

FORBIS CAMPAIGN

Positioning Abbas Sajwani

Treatment



CREATIVE TERRITORY

Overview

Shaping What's Next

ABBAS SAJWANI / AHS PROPERTIES

Quiet Power. Architectural Cinematic

SHAPING WHAT'S NEXT

Strategic Meaning: The Anticipatory Builder.

- Frames Abbas Sajwani as a builder who moves before momentum is obvious.
- Portrays instinct, discipline, and conviction shaping market direction.
- Not a futuristic claim, but a pattern visible in his work.



CREATIVE TREATMENT: OVERVIEW & NARRATIVE



NOT LOUD.
NOT THEATRICAL.

QUIETLY POWERFUL.
GLOBALLY POLISHED.

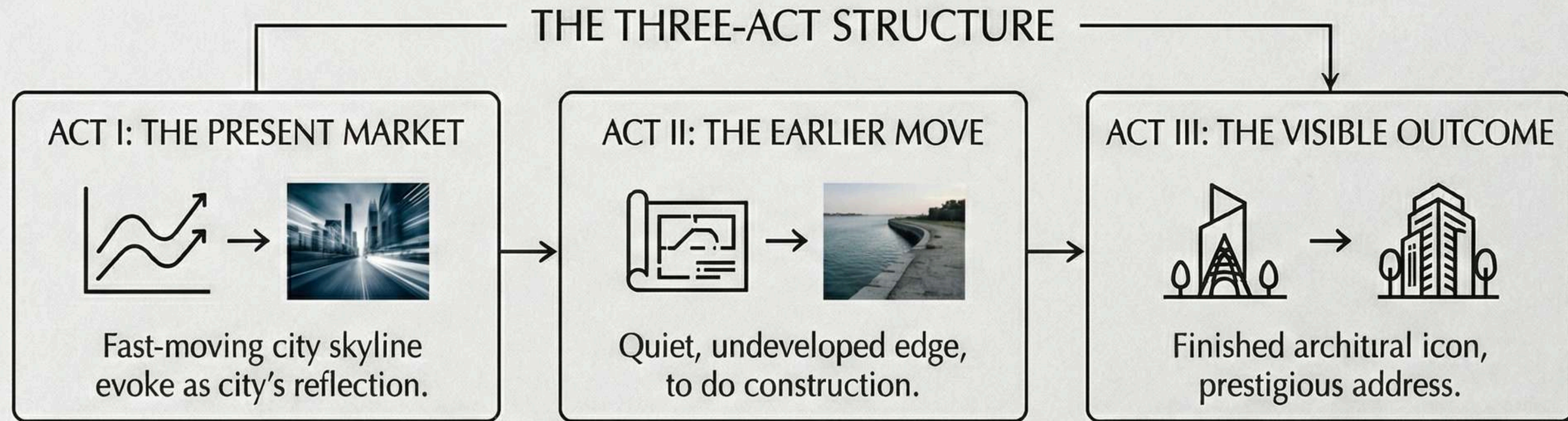
→ EARLY INFLUENCE OVER FUTURE VALUE: ←

The territory shows Abbas as an anticipatory builder, defining places before they become desirable icons.



NARRATIVE ANGLE & STORYLINE

Early Influence Over Future Value.



Most real estate follows demand.
City-makers move before it.



VISUAL TONE & AESTHETICS

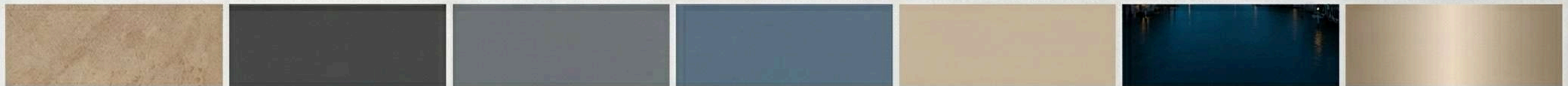
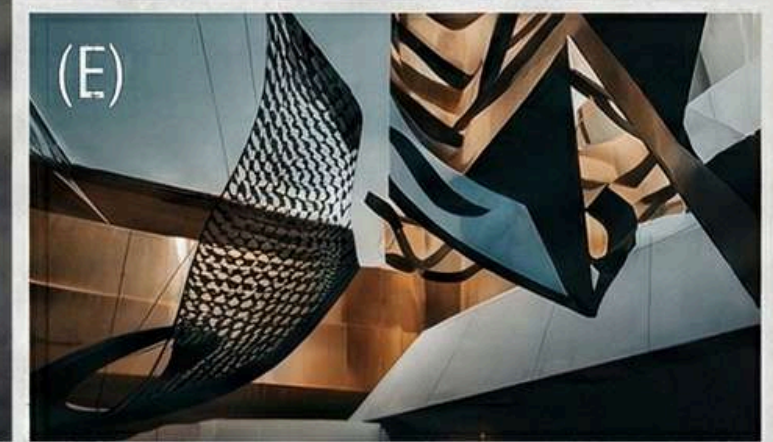
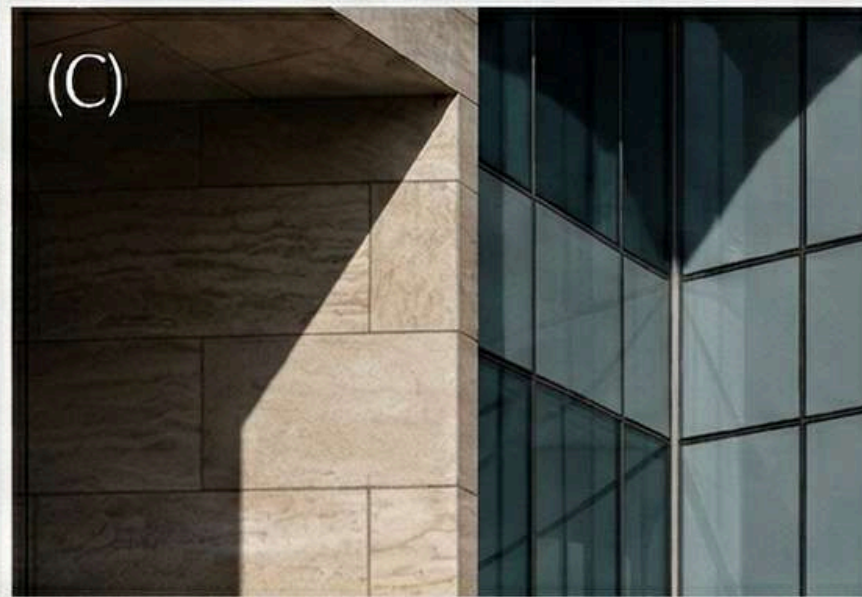
The “How” of the Territory.

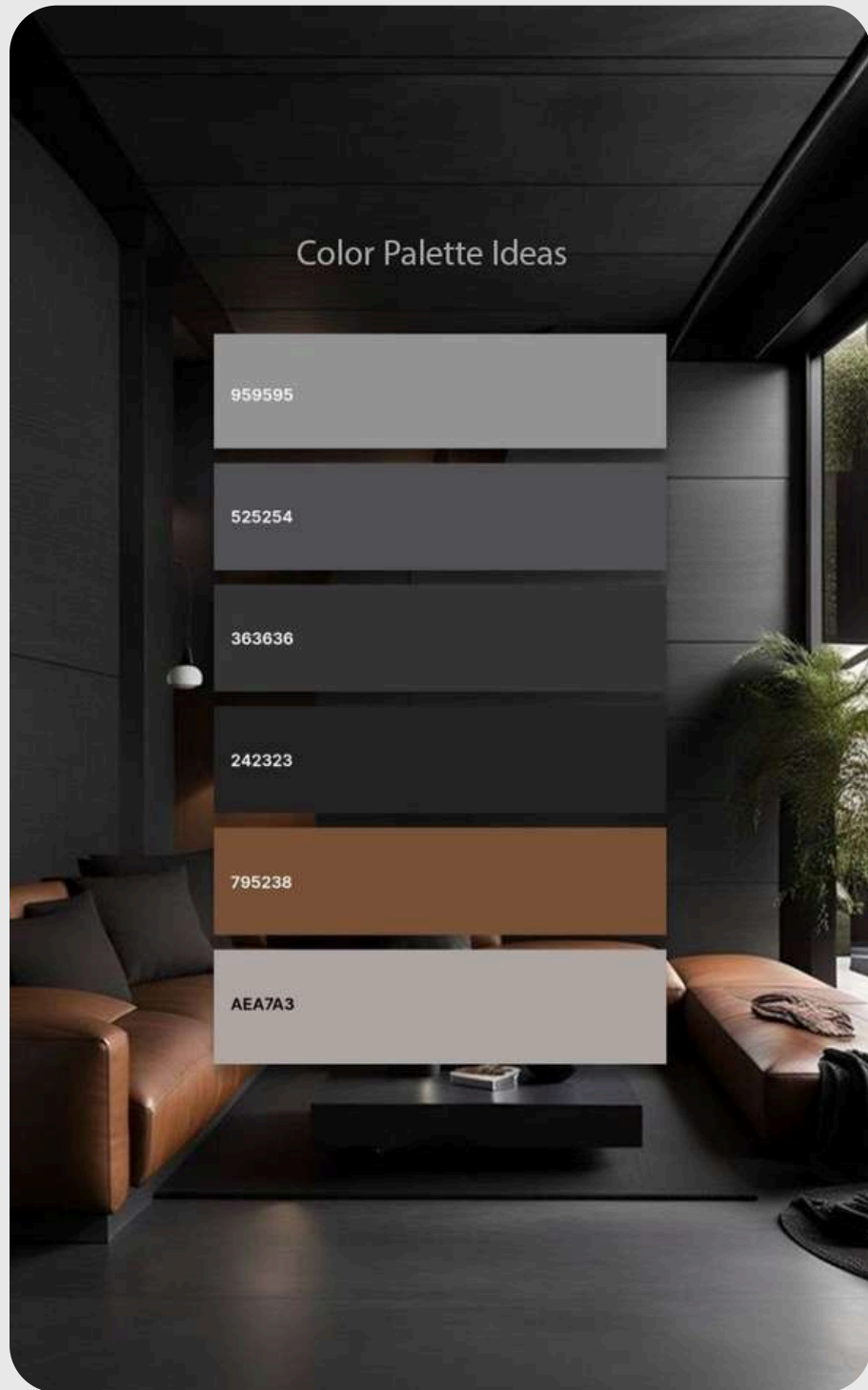


QUIETLY POWERFUL
CULTURALLY ROOTED
GLOBALLY POLISHED
ARCHITECTURALLY CINEMATIC



MOOD BOARD: BEFORE IT BECAME OBVIOUS





HERO CHARACTER: ABBAS SAJWANI



- Composed, not performative.
- Observational stillness, not distant.
- Modern Emirati, globally fluent.
- Authoritative through presence.



