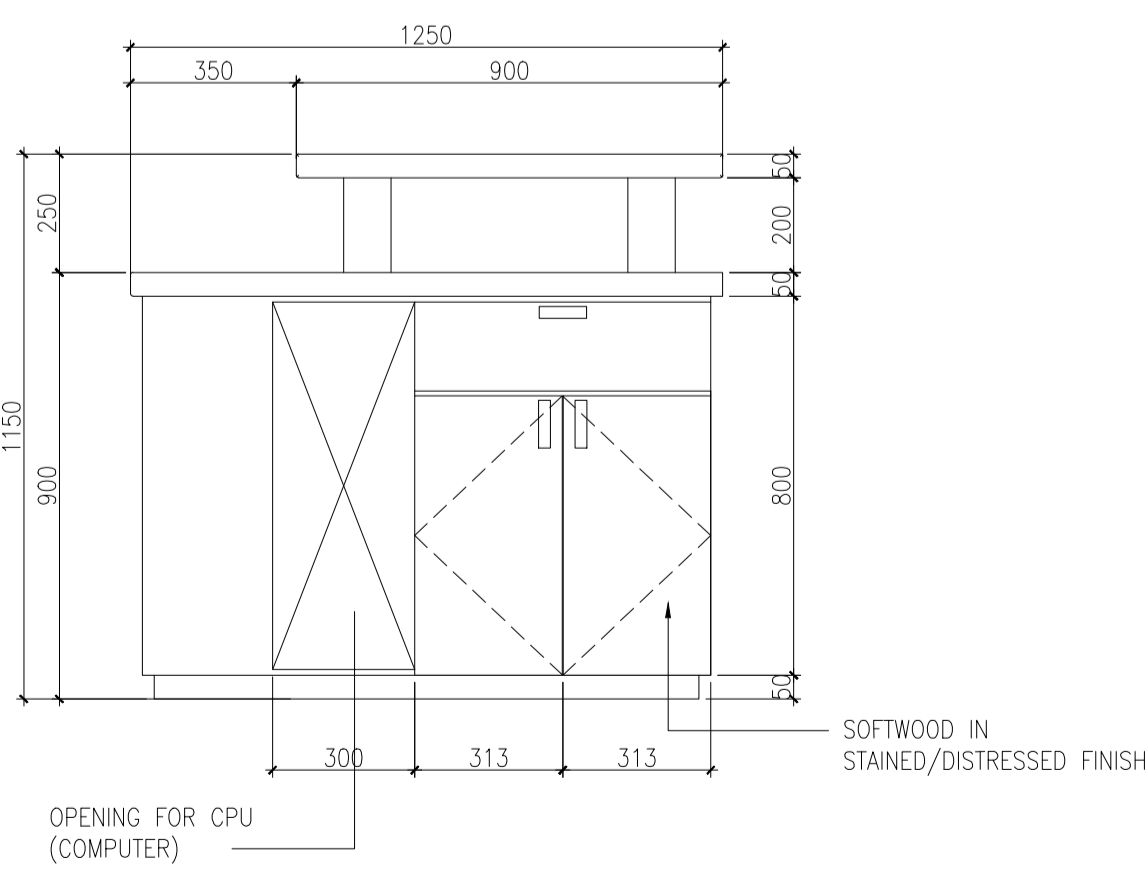
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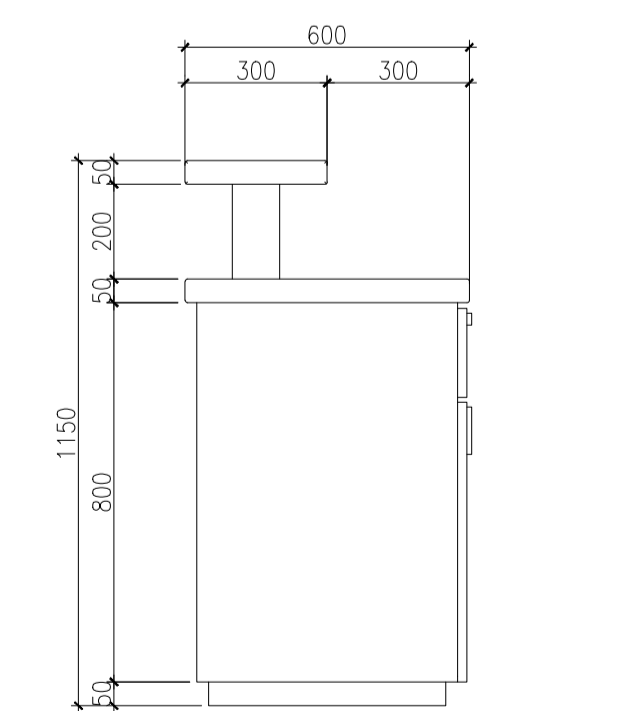
2 ISOMETRIC VIEW 03
SCALE 1:20M



