

Beat: Entertainment

## Interview of Rony Mourani General Manager of Mall of Qatar

### MOQLIVE a new concept of Retail-terment

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**USPA NEWS** - I sat down with Rony Mourani, General Manager of MOQLIVE, and had a candid conversation about dreams, career and astounding success of his previous projects and especially his new concept of retail-tainment (Retail+Entertainment) at MOQLIVE. The first live entertainment premiering mall of the world

1000 PERFORMERS HAVE BEEN CASTED AROUND THE WORLD FOR THE CONCEPT OF MOQLIVE-----

Nearly 1,000 performers have been casted from around the world (incl. Australia, the US, Africa and all over Europe) to find the best performers and hand-picked talent for the shows. The crew comprises of professional costume tailors, lighting designers, stage managers, sound technicians, scenery carpenters and make-up artists who will work behind the scenes day by day to deliver a theatrical experience. During the performances, up to 25 dancers, singers, actors and acrobats can be seen live on stage. Premium Projects are under the process of selection still to identify which candidates and teams will perform the shows for Mall of Qatar. They include international team of choreographers, costume designers, musical directors, art directors and circus trainers. The assigned crew has worked on productions in 40 countries for well-known musicals, TV productions and large scale events. Hours of music are currently being re-recorded to adapt well-known melodies into new soundscapes or new songs composed from scratch in a recording studio. So it is all exclusively and giving the world a show that is the first and unique in the world. That is why it is called so exclusive, and premium.

RONY MOURANI IS THE GM OF MOQLIVE AND HAS 12 YEAR OF INTERNATIONAL MALL MANAGEMENT IN GCC-----

Rony Mourani brings his 12 years of regional mall management, marketing and leasing expertise in the UAE to Mall of Qatar. This includes taking two projects from the development phase through to opening. As an ambitious, innovative and results-driven leader with proven abilities in strategic planning, improving efficiency of operations and team building, in addition to his leasing responsibilities, Rony is in charge of optimizing the mall's productivity and improving the bottom line. With an extensive educational background in marketing and management and accounting and finance, he is well equipped for the task. Rony Mourani, General Manager said, "Mall of Qatar and Premium Projects are developing a unique entertainment package which has never been presented in a mall before: All shows and acts are custom-designed for Mall of Qatar to ensure a unique signature experience." "With its highly innovative proposition, MOQLIVE is intrinsic to MOQ's entire marketing push. It is also central to MOQ's districting and tenant mix. MOQLIVE will consistently drive prime customer traffic across the entire mall for all tenants," added Rony Mourani.

INTERVIEW OF RONY MOURANI GM OF MOQLIVE BY RAHMA SOPHIA RACHDI-----

QUESTION RSR : WHAT IS THE MEANING OF MOQLIVE AND HOW AND WHERE THIS IDEA HAS EMERGED ?

-----ANSWER : RONY

J MOURANI : We had several workshops on that, we got involved with international consultants. After debating and testing several ideas, were on the table, and mainly no other mall had initiated such idea. That was a challenge so that it is interactive not static and evolves everyday, which creates attractively for a brand new experience for every customer. We did not to replicate another garden still is static, the importance is that we are giving a show that changes in a daily basis, so that the story changes the message that we want to give everyday. The winning factor to attract families especially is based n that key element of interactivity and dynamic atmosphere everyday. The residents of Doha and the people visiting from the region GCCC countries, and even from remote regions will experiment this new venture.-----

QUESTION : THE MOQLIVE IS THE HOME OF 6,000 sqm WHAT ARE THE BEST ASSETS OF THIS RETAIL-TERNMENT CONCEPT ? -----

ANSWER : We have recruited a large crew of technicians and artists, that we have interviewed, and then we have chosen the best. Currently we are in the process of preparing the rehearsal, under the management of a German company, and the costumes. A Retail-tainment : That's we are offering in the mall, one item, is the center stage and the other items, like anchors, like cinema complex 19 screen cinemas, CIP Screens, etc"; We have applied the latest technology, by its own, balanced with several retail from one side, the certain categories, and the brands. We are ranging from Super Higher level for branding to every level of the society. From luxury to basics.