SUPPORTING CHARACTERS: THE ECOSYSTEM



- 1. Design and strategy minds (Understated exchange).
- 2. New-generation professionals (Sophisticated, culturally grounded).
- 3. Investor intelligence cues (Quiet, high-level discussion, models, site perspectives).



STYLISTIC DNA: EDITORIAL & STYLING



- MODERN EMIRATI TAILORING (NOT TRADITIONAL OR OSTEILATO)
- RESTRAINED REGIONAL CUES (MATERIALS, TONES)
- OBSERVATIONAL STILLNESS (NOT PERFORMATIVE POSES)
- ARCHITECTURAL DEPTH & escala (NOT CLUTTERED SETS)

STYLING REFERENCES: MONOCLE, AD,
ZIGA MIHELIC-INSPIRED PORTRAITURE



CINEMATIC & PHOTO DIRECTION



PHOTOGRAPHY TREATMENT

- Clean editorial composition.
- Architecture integrated as narrative.
- Negative space for headlines.
- Natural but elevated lighting.

VIDEO TREATMENT

- Slow, intentional camera movement.
- The skyline revealed in layers.
- Water and reflection motifs.
- Textured cutaways to materials.
- Subtle soundscape: wind, city hum.



EXECUTION: PHOTOGRAPHY & FILM COMPOSITION



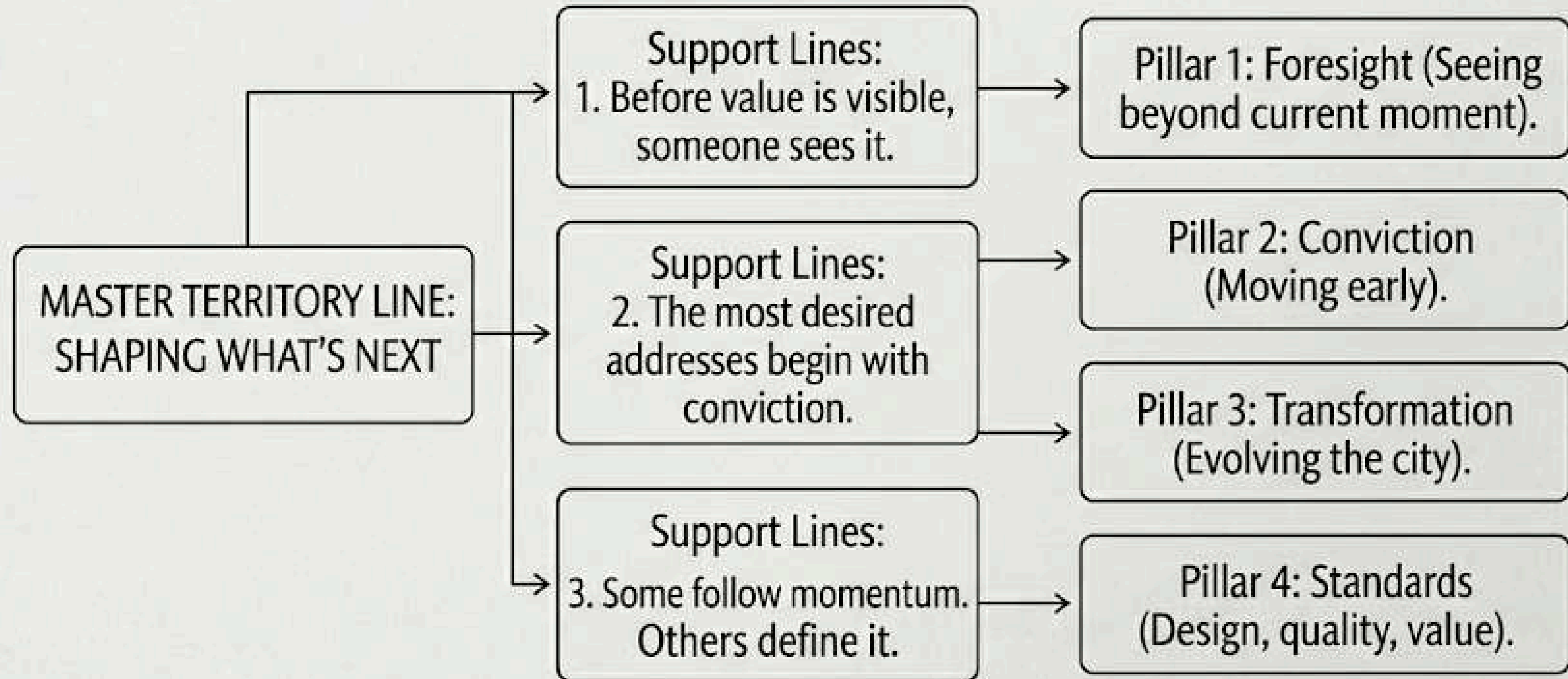
PHOTOGRAPHY TREATMENT

Clean editorial composition.
Architecture integrated as narrative.
Negative space for headlines.
Natural but elevated lighting.

FILM COMPOSITION & MOVEMENT

Controlled slow cinema movement.
Architecture-led framing (depth, SCALE).
Compressed-lens skyline shots.
Textured cutaways (materials, outlines, rhythm).

MODULAR MESSAGING SYSTEM: SHAPING WHAT'S NEXT



STRATEGIC FIT: WHY THIS WORKS

Speaks the language that serious capital respects.
The spectacle alone does not impress UHNWIs,
family offices, CIOs, and institutional investors.

- They are drawn to judgment, timing, standards, and discipline.
- They seek long-term thinking and influence on future value.
- This territory codes Abbas Sajwani around those signals.



CREATIVE TERRITORY

Overview

Legacy in Motion

ABBAS SAJWANI / AHS PROPERTIES

Architectural Gravitas. Permanence in Motion.

LEGACY IN MOTION: CREATIVE TERRITORY STRATEGY



Positions Abbas Sajwani as a long-term architect of Dubai's urban identity, creating landmarks for meaning over decades.



THE BIG CREATIVE IDEA: LEGACY IN MOTION



Cities are living entities shaped over decades by visionaries who build beyond the present. Abbas is helping shape its generational identity.



ANGLE TACKLED: GENERATIONAL CITY-BUILDING



REBRANDS FROM
LUXURY DEVELOPER TO
LONG-HORIZON CITY BUILDER.

FOCUS: CONTRIBUTING
TO FUTURE RELEVANCE
& PRESTIGE.

THE ANGLE: LASTING
IMPRINT (NOT
PERSONAL WEALTH).

Cities are shaped by generations of builders who think beyond the present and contribute to something larger. Abbas builds landmarks designed for meaning over decades, not market relevance today. Each project becomes part of the city's identity.



ANGLE TACKLED: GENERATIONAL CITY-BUILDING

STORYLINE: MASTER STORYLINE

Cities don't stand still.

They are shaped by those who see ahead.

Dubai was built on belief,
from desert to global icon.

Today, that story continues.

Through AHS Properties, Abbas Sajwani builds with longevity, not momentum.

Each project contributes to what the city becomes next.

Because real development isn't measured by what rises today,
but by what endures.

Legacy isn't declared.

It is built.

Cities are shaped by generations of builders who think beyond the present and contribute to something larger. Abbas builds landmarks designed for meaning over decades, not market relevance today. Each project becomes part of the city's identity.



CREATIVE TREATMENT- THE HOW

CREATIVE TREATMENT- THE HOW: A DEFINED EXECUTION

This is the most important part.

NOT FLASHY.

NOT OVER-SENTIMENTAL.

NOT HERITAGE IN A NOSTALGIC SENSE.

INSTEAD, IT SHOULD FEEL:

Architectural

Cinematic

Restrained

Elevated

Globally Polished

Emotionally Resonant Without Becoming Soft

THE VISUAL AND NARRATIVE WORLD

Should suggest that Abbas is not simply creating developments. He is part of a longer motion, one that connects vision, city, and legacy.

THE TREATMENT SHOULD EXPRESS:

Movement Through Time

Cities as Evolving Identity

Architecture as a Cultural Imprint

Abbas as Calm, Deliberate, Future-Minded Leadership

Modern Emirati Confidence, Not Overt Symbolism

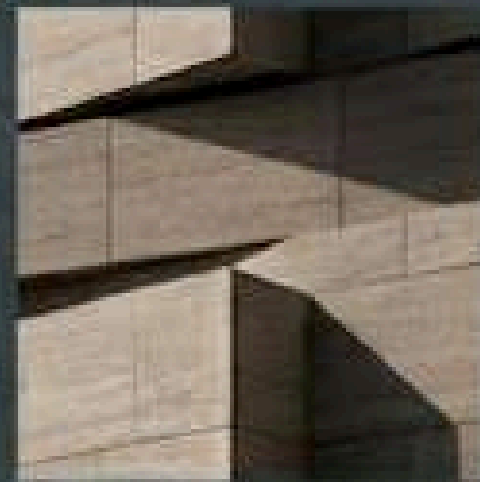
Cities are shaped by generations of builders who think beyond the present and contribute to something larger. Abbas builds landmarks designed for meaning over decades, not market relevance today. Each project becomes part of the city's identity.