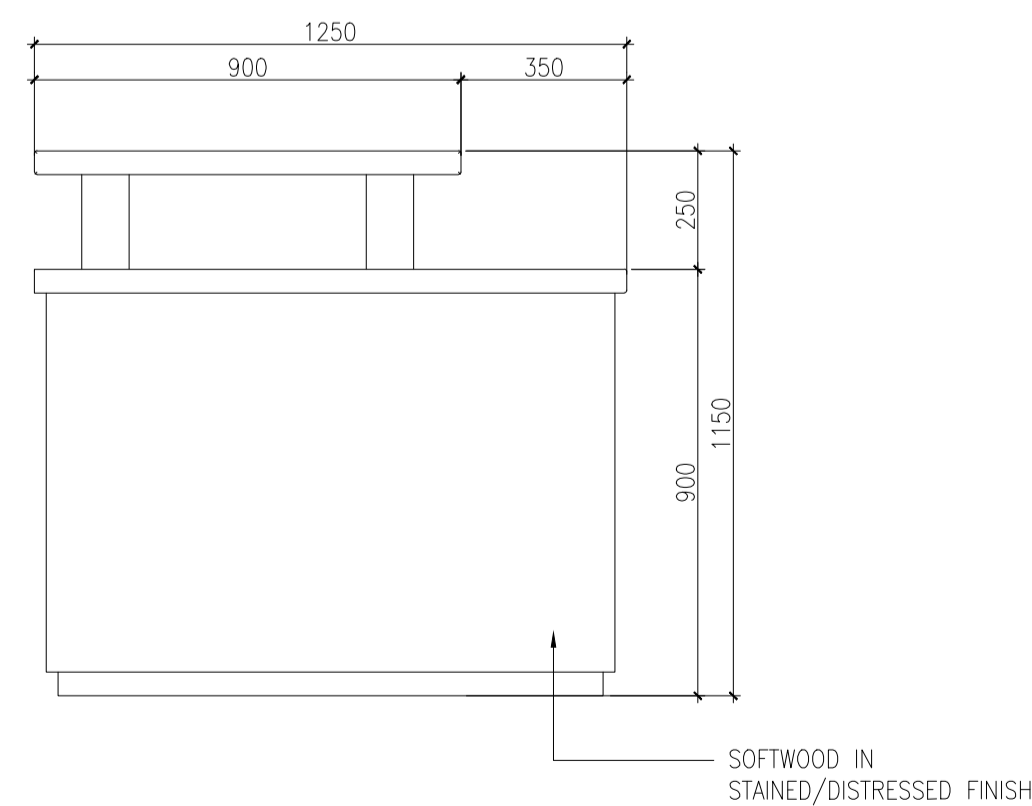
2 ISOMETRIC VIEW 04
SCALE 1:20M



3 REAR ELEVATION
SCALE 1:20M



3 SIDE ELEVATION
SCALE 1:20M



3 FRONT ELEVATION
SCALE 1:20M

SPECIAL PACKAGES

GOLD

A year contract for 26,000AED per month

SILVER

A six month contract for 28,000AED per month

YELLOW

A three month contract for 30,000AED a month

An aerial architectural rendering of a waterfront development. The scene features a marina with numerous white speedboats docked at a pier. In the background, there are modern, multi-story buildings with flat roofs and large windows. A prominent feature is a tall, yellow, waterfall-like structure. The area is landscaped with many palm trees and walkways. The overall atmosphere is bright and modern.

