

## VISITORS MARVEL AT THE CUBE THAT CAPTURES REFLECTIONS OF DUBAI

**Dubai, United Arab Emirates, 15 January 2019:** Cutting-edge installation, Reflections of Dubai, captivated crowds at Meraas' City Walk 2 at the weekend with its mindblowing projections and light show. Inspired by His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President of the UAE and Ruler of Dubai, the mirror-clad, interactive centerpiece impressed visitors with its state-of-the-art laser displays and will continue to light up the city throughout the 24<sup>th</sup> edition of Dubai Shopping Festival.



DSF is supported by strategic partners which include: Emirates Airlines, Emaar (The Dubai Mall), Majid Al Futtaim (Mall of the Emirates, City Centre Mirdif, City Centre Deira), AW Rostamani Group, Al Futtaim Group (Dubai Festival City Mall), Nakheel Malls (Ibn Battuta Mall, Dragon Mart 1, Dragon Mart 2), Dubai Duty Free, ENOC, Al Zarooni Group (Mercato), Meraas and Etisalat. The key sponsors include VISA and Jumbo.



For more information and a full update on DSF activities, visit <http://www.mydsf.ae/> or @DSFSocial and #MyDSF.

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#### **About Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism)**

With the ultimate vision of positioning Dubai as the world's leading tourism destination and commercial hub, Dubai Tourism's mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate. Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai's tourism sector. It markets and promotes the Emirate's commerce sector and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Business Events, Dubai Calendar, and Dubai Festivals and Retail Establishment.

#### **About Dubai Festivals and Retail Establishment**

The Dubai Festivals and Retail Establishment (DFRE), an agency of Dubai's Department of Tourism and Commerce Marketing, is responsible for developing Dubai's retail and festival sectors and supporting the positioning of Dubai as a world-class tourism destination with year-round family entertainment, shopping and events.

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