VISUAL MOOD BOARD: THE CITY THAT REMEMBERS



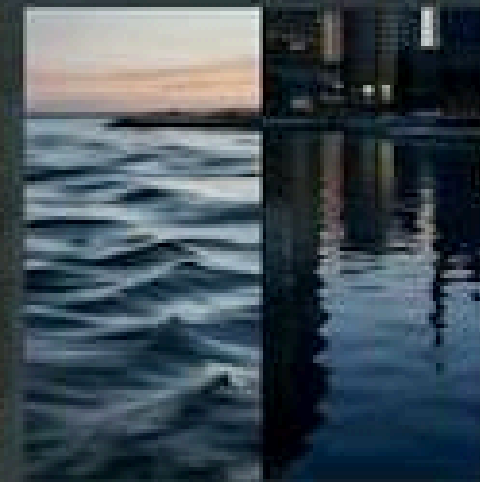
(A) skyline layered urban density through dawn haze



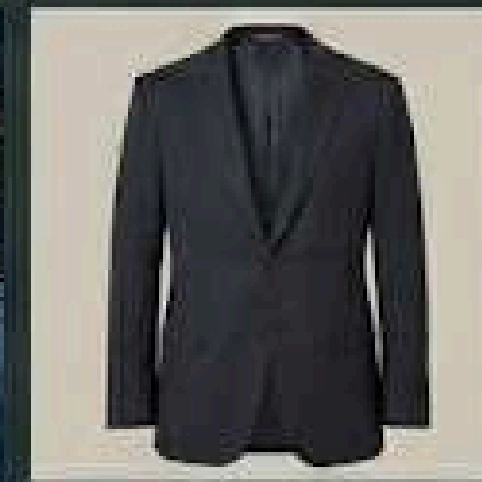
(B) architecture close detail of shadow lines



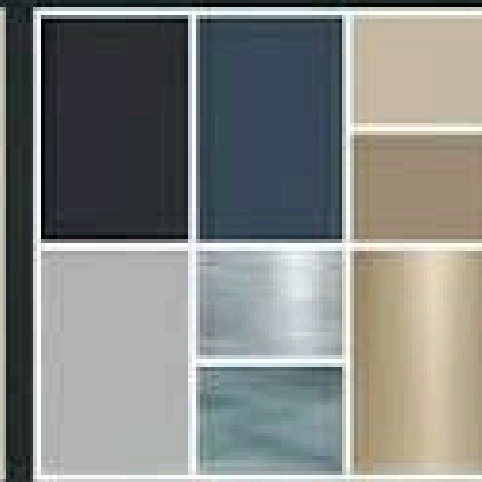
(C) Abbas walking through a strong spatial corridor.



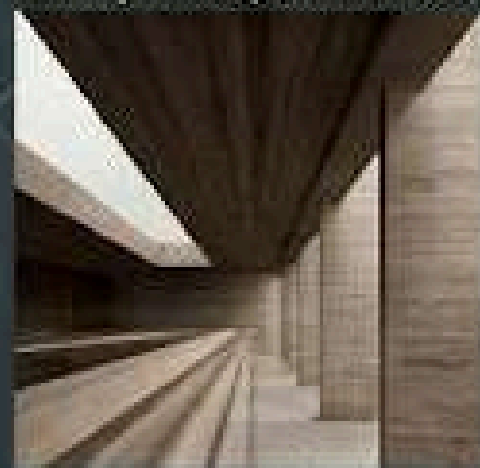
(D) time and transition



(E) subtle Emirati modernity through refined tailored



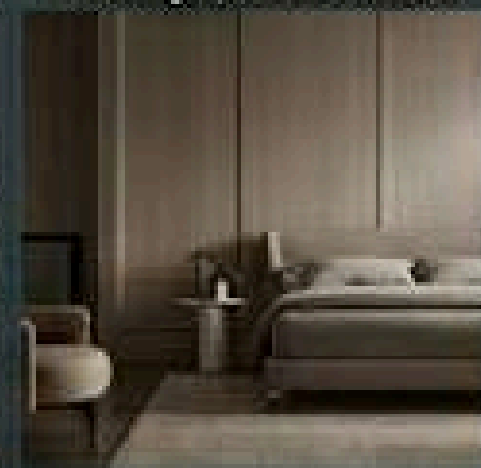
(F) Full i color palette.



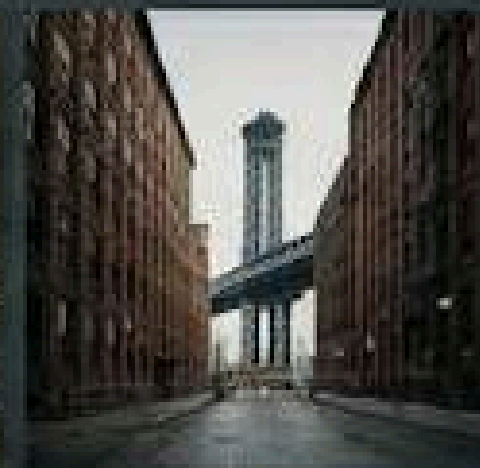
1. Architectural Editorial



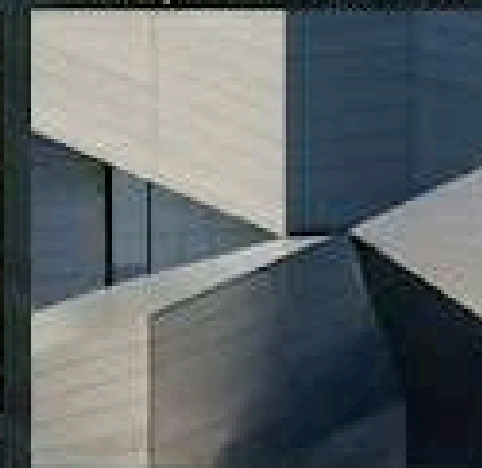
2. Modern Cultural Sophistication



3. Restrained Cinematic Luxury



4. Urban Permanence



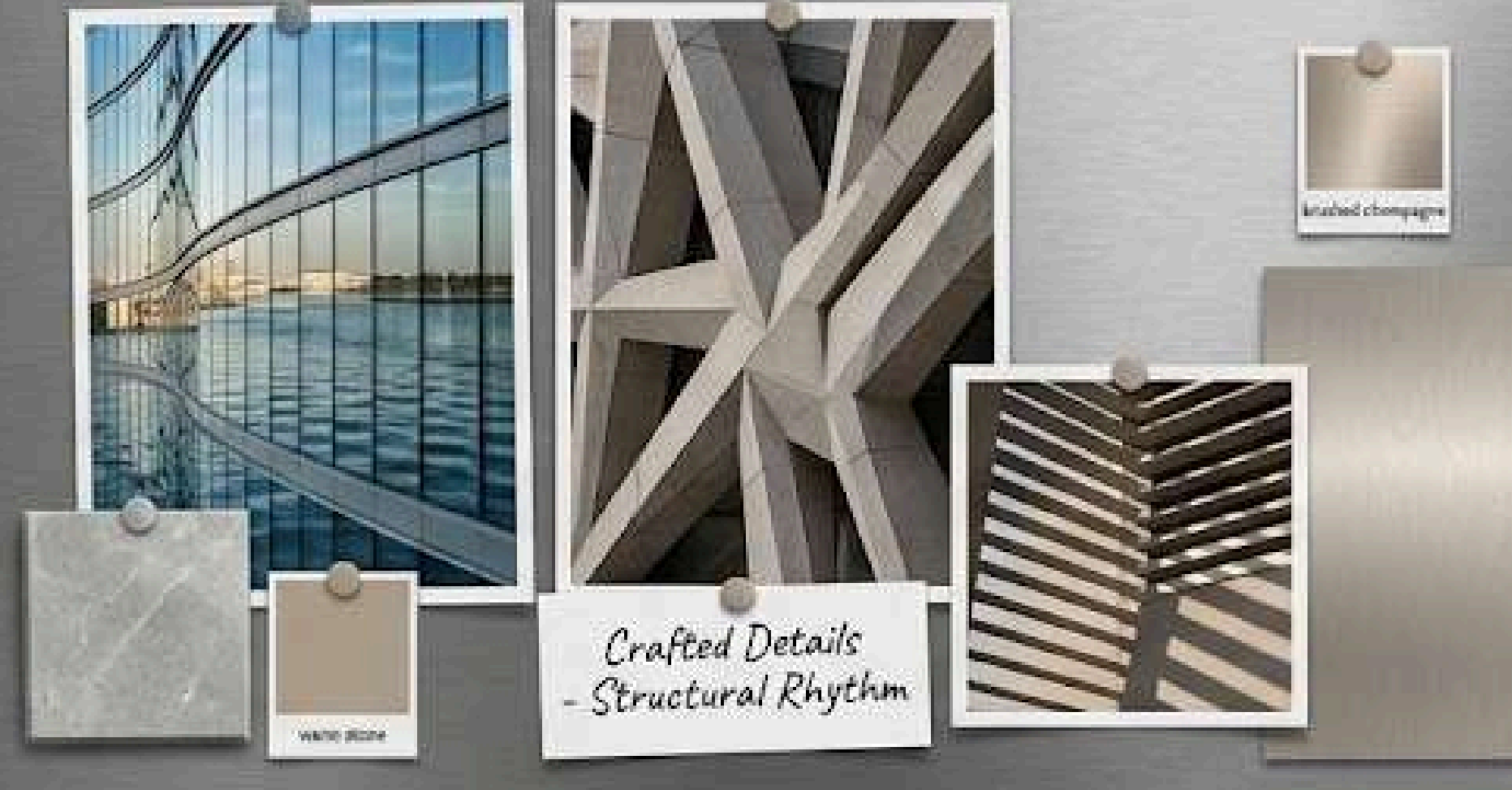
5. Time & Transition (Reflections)



6. Cinematic Architectural Framing

Cities are shaped by generations of builders who think beyond the present and contribute to something larger. Abbas builds landmarks designed for meaning over decades, not market relevance today. Each project becomes part of the city's identity.





