



SHARIFAH ALHINAI

**MEDIA KIT**



Cultural, Creative Industries, and  
Strategic Communications  
Advisor|Curator| Journalist | Creative  
Writer

# ABOUT

Educated at the prestigious University of Oxford, the multifaceted Alhinai is an advisor, curator, journalist, and creative writer, with over 7 years of global experience.

She has won numerous awards for her achievements, including the Arab Woman Awards, the Emirati Woman Achievers Awards, the National Geographic Best Edit Award, and was recognized as Forbes Middle East's "30 Under 30 Impactful Young Innovators Who Are Determined to Change the World."

She has spoken about her impactful work and enriching experiences at the University of Oxford, CNN, the Women's Pavilion at Expo City Dubai, the World Conference on the Creative Economy, the International Government Communication Forum Sharjah, and more. She has been featured in Forbes and Vogue, and appeared in UNESCO reports and books.



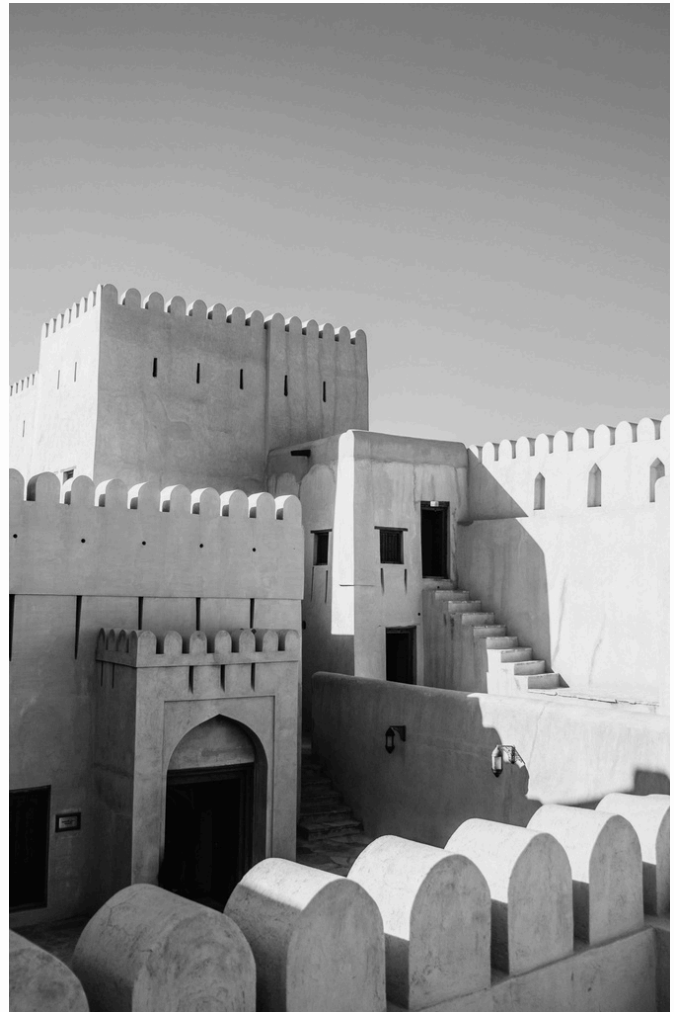
# THE ADVISOR

With over 7+ years of rich experience in the cultural, creative industries, and strategic communications sectors, Alhinai has served as an advisor for government entities, cultural institutions, and notable personalities in the Arab Gulf States, who have entrusted her to achieve their targets.

She has also collaborated and partnered up with numerous entities to realize projects.

Clients or collaborators have included:

- Expo City Dubai
- Omran Group
- Alia Gallery
- Sharjah Entrepreneurship Center (Sheraa)
- Dubai Culture
- The Ministry of Culture, Youth, and Sports Oman
- 1971 Design Space





## SEKKA 01

In 2016, Alhinai led the establishment of Sekka, an award-winning media brand headquartered in London, UK that highlights art, culture, and literature from the Arab world, through print magazine issues, digital content, and impactful events. Sekka's authentic content has reached millions, and sold in New York and London, and its popular events have been attended by thousands.

# PROJECTS

## KHALEEJI ART MUSEUM 02

In 2020, Alhinai spearheaded the setup of Khaleeji Art Museum, the first digital museum dedicated to art of the Arab Gulf States. Its digital exhibitions, virtual experiences, and activations have built cultural bridges and created understandings. It has reached hundreds of thousands globally.





