

# Region's largest building wrap around WTC ready

GIANT PORTRAIT OF SHAIKH MOHAMMED WILL BE VISIBLE FROM ALL FOUR SIDES

By a staff reporter

DUBAI — The Emirates Post is giving finishing touches to the region's largest — and the world's second largest — building wrap around the Dubai World Trade Centre.

Beginning on December 2, a giant portrait of His Highness Shaikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, will be visible from all four sides of the historic landmark in Dubai.

The largest building wrap is an extension of a special stamp being issued by the Emirates Post in honour of Shaikh Mohammed on National Day in recognition of his visionary leadership.

Sultan bin Saeed Al Mansouri Minister for Government Sector Development and Chairman of the Emirates Post, said, "The special stamp and the largest wrap are our way of showing gratitude to His Highness Shaikh Mohammed for providing dynamic

## SHINING VISIONARY

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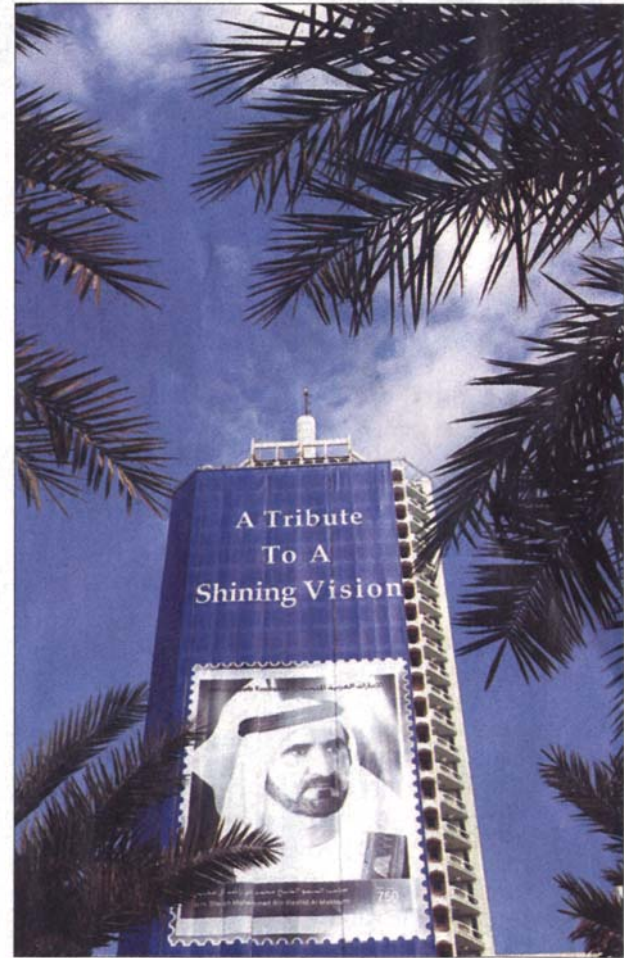
leadership and driving the country to new heights. The project is a unique tribute to a rare and visionary leader on the occasion of the 35th National Day."

"When we decided to honour him with a special stamp, we were looking for something spectacular to match the initiative," said Abdulla Al Daboos, Director General, Emirates Post. "His portrait on Dubai's most prominent landmark was an irresistible innovation, as we wanted something on this scale to mark the occasion."

The special stamps are unique because for the first time, the Emirates Post is offering high-value souvenir stamps in platinum, gold and silver, ideal

for investment or as collector's items. The wrap represents a new record in outdoor advertising — the largest advertising wrap in the Middle East. It has been installed in compliance with international building safety regulations.

Building wraps represent an innovative approach to outdoor advertising. In 2003, 'Two IFC', Hong Kong's tallest building, was selected for the world's largest wrap. Measuring 209,401-sq.-ft, the Hong Kong wrap ran an advertisement for the launch of *Financial Times*' Asia edition. The Dubai structure was assembled over six days and installed by a 12-member team of specialist climbers commissioned from Europe.



A view of the world's second largest building wrap around the Dubai World Trade Centre. — KT photo by Shoaib Anwer