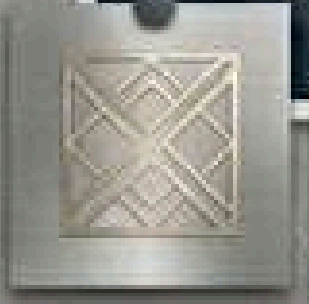
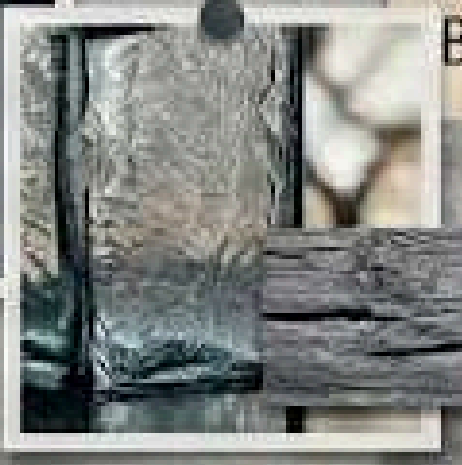


*Coastal Resilience
- Adapting the Urban Waterfront*

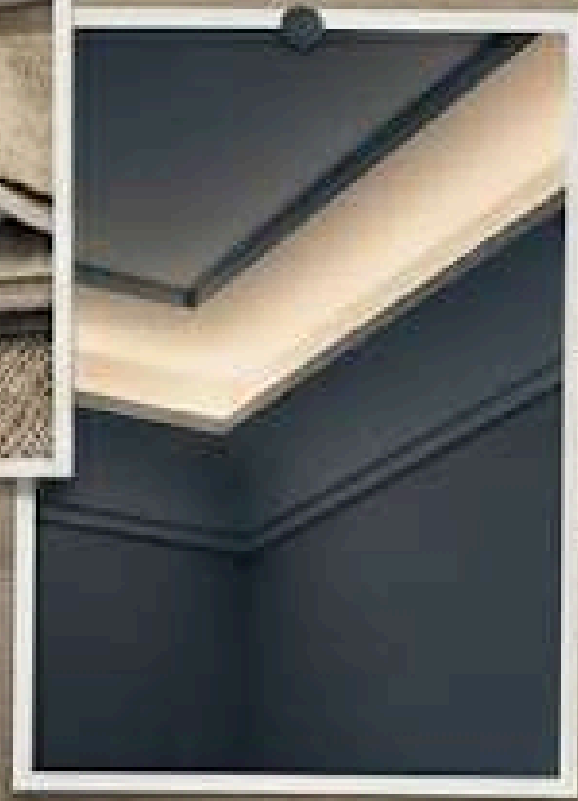
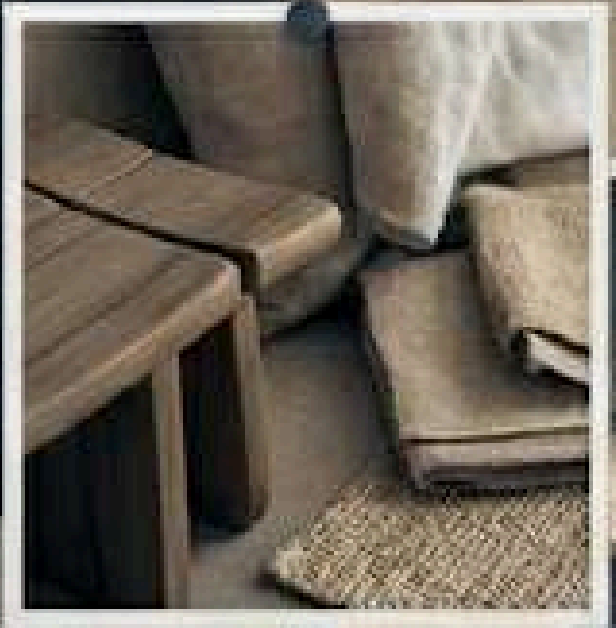
*Sustainable Futures
- Resilient Systems*

Deep Slate Blue

desert clay



*Handcrafted Detail
- Material Memory*

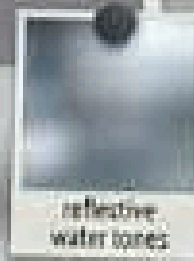


*Intuitive Space
- midnight graphite warm stone*

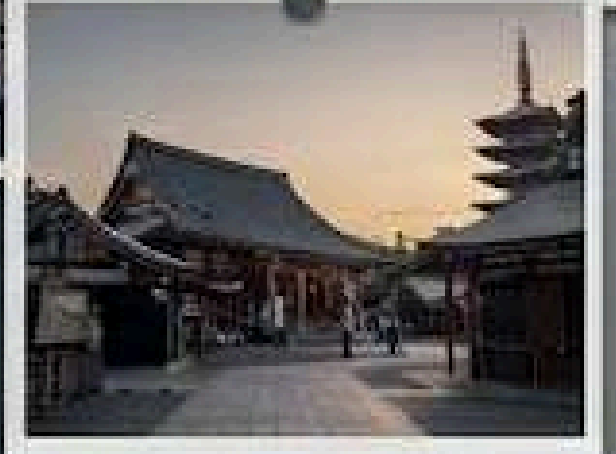
*Human Connection
- warm stone*



MODERN
HERITAGE



*Time and Tradition
- Adapting the Past*



OUR FUTURE
REMEMBERS

tone and mood: built for tomorrow

tone

Intelligent
Measured
Composed
Assured
Thoughtful
Quietly Powerful
Globally Editorial

The writing should never sound like hype.
It should sound like clarity.
It should feel as though the brand has nothing
to prove, because the work speaks for itself.

mood

Dawn over a city still becoming
Quiet ambition
Permanence in motion
Thoughtful command
Emotional restraint with depth
Architectural gravitas

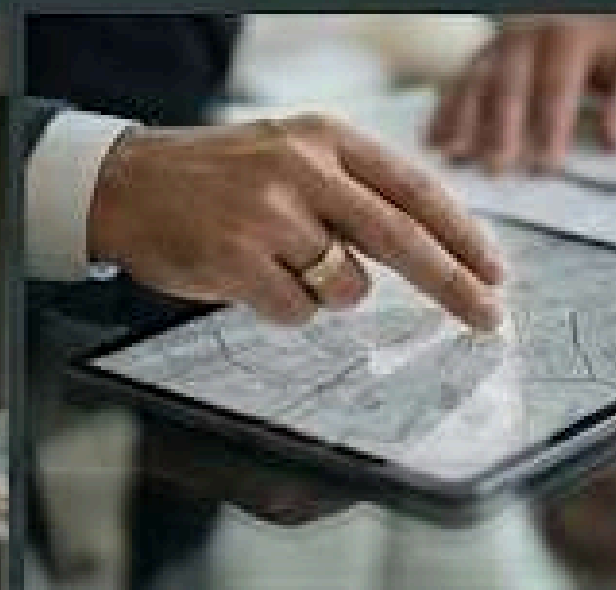
The emotional cue is:
"Built for tomorrow, seen through today."
That is the mood.



CHARACTERS & CASTING: DEFINING AUTHORITY



HERO CHARACTER: Abbas Sajwani
(Calm, Deliberate, Observant, Globally Fluent,
Fluent, Quietly Authoritative).
authority from presence, not performative.



SUPPORTING: Polished
polished granite and steel
curved column (warm stone,
artful, collectors-craftsmanship).
metallic precision and
structural rhythm.



RESIDENTS / CITY PARTICIPANTS
(Cultured, Global, Established, Purposeful.
Not generic lifestyle
models). Part of the ongoing story.



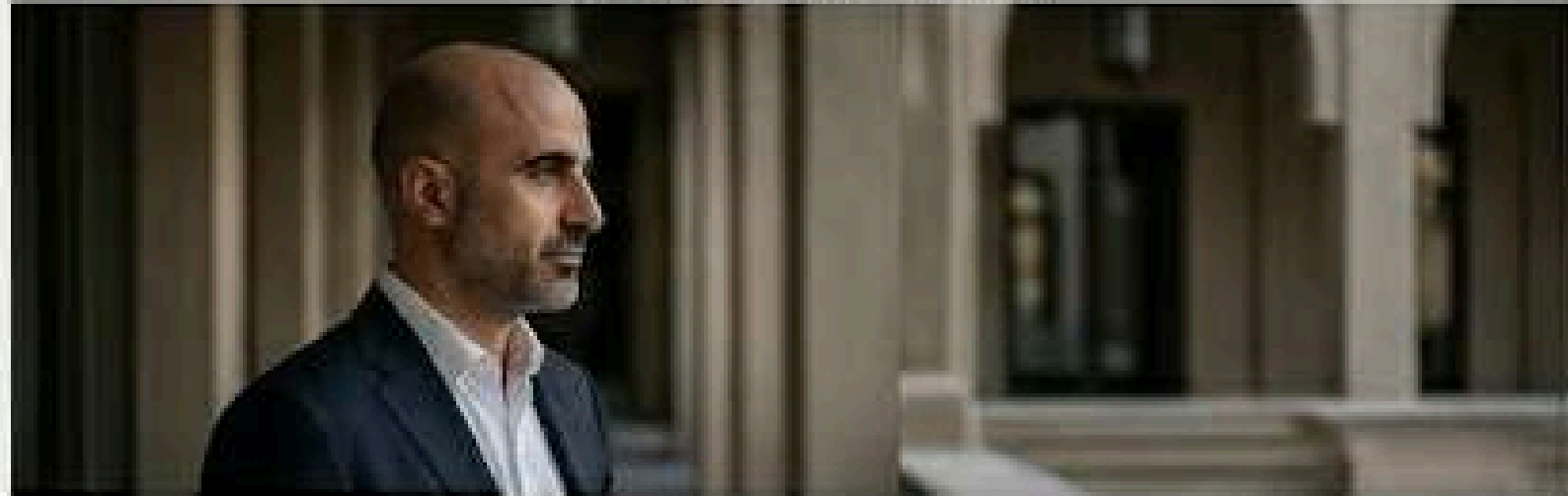
Abbas within architectural space
Abbas is never photographed as a celebrity.
He is framed as part of the architecture's world.