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## OMRAN GROUP

Alhinai advised Oman's dedicated government-owned tourism company on a number of art activations across the country to drive cultural tourism.



## ALIA GALLERY 04

Alhinai worked in an advisory capacity with the largest private gallery in Oman to achieve a global reach, among other significant targets.



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## SHERAA

She worked in an advisory capacity with the Sharjah Entrepreneurship Center (Sheraa) to bring their annual Sharjah Entrepreneurship Festival, a leading regional event, to life in 2022. It was attended by 10,000+ visitors from around the world.

# THE CURATOR

Alhinai organizes thought-provoking art exhibitions and impactful culture events and conferences with like-minded partners. Previous partners have included:

- Emirates Airlines
- Expo City Dubai
- Dubai Culture
- Sharjah Entrepreneurship Center (Sheraa)
- Dubai Festival City
- H.E. Zaki Nusseibeh
- Muttrah Fort



## HATHEE ANA

Alhinai co-curated an art exhibition hosted in the Women's Pavilion, Expo City Dubai, for Emirati Women's Day 2023.



## SEF 2022

Alhinai co-curated the annual Sharjah Entrepreneurship Festival agenda for the 2022 edition of the leading event. It was attended by 10,000+ visitors, and hosted notable speakers from around the world.

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## AH LAMEL ASR

Alhinai was a key member of the team that activated Muttrah Fort, a 400+ fort in the Sultanate of Oman. The art and culture event, the first in the fort's history, was attended by 5,000+ visitors and dignitaries in just 3 days. It influenced the emergence of similar activities in forts across the country.



## DFC

From 2021 to 2022, Alhinai curated more than 7 engaging digital art shows on the world's largest permanent outdoor projection over water, which is located in Dubai Festival City, to creatively and strategically draw more global attention art of the Arab Gulf States.



# CURATION

## SEKKA CREATIVE FEST

In 2022, Alhinai was an integral member of the team that organized the Sekka Creative Festival, which was the first festival dedicated to the creative economy in the Sultanate of Oman. Speakers at the festival included government officials and leading local creatives. The event was sold out in 24 hours.

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## DUBAI CULTURE

Alhinai partnered with Dubai Culture to artistically activate historical houses in Dubai's Al Fahidi Neighborhood for two years in a row as part of an annual festival that is visited by thousands,



### H.E. ZAKI NUSSEIBEH

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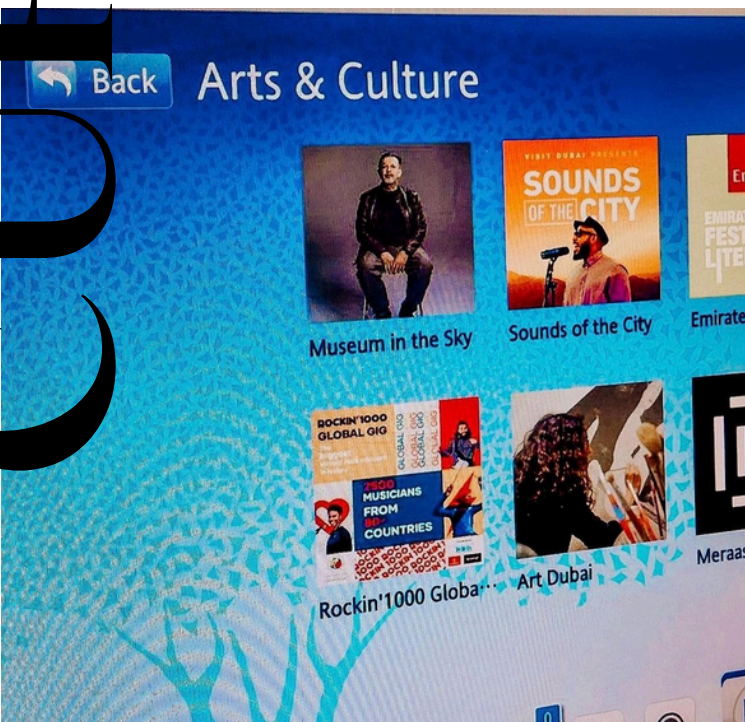
She curated the digital gallery of part of His Excellency's extensive art collection, one of the largest in the Arab world.



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## MUSEUM IN THE SKY

Alhinai curated the galleries of Museum in the Sky, an innovative way to experience art in the air, brought to life through a partnership with Emirates Airlines.