Vendors Experience

Vendor experience

WE HAVE LIMITED SPACE AVAILABLE FOR CREATIVE IDEAS. IF YOU WISH TO PARTICIPATE, YOU CAN SEND YOUR APPLICATION TO INFO@BEYOULDUBAI.COM OR +971 50 776 2712.

From the website, app and social media handles to the entire marketing coverage (press releases, social media posts, promotions, and interviews, etc.) BEYOUland will give your brand full exposure and establish event awareness regionally and internationally.

We wanted to make sure you would have an unforgettable experience from start to finish. That's why we have developed this vendor's pack that details out the vision and vibe of BEYOUland and contains all the information you may be interested in, to be a part of it.

We have tried our best of be as clear and concise as

possible to enhance your experience and help you focus on presenting your brand the best way you deem fit. We have tried our best of being as clear and concise as possible to enhance your experience and help you focus on presenting your brand the best way you deem fit.

We aim to create communities for all aspiring and established designers in the region that helps unify them and creates impact and discussion amongst visitors.

Our communications will begin with a series of innovative teasers, building up with digital outreach stretching across all platforms through posts, live updates and even event videos for the complete brand experience.

An aerial architectural rendering of a modern waterfront development. The scene features a marina with numerous white yachts docked at a pier. The waterfront is lined with modern, multi-story buildings, some with glass facades and others with more solid, geometric forms. Palm trees are planted in rows along the promenade and around the buildings. In the background, a city skyline is visible under a hazy sky. The overall atmosphere is one of a vibrant, contemporary urban waterfront.

Social media

Social media

THE BEYOU DIGITAL TEAM WILL GIVE YOU EXPOSURE AHEAD OF THE EVENT AND DURING THE EVENT. TAGGING @BEYOULANDUBAI ON FACEBOOK AND INSTAGRAM WHEN YOU PUBLISH YOUR POSTS WILL HELP THEM SPOT YOUR POSTS AND RE-SHARE THEM.

While we are heavily promoting the event through the [BEYOU Facebook](#) and [Instagram](#) page, we need your help to make the second season of BEYOUland as successful as the first!

If you are active on these two platforms, here's how we can collaborate:

Facebook

- Tag BEYOULANDUBAI in your posts
- Share some of our posts if you feel they're relevant to your brand
- Like the BEYOU page

Instagram

- Tag @BEYOULANDUBAI in your post and on your photos
- Use the following hashtags: #BEYOULAND, #BEYOULANDUBAI and #BEYOU
- Follow @BEYOU on Instagram
- Regram some of our posts if you feel they're relevant to your brand

Stand out from the rest

Be creative... think outside the box!

- Utilise your social media to communicate to all your followers AL SEEF location.
- Showcase your collection rail in your social media and tag @Beyoulandubai
- Ensure to hashtag and tag
- @Beyoulandubai so we can repost in our social media.
- Ensure to share your social media accounts with BEYOUland team so we can repost your content.
- Send us your logo and content so we can develop animated posts for your brand and collection promotions.
- We have an entertainment calendar and we are more than happy for vendors to own activities to showcase collections and products. Please book your space

in our schedule and we will promote and advertising your activity, competition or event. For fashion we suggest urban catwalks as well as social media competitions. Speak to our marketing team so we can give you some ideas for more exposure.

REMEMBER - We are a platform that will provide you with marketing support as well as promote your brand but your collaboration will be key to stand out your own brand values and positioning.

An aerial architectural rendering of a waterfront development. The scene features a marina with numerous white yachts docked at wooden piers. The waterfront is lined with modern, multi-story buildings, some with glass facades and others with more solid, geometric forms. Palm trees are planted in rows along the streets and waterfront. The sky is clear and blue. The overall atmosphere is one of a modern, vibrant urban waterfront.

BEYOU *land*

THANK YOU