- walking through a strong spatial corridor
- standing in stillness against clean lines
- overlooking a site or skyline
- framed through windows, reflections, structural elements
- close-up details of gesture, posture, thoughtfulness



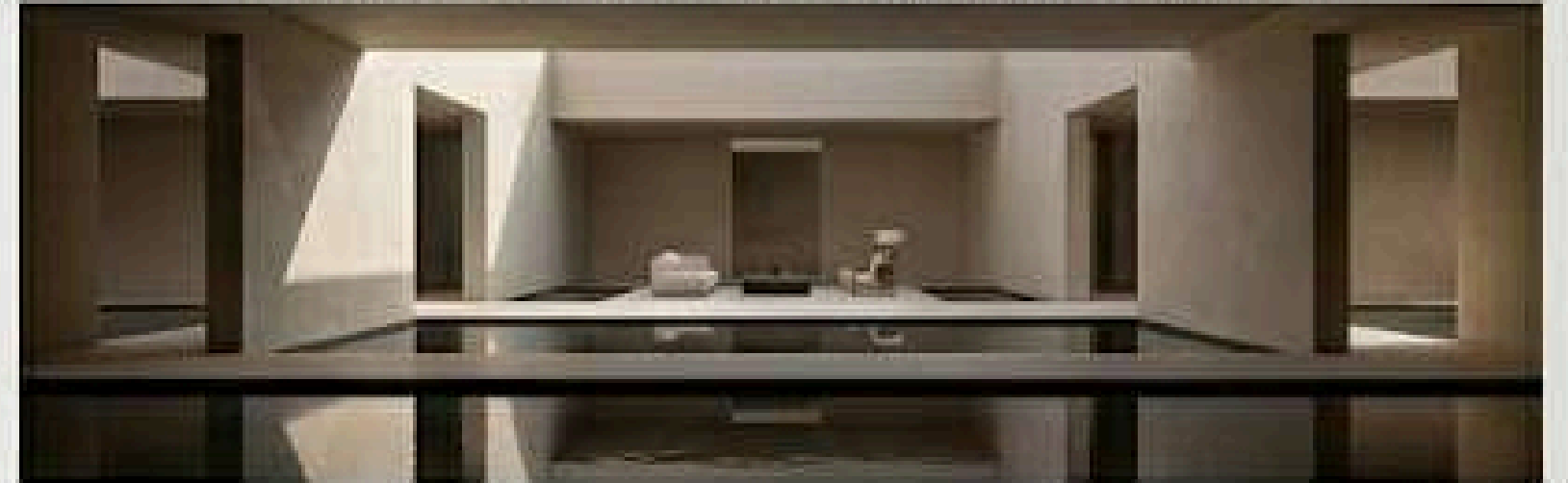
STYLISTIC DNA: EDITORIAL REFERENCES

FORBES (Authority)



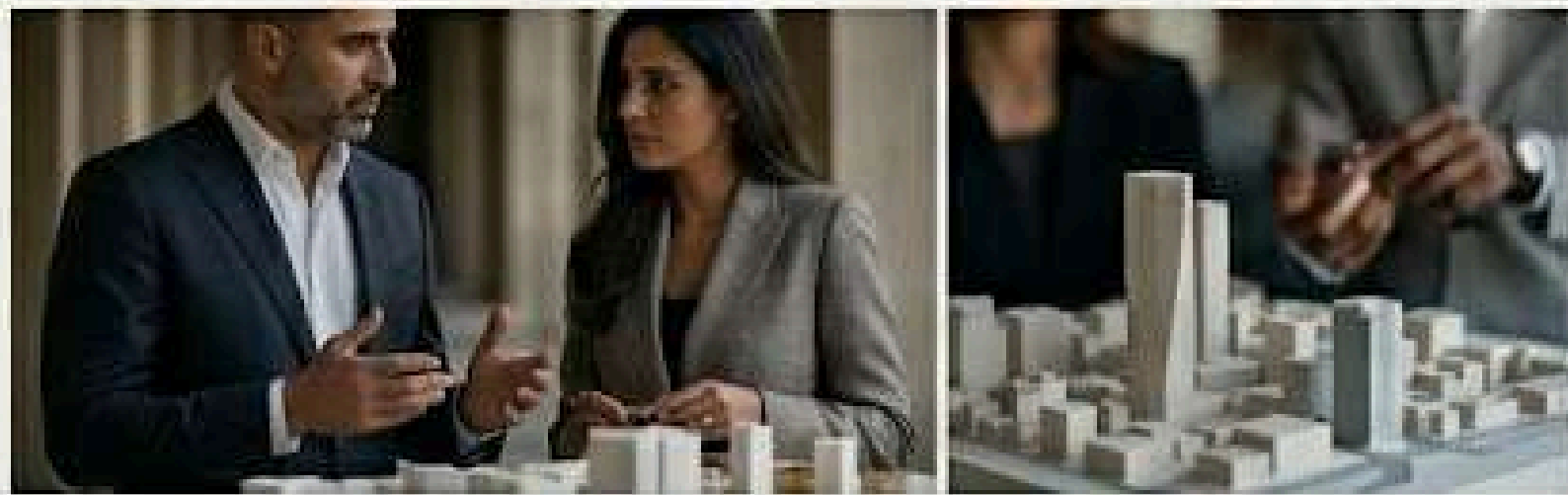
Authoritative modern Emirati leader in intent.

ARCHITECTURAL DIGEST (Spatial Elegance)



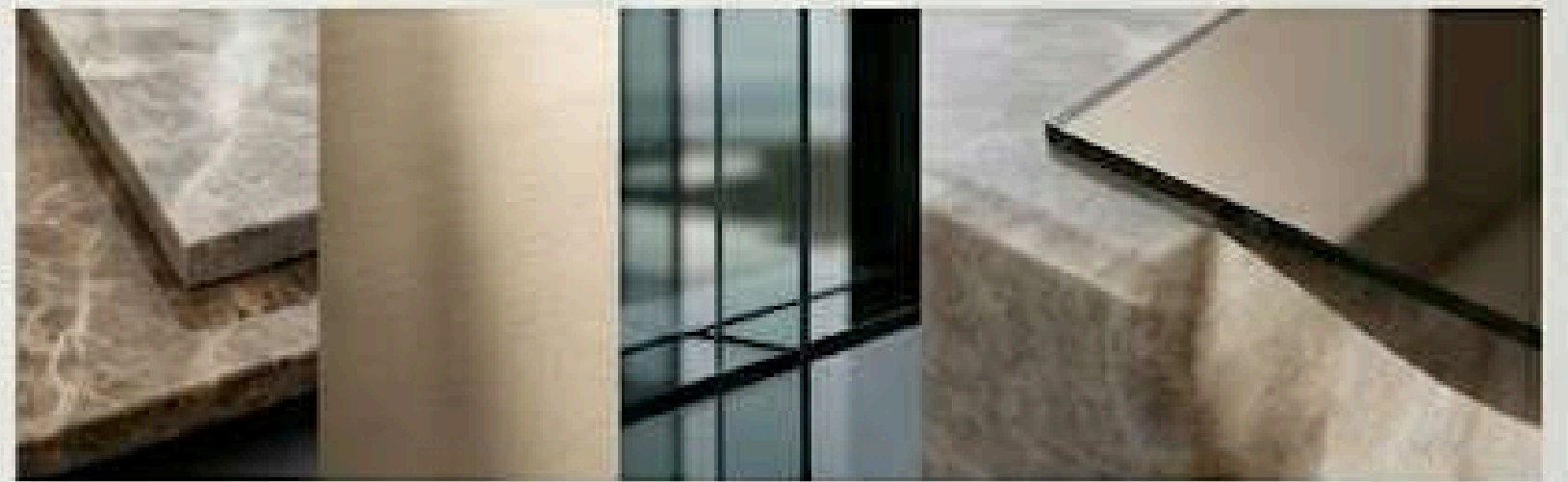
Spatial elegance & reflection textures's lighting.

MONOCLE (Cultural Intelligence)



Sopfistidalized pair, discussing s a scale urban model.

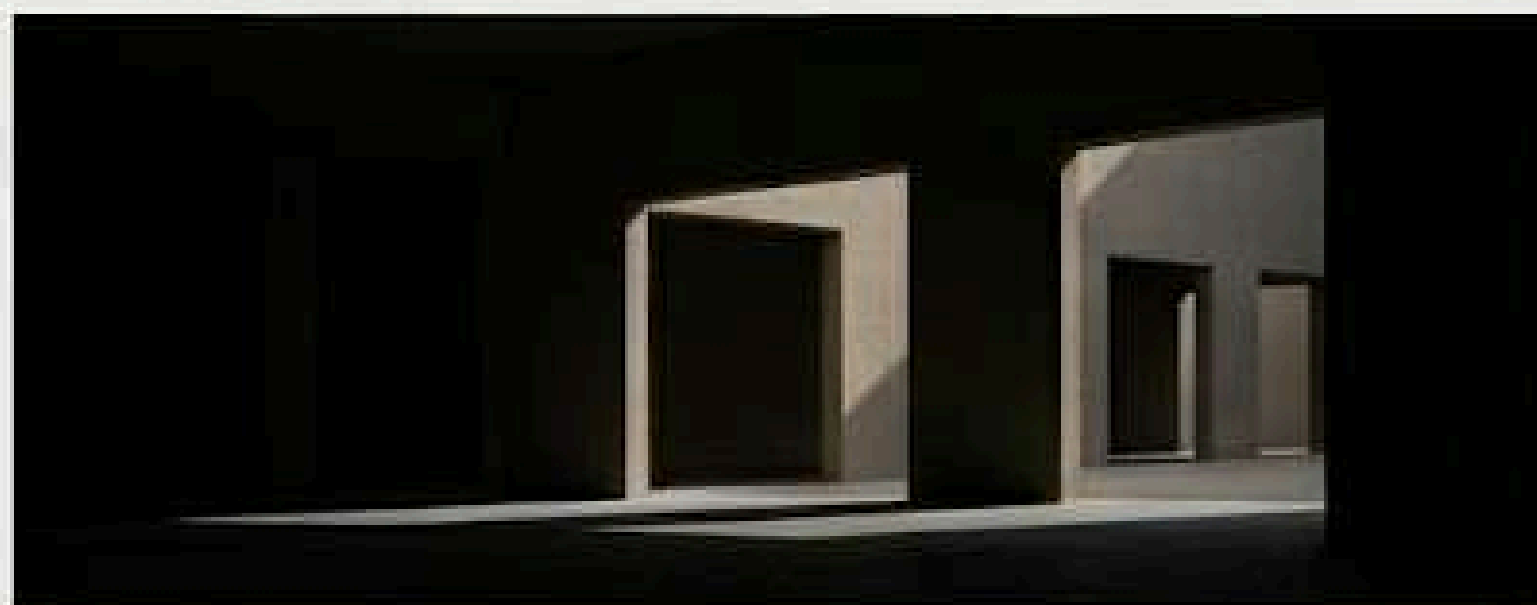
FT HOW TO SPEND IT (Premium Polish)



Curated textures, champagner, and reflection on glass.



