

Business

Final call for entries to Lexus Design Award 2022 as deadline approaches

Participants have until 10 October 2021 to submit their creative ideas

KUWAIT: The submission period for entries to the prestigious Lexus Design Award 2022, which is being held this year under the theme 'Design for a Better Tomorrow,' is drawing to a close, with aspiring creators having only a few days left to the 10 October deadline to submit their ideas for consideration. Now in its tenth year, the Lexus Design Award is a global platform to support and nurture the next generation of creators from around the world, offering them a once-in-a-lifetime opportunity.

Lexus has announced its full lineup of judges and mentors for the Lexus Design Award 2022. The judging panel will announce the six finalists from thousands of entries in early 2022. Their decision will be based on three key principles of the Lexus brand: Anticipate, Innovate, and Captivate, with an emphasis on design that leads to a better tomorrow. This year, Lexus welcomes architect Anupama Kundoo and designer Bruce Mau to the panel of judges, who will join the multi-term contributing judges Paola Antonelli, Senior Curator for the Department of Architecture and Design at MoMA in New York, and Simon Humphries, who heads Lexus' Global Design.

The six chosen finalists will go on to participate in a workshop with world-class design professionals acting as mentors. Each will enjoy a priceless experience as the mentors provide direct, interactive guidance in developing prototypes that bring their ideas to life. For the 2022 edition, Beijing-based architect Yosuke Hayano and France and Portugal-based designer Sam Baron will join designer Joe Doucet, now in his third year as a trusted mentor, and designer Sabine Marcelis, a dedicated mentor from the previous year.

The mentorship program offers an individual production budget of up to JPY 3 million (over \$25,000), allowing participants to turn their concepts into functional prototypes. A single winner will be selected after finalists present their prototypes and ideas to the judging panel at the event under the eyes of global media and guests.

"The Lexus Design Award embodies our belief in the power of innovation to unlock a better future for all," commented Kei Fujita, Chief Representative, Middle East and Central Asia Representative Office, Toyota Motor Corporation. "Now celebrating ten years, this unique platform empowers promising talents by offering expert guidance and the opportunity to bring their visions to life. Supporting the next generation is an essential component of our drive to create Amazing Experiences and push the



- Six finalists will receive around \$25,000 each to cover prototype production costs
- Grand Prix winner will be selected by the esteemed panel of judges in the spring of 2022

boundaries of what can be achieved through brave design, and I am looking forward to seeing the ideas presented by this year's finalists. I would also like to thank everyone involved in this inspiring competition, including all of the contestants around the world, for their outstanding contributions."

How the design embodies the three principles of the Lexus brand:

- Anticipate: Does the concept and design anticipate global challenges facing future society?
- Innovate: Does the design demonstrate new thinking and originality in its proposal and execution?
- Captivate: Is the design intriguing and compelling in concept and execution?

Judges Paola Antonelli, Senior Curator for the

Department of Architecture and Design at MoMA, NY.

- Anupama Kundoo, Architect/Founder of Anupama Kundoo Architects
- Bruce Mau, Co-Founder & CEO, Massive Change Network
- Simon Humphries, Head of Toyota & Lexus Global Design

Mentors

- Sam Baron, Designer/Creative Director, SAM BARON & Co
- Joe Doucet, Founder, Joe Doucet x Partners
- Yosuke Hayano, Principal Partner, MAD Architects
- Sabine Marcelis, Designer/Founder, Studio Sabine Marcelis

Award categories One Grand Prix winner (selected from



the six finalists)

- Six finalists

Prizes/benefits

- Six finalists to be invited to mentorship - a series of sessions with mentors from diverse fields who guide finalists in developing ideas into prototypes.
- Six finalists will have global media exposure to help drive career advancement.
- Six finalists to receive up to 3 million JPY (over \$25K) each for prototype production costs.
- Six finalists will have an opportunity to expand their professional horizons by engaging the four judges in dialogue, one-on-one.

Huawei MateBook 13|14: It boasts 2K eye-comfort, Super Device features

KUWAIT: Selecting your next laptop depends on your needs and workload. Are you looking for a big-screen laptop or do you prefer a small and light one? Do you opt for one with regular features? Or, do you go with one that comes packed with loads of innovative smart features? Huawei recently launched its latest Mid-Range Laptops in two iterations - the Huawei MateBook 13 and the Huawei MateBook 14

and we got our hands on the latter! It comes with a 14-inch 2K eye-comfort FullView display, 11th Generation Intel Core processor, Super Device features, large RAM and sizeable internal storage. In addition to a large battery with SuperCharge, and Shark-fin cooling fan tech. We got our hands on it and here is what blew our minds! The Huawei MateBook 13 | 14 will be there for the taking on Huawei's official website and across select retailers in Kuwait, priced at KD 349,900.