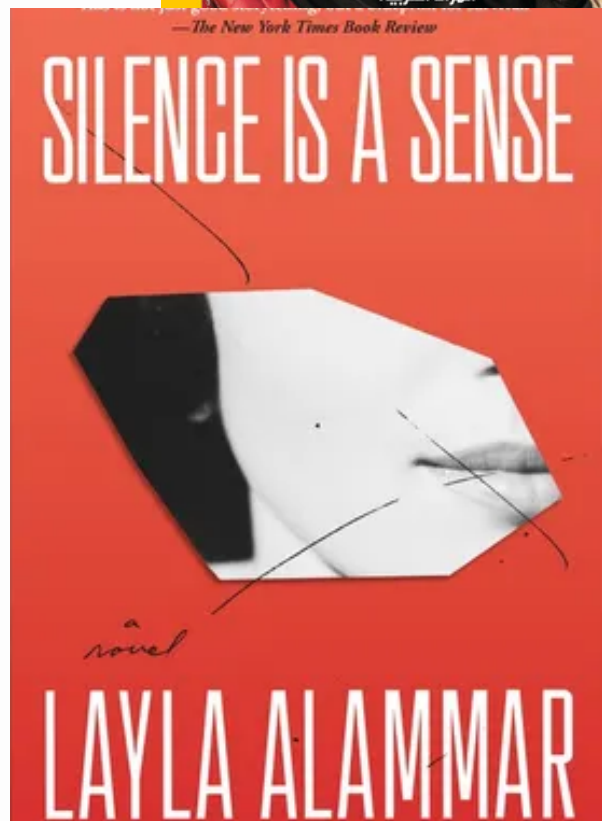


# THE JOURNALIST

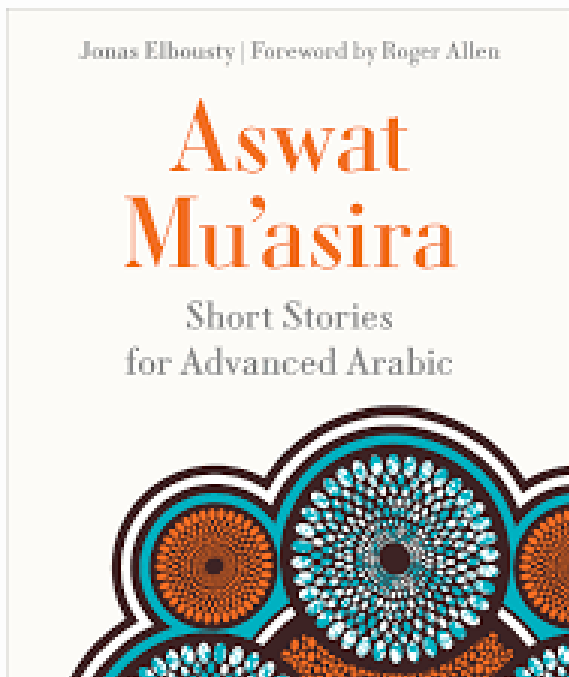
Writing about art, culture, literature, media, cultural diplomacy, and more, Alhinai's words have been published internationally by renowned magazines and think tanks. She has also interviewed well-known personalities such as Abdulrazak Gurnah, H.E. Zaki Nusseibeh, Marilyn Booth, Hoda Barakat, Laylah Alammam, Saoud Alsanousi, and eL Seed.

Publications and think tanks in which her words have been published in have included:

- National Geographic
- BBC Arabic
- Alarabiya News
- Entrepreneur Middle East
- The Middle East Institute Washington DC.
- The Carnegie Endowment for International Peace Washington D.C.
- The Arab Gulf States Institute Washington D.C.
- Ithraeyat
- Silence Is A Sense



# THE CREATIVE WRITER



In addition to her journalism and research, Alhinai enjoys crafting fictional and non-fictional short stories. Her short story, “Al-Qaydh” (The Heat) was published by Georgetown University Press, as part of an anthology from the Arab world. Other writers include Egyptian Nobel Laureate Naguib Mahfouz.

Alhinai also enjoy crafting Arabic to English literary translations of significant works from the Arab Gulf States.

# SERVICES

- Advisory
- Curation of art exhibitions and cultural events
- Journalism
- Research papers
- Book chapters
- Guest editing out-of-the-box publication issues
- Writing fictional and non-fictional works
- Literary translation
- Keynote speeches
- Workshops
- Panel Discussion Moderation

\*All services are available in ENG and AR

# Let's Work Together



FOR ALL  
ENQUIRIES

[www.sharifahalhinai.com](http://www.sharifahalhinai.com)