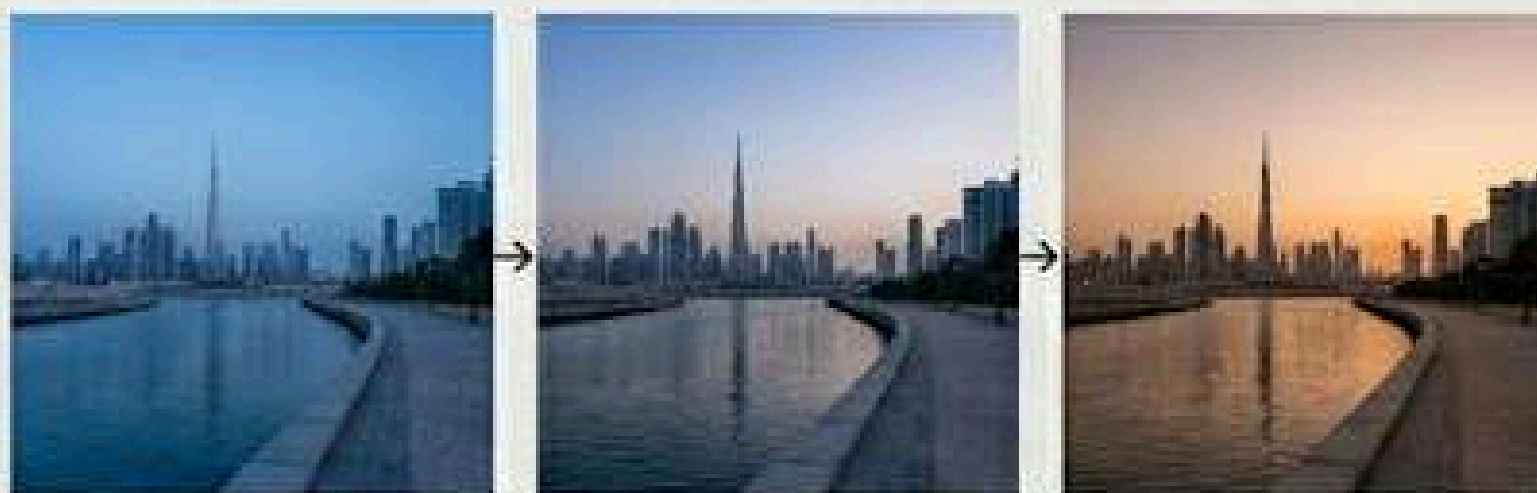
STYLISTIC DNA: CINEMATIC REFERENCES



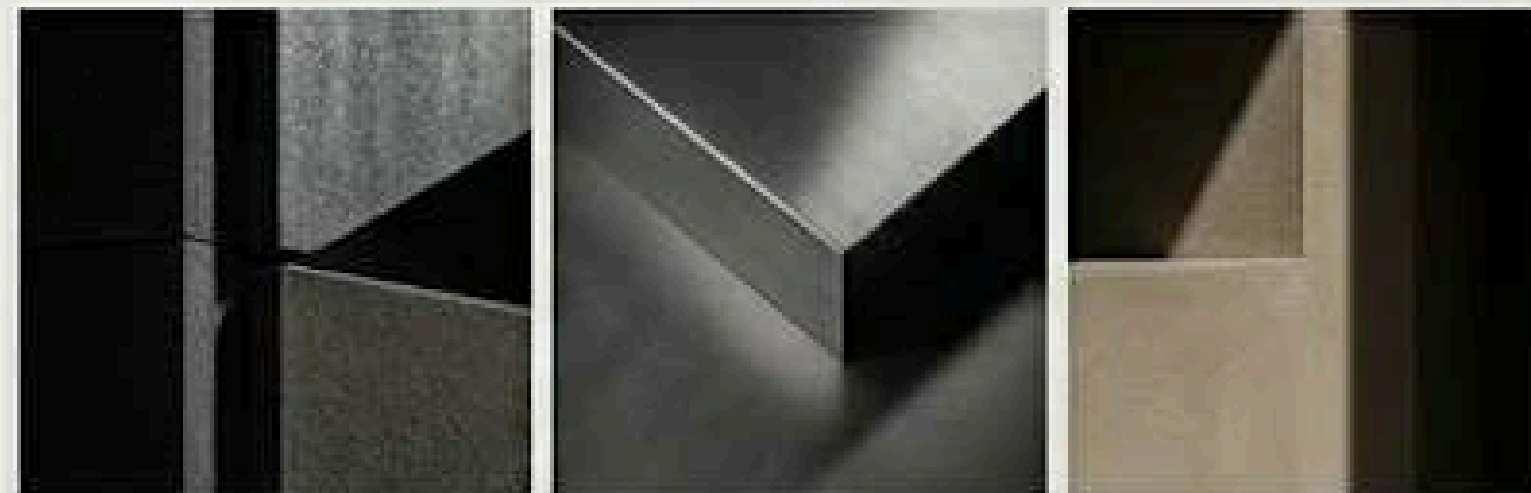
SLOW ARCHITECTURAL CINEMA
(Atmosphere Over Spectacle)



HIGH-END URBAN PORTRAIT FILMS
(Minimal Gesture, Emotional Precision)



TIME-LED CITY STORYTELLING
(Dawn to Dusk transitions)