The Huawei MateBook 13 | 14

The new Huawei MateBook 14 breaks through with a 2K eye-comfort FullView display. The display ratio to body stands at a staggering 90% for a further maximized and immersive viewing experience. Whether it's work or play, nothing can get in the way of this stunning display. It also comes with a pixel density of 185 pixels per inch (ppi), as well as support for 100 percent of the sRGB color space. The 14-inch 3:2 FullView display also comes with a 1500:1 contrast ratio plus a peak brightness of 300 nits, perfect for viewing and editing high-resolution images and videos. The screen is multitouch-enabled with gesture support, such as Fingers Gesture Screenshot, which lets you quickly take a screenshot by swiping downwards on the screen with three fingers, as easy as it is on your smartphone.

Powerful and reliable

Your new laptop should be able to process all your tasks, whatsoever they may be, efficiently. Thankfully, with the Huawei MateBook 14 you get an 11th Gen Intel Core Processor.

Super device features

The new Huawei MateBook 14 Leverages the distributed capabilities of the Super Device to boost productivity and creativity. You can wirelessly project the 12.6-inch Huawei MatePad pro to the Huawei MateBook 14 to enjoy the new features of the Tablet-PC Multi-screen Collaboration that come with three modes: Mirror, Extend and Collaborate. Based on Huawei's distributed technologies, Multi-screen Collaboration features help bridge the gap between Windows and Android operating systems at the ground level, enabling seamless cross-device collaboration, file sharing and multi-screen control. Under Multi-screen Collaboration, the recently launched Huawei nova 8 can be connected with the Huawei MateBook 14 to form a powerful Super Device. Once connected, the laptop can access mobile files, and open up to three folders while the smartphone can function as the PC's thumb device, making cross-device file management easier than ever. Moreover, users can connect the laptop with the Huawei MateView via cable to have an extra screen providing users with an immersive viewing space while also wirelessly projecting the screen of the 12.6-inch Huawei MatePad Pro onto the Huawei MateBook 14. The benefits of having this trio set-up is the easy swapping of wireless and wired connections which lets you easily switch between work mode, and personal mode.

solutions by stc , Datumcon join forces to bring 'Internet of eyes' to Kuwait

KUWAIT: solutions by stc, the specialized business arm of Kuwait Telecommunications Company - stc, yesterday announced its new partnership with Datumcon, a Gulf-based artificial intelligence (AI) and data science company, to bring the benefits of AI-enabled video analytics to businesses in Kuwait.

The two companies are joining forces to offer INSIGHT AI, Datumcon's proprietary computer vision software, to enterprise and SME customers in Kuwait. The intelligent AI-enabled video analytics solution securely processes video streams and images in real-time to perform intricate, outcome-driven computer vision tasks.

A subfield of artificial intelligence, computer vision is among the most exciting and impactful areas of applied AI. It enables systems and computers to 'understand' a scene and derive meaningful information from digital images, videos, and other visual inputs. Leveraging machine learn-



Meshari Al-Hamad

ing and AI, computer vision is then able to take actions or make recommendations based on that information.

Meshari Al-Hamad, General Manager of Sales & Account Management at solutions by stc, said, "The remarkable growth in camera use by businesses has created tremendous opportunities in the capture, analysis, and interpretation of the large volumes of visual data being generated daily. Our close collaboration with Datumcon now enables us to offer a state-of-the-art video analytics service that delivers tangible results and real, demonstrable impact for businesses."

Industry reports estimate that close to a billion surveillance cameras will be installed worldwide by 2021 and expect exponential growth in deployments for the foreseeable future. The sheer amount of video footage generated by these cameras is mind-boggling and raises the question of how it all can be analyzed. The applications of video analytics are extensive and diverse, but the reality is that the vast majority of visual data available in any organization goes unused. This is where AI-powered analytics and software come in, offering compelling and cost-effective solutions.

Similar to the Internet of Things (IoT), the 'Internet of Eyes' is a network of cameras and visual sensors connected via the internet that enable the secure exchange and collection of visual data on a scale unimaginable before. Many experts believe this will likely be larger - in both scale and impact - than the IoT. As costs decline and significant advances in image quality and AI are achieved, the concept is poised to become truly mainstream with significant implications on all business sectors.

Al-Hamad added, "Computer vision applications are poised to make a major impact on businesses across industries. solutions by stc is proud to be the first and only ICT

provider to launch this kind of service in the Kuwaiti market, further expanding our growing portfolio of offerings to help businesses thrive in the digital era."