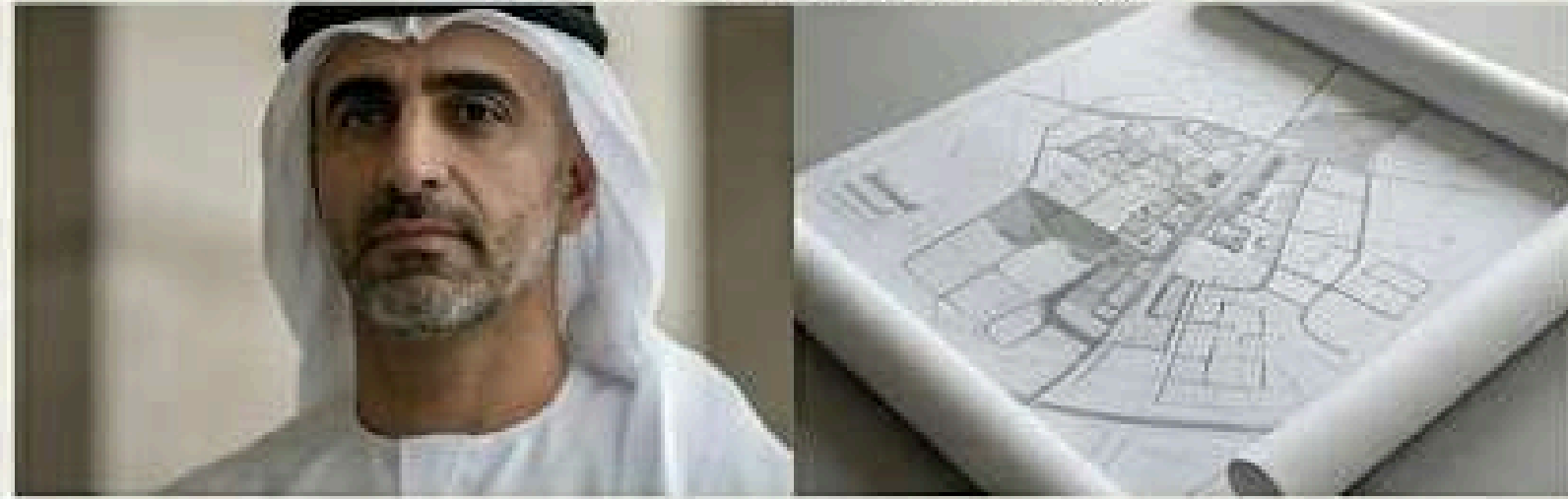


SILENCE USED AS POWER



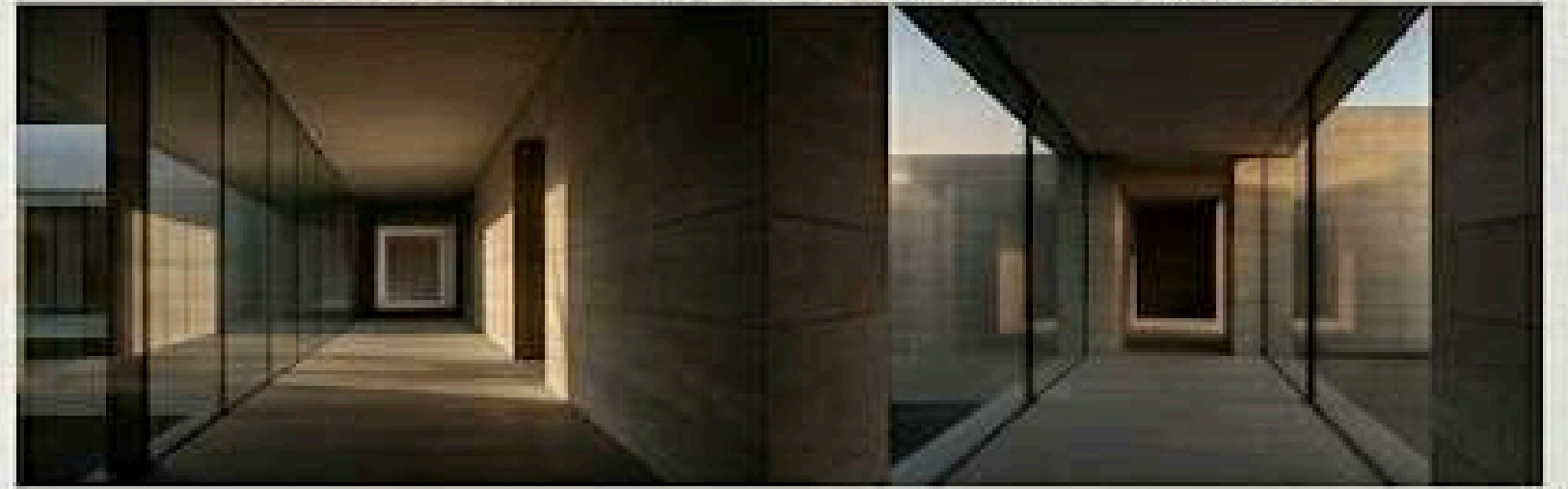
PHOTOGRAPHY REFERENCES: THE EDITORIAL BLUEPRINT

FORBES STYLE (Authority)



Unposed modern Emirati 's in modern tailoring.

ARCHITECTURAL DIGEST (Spatial Elegance)



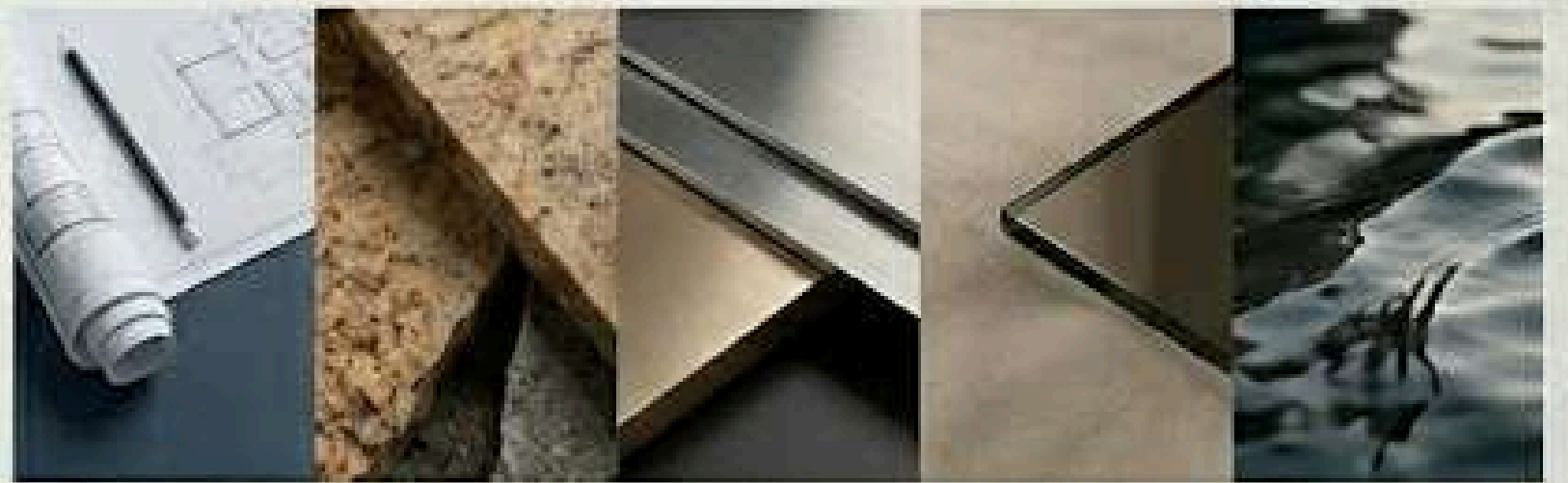
'Artfully curated spatial row, thoughtful command.

MONOCLE STYLE (Cultural Intelligence)



Sopfistisdialized pair, unposed discussion.a: 'living still'.

KINFOLK (Thoughtful Stillness & Materiality)

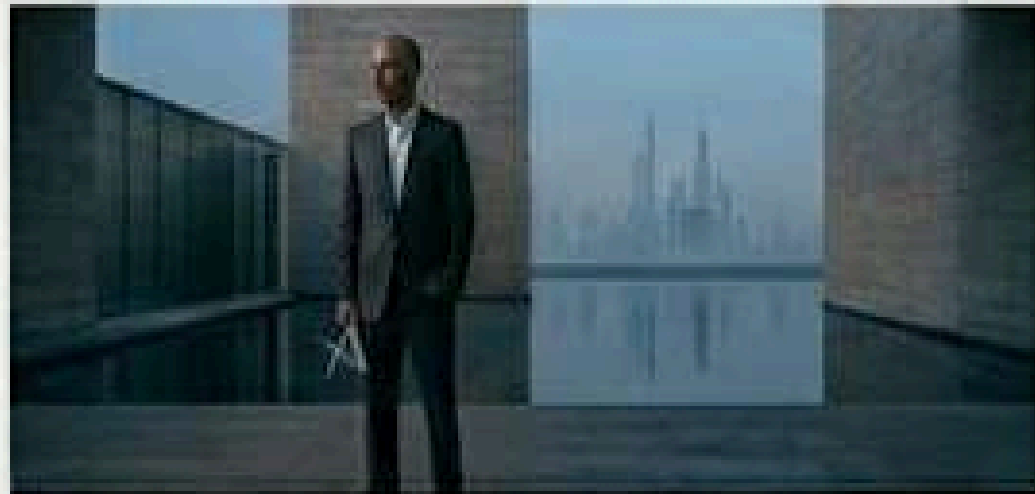


Curated textures: graphite, steel, muted sand, reflective water.



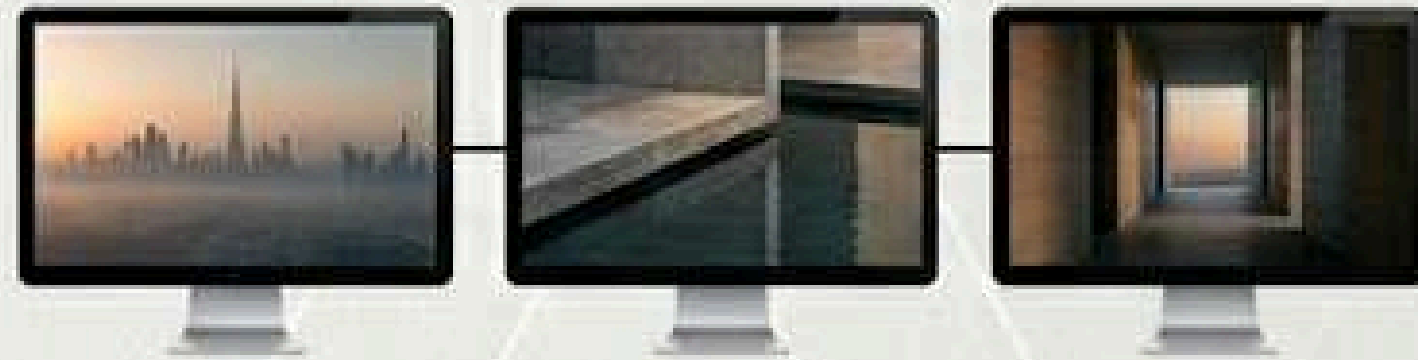
VISUAL EXECUTION PRINCIPLES

PHOTOGRAPHY



- Strong use of line, reflection, and depth
- Wide environmental portraits
- Medium close-up portraits with restrained expression
- Architecture treated as narrative, not backdrop
- Natural light elevated by precision styling

VIDEO



- Deliberate pacing
- No aggressive transitions
- Slow skyline reveals
- Details of material and structure
- Movement through corridors, thresholds, light shifts
- Subtle soundscape, minimal score

GRAPHICS

elegant editorial
typography

Serif + modern sans pairing
+ investment essay

- Elegant editorial typography
- Serif + modern sans pairing
- Restrained use of lines and framing
- Minimal overlays
- Titles that feel like magazine covers or investment essays

Cities are shaped by generations of builders who think beyond the present and contribute to something larger. Abbas builds landmarks designed for meaning over decades, not market relevance today. Each project becomes part of the city's identity.

Photography References

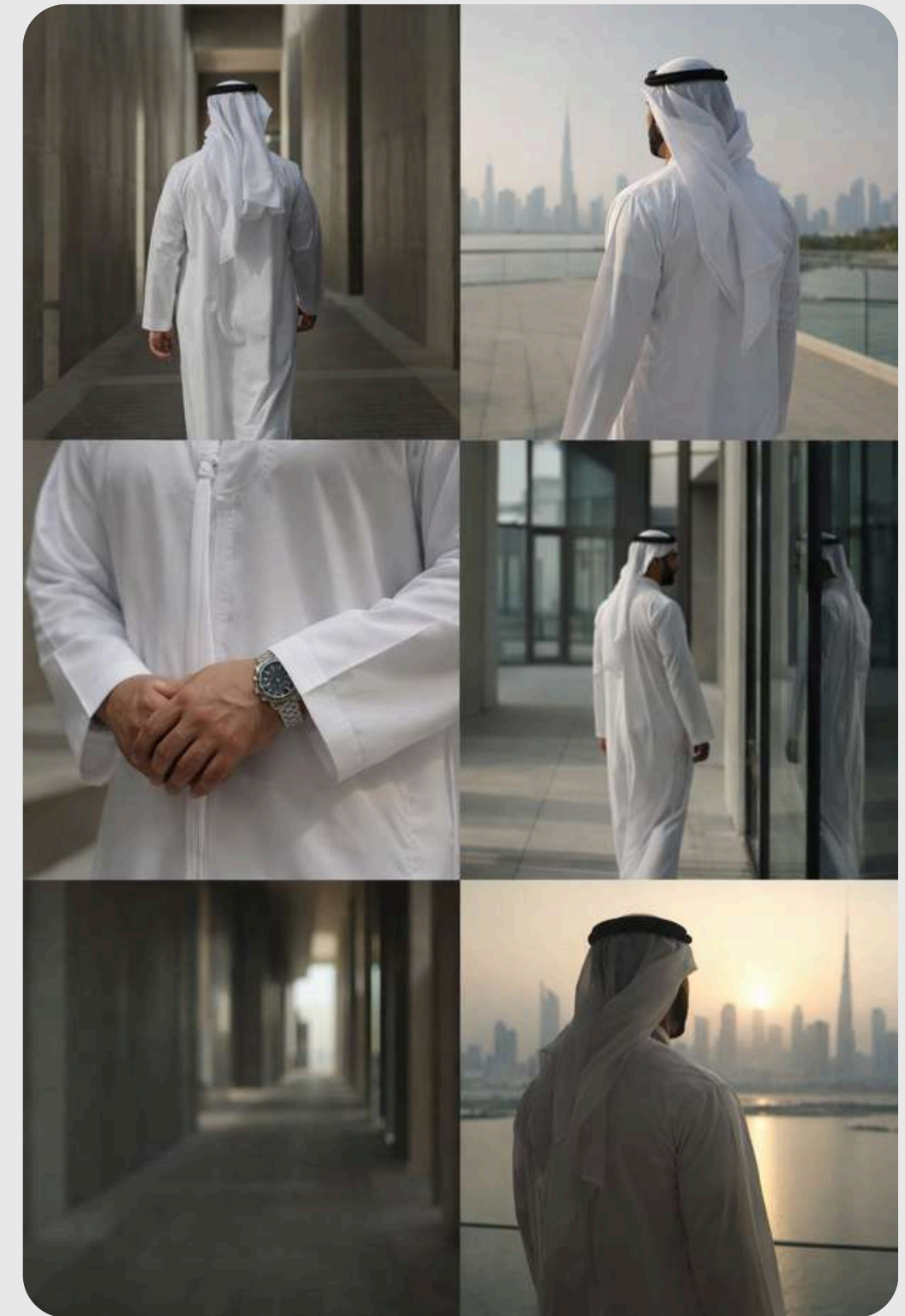
The photography should combine:

- Editorial portraiture
- Architectural framing
- Negative space
- Thoughtful stillness
- High-end print quality



Video

- Deliberate pacing
- No aggressive transitions
- Slow skyline reveals
- Details of material and structure
- Movement through corridors, thresholds, light shifts
- Subtle soundscape, minimal score



Graphics

- Elegant editorial typography
- Serif + modern sans pairing
- Restrained use of lines and framing
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WHY THIS TERRITORY WORKS

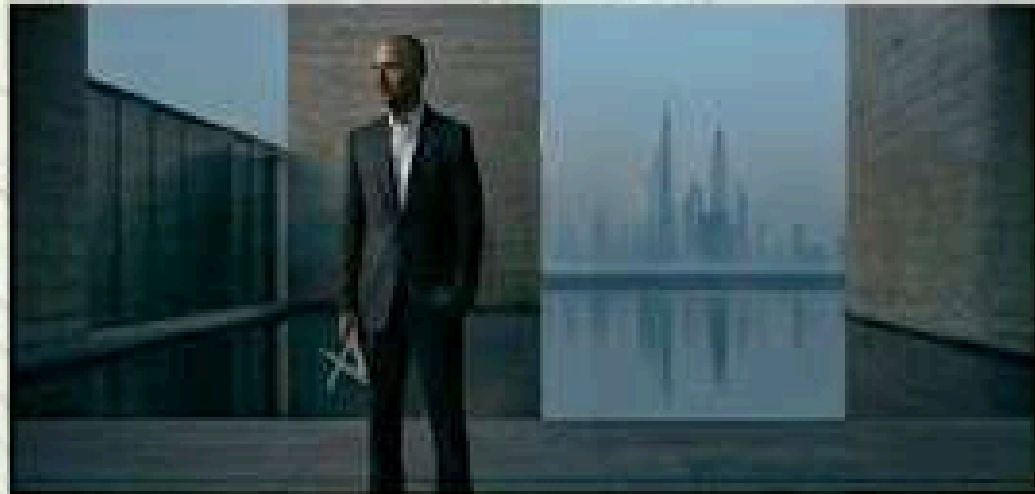
This territory is strong because it allows stakeholders to say several things at once without contradiction:

- Abbas is young, but not positioned as youthful hype
- Abbas is successful, but not positioned through wealth
- Abbas is ambitious, but not presented as reckless scale
- Abbas is modern, but still deeply rooted in long-term thinking
- AHS is in ultra-luxury, but the story is about contribution and city-making, not indulgence

That balance is exactly why this territory can attract approval quickly.

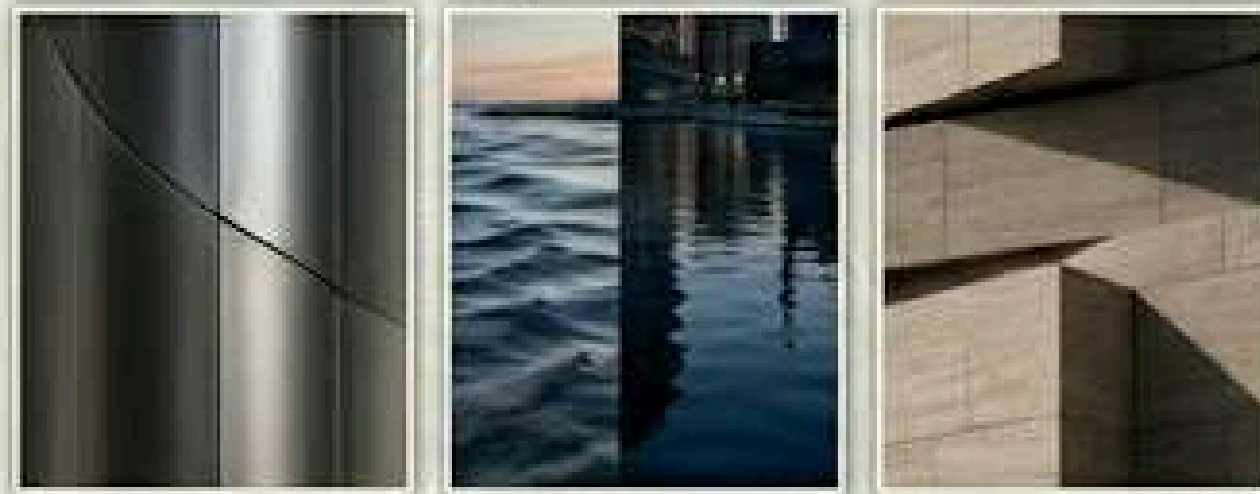
STAKEHOLDER-FRIENDLY TERRITORY SUMMARY: Legacy in Motion

FORBES / FT AUTHORITATIVE PROFILE



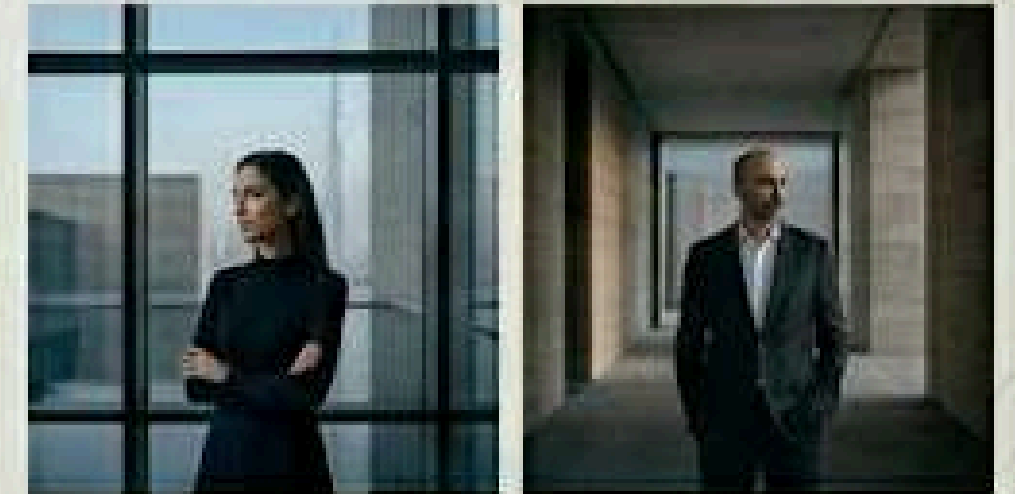
REFRAMES Abbas from hyper-wealth to a high-horizon city architect. Attracts serious capital via profile authority, gravitas, and high-trust storytelling.

ARCHITECTURAL DIGEST & KINFOLK



VISUALIZES a long-term architect of Dubai's evolving urban identity. Relationship between portraiture, architecture, and spatial elegance. High-end print quality focused on materiality (stone, steel, water) and atmospheric light (dawn/blue hour).

RESIDENTS & CITY PARTICIPANTS



REFINES casting direction from luxury tropes and nightlife clichés to intergenerational intelligence. Residents are cultured, global, and established, shown in observational stillness and thoughtful stillness. Focuses on spatial dignity and subtle regional atmosphere.

Cities are shaped by generations of builders who think beyond the present and contribute to something larger. Abbas builds landmarks designed for meaning over decades, not market relevance today. Each project becomes part of the city's identity.

THANK YOU

It has been a privilege collaborating with you.

We are ready for Shape What's Next.