The newly formed collaboration aims to accelerate the 'Internet of Eyes' adoption in Kuwait by broadening the appeal of the fast-growing advanced technology. It also builds on solution by stc's strategy to provide its customers with the latest and most secure innovations to support their digital transformation. INSIGHT AI combines different types of deep learning architectures that allow computer vision tools to detect patterns in videos and images more effectively over time. This use of AI makes it possible for machines to categorize, process, and understand visual data at an unprecedented scale and speed, transforming the physical world into actionable data. The service provides visibility and insights into the condition of a business and helps improve profitability, while providing a competitive edge in effectively adapting to today's fast-changing market dynamics.

Radwan Al-Jumaa, Managing Partner at Datumcon, said, "We are excited to work closely with solutions by stc to generate new value and drive substantial outcomes for enterprises of all sizes across multiple sectors in Kuwait. INSIGHT AI is a powerful platform that enables businesses and solutions providers to create and deliver highly customizable video analytics that are able to address unique needs across a wide spectrum of business environments."

Powered by AI, the advanced video analytics solution offers clear advantages to organizations that extend well beyond substantially improving levels of security. It also empowers enterprises by making it possible to make smarter business decisions, amplify productivity, reduce errors, elevate the customer experience, and significantly improve operational and marketing efficiency.

Thai Mart Kuwait to bring Thailand closer to Kuwait



KUWAIT: On 29 September 2021, Rooge Thammongkol, Ambassador of Thailand to Kuwait and thirty of Thai businessmen in Kuwait held the second online meeting with Akavut Tangsilakusonwong, CEO of Thai Mart Bahrain and Thai Souq Dubai, to discuss

about the setup of "Thai Mart Kuwait" or "Thai Souq Kuwait" that will cater varieties of Thai supermarket products such as foods, fruits, frozen foods, spa products, handicraft etc and services to customers in Kuwait.

Thai Mart Kuwait will be a depot and



distribution center of Thai products in Kuwait, linking to Thai Mart Bahrain and Thai Souq Dubai by land transportation and air cargo, which will support all kinds of Thai products in potential markets in Kuwait and other GCC countries. More

discussions on the details of Thai Mart Kuwait as well as the local partners of the project will be conducted pending on the visit to Kuwait of the CEO of Thai Mart Bahrain and Thai Souq Dubai in December this year.

Indian businessman appointed to WTFL Advisory Board

LUCERNE, Switzerland: The World Tourism Forum Lucerne has appointed Adeb Adeb, Managing Director of Abu Dhabi based Twenty14 Holdings, to its Global Advisory Board. For over ten years, World Tourism Forum Lucerne (WTFL) has been bringing together industry experts, CEOs, investors and start-ups, establishing itself as a prestigious global platform for exchange. By fostering cross-generational collaboration, new ideas and solutions emerge to benefit tourism today and in the future. Adeb, who owns a slew of iconic properties across the world including the Great Scotland Yard in London, Waldorf Astoria-

the Caledonian in Edinburgh, Pullman Downtown Dubai and Port Muziris in Kochi among others, joins a select group of the industry's top stakeholders and decision makers who will collaborate on solving for future challenges in the travel and tourism industry.

The Advisory Board is an international body of renowned experts responsible for assuring the quality of World Tourism Forum Lucerne. It determines the themes for the Forums and decides on the general content by including current global topics and addressing cultural differences. Some of its prominent members include, Franziska Bitzi Staub, Head of Department of Finance, City of Lucerne, Puneet Chhatwal, Managing Director & CEO, The Indian Hotels Company Limited, Geoffrey Lipman, President, ICTP (International Council of Tourism Partners), Co-Founder, SUN and Isabel Hill, Director National Travel and Tourism Office, US Department of Commerce Office, among others.

On 15 and 16 November 2021, WTFL is hosting an "Innovation Festival" in Andermatt in which Adeb

Ahmed, Managing Director of Abu Dhabi based Twenty14 Holdings will also take the stage at the event. At the hybrid conference, well-known personalities, such as Klaus Schwab (founder of the World Economic Forum), Laura Meyer (CEO Hotelplan), Peter Fankhauser (CEO PETRAF Ltd and former CEO Thomas Cook Group), Shannon Ghuian (Chief Sustainability Officer at TTC), Niall Ferguson (Historian and Author) and Alex Lampert (CEO GuestReady) will discuss the tourism industry's current challenges and demonstrate how these can be tackled with forward-thinking solutions.



Adeb Adeb