QUESTION : WHEN IT COMES TO DESIGN AND ARCHITECTURE WHAT KIND OF STYLE IS SIGNED FOR THE BUILDING ? WILL YOU INCORPORATE ELEMENTS OF TRADITIONAL ISLAMIC ARCHITECTURE OR IS IT MORE RELYING ON MORE FUTURISTIC GLOBAL REFERENCE ? -----

ANSWER : There are different characteristic modern style and there are many. The mall is close to the airport. The airways high for planes flying over to connect with the highway, in a circle of circulation. There are double heights expected for the stores with white corridors. The style features special characteristics, such as water pictures, artistic reflecting the chandeliers, of the Qatar.-----

QUESTION : LOOKING AT THE MODEL DURING YOUR PRESENTATION, THE BUILDING APPEALED TO ME AS A MODERN BABEL TOWER ? IS IT THE IDEA BEHIND ?-----

ANSWER : A Babel Tower ? yes may be, it is one of the main of good indication, although it is not what we have shown, what we want, is to be the LEADERS.-----

QUESTION : WHAT IS THE BENCHMARK OF MOQ AND IS THERE ANY APPROACH DEDICATED TO SUSTAINABLE DEVELOPMENT AND CLIMATE CHANGE ?-----

ANSWER : In terms of design at the same mall of the special services, no in terms of services, innovation and elite group and leader of super malls of the region. We have started this option in the mall in this specific area, of the region so that there is a 6 month period of heat and then, the winter is closer to other seasons. We try to be full in terms of climate change initiatives and make the property sustainable and green with several plants dedicated for recycling.

QUESTION : IS YOUR INTENTION TO BECOME THE FLAGSHIP OF QATAR FROM DESERT VILLAGE TO A GLOBAL PALYER IN TERMS OF RETAIL ENTERTAINMENT DELUXE ?-----

ANSWER : We want the mall to be a leader, it is the in and out targeted flagship stores, we've been very careful to present the brands, in terms of flagships. Oil was the chief of source so far, but we are also been able to diversify the offer and demand, in the island of Qatar. Qatar is a Sovereign independent State and has understood this anticipation in advance and is continuing in this successful way.-----

QUESTION : WHAT IS THE STRATEGY BEHIND ???? TO GO BIG AND BOLD AND GROW OR TO BE THE BIGGEST OF THE REGION ?-----

ANSWER : We are not aiming that but the best experience and best treatment will prove what we have offered in terms of premium service and highlighting our concept.-----

QUESTION: SO IS IT TO CREATE A NEW REAL CONCEPT THAT ALLIES THE NEW TECHNOLOGIES AND DEFIES THE NEW ERA OF PROTECTING EARTH IN A SUSTAINABLE WAY FOR CLIMATE CHANGE ?

ANSWER: Yes we are not far from that. and creating thousands of jobs. We are planning to create 3000 jobs at minimum, from the opening. Then, if we have to count all the 15 000 people - excluding contractors-, the doubling, that makes many thousands of jobs created directly and indirectly, in a tough period where many regions and countries are suffering from the unemployment,

QUESTION: QATAR IS KNOWN FOR GROWING GLOBALLY OVER THE TOP PROJECTS“; WHAT MAKES IT SO UNIQUE IF WE CAN CALL IT SO ?

ANSWER: The market of Qatar is a powerful economy that has the largest GDP in that world and although facing the crisis, it is still growing. All figures of tourist levels, value market, are still high in a super region for the country, with expatriates and local Qataris, an attract more tourists. The Qatari are very focused in attraction to them. There were very involved in terms of sport, the last two years, and still they keep going. As far as the tourism is concerned, it is a major element to get now focused on, so that we attract from all over the world to offer Qatari's art, culture, heritage. This is why they have build the souk Qatara, the Islamic Museum, and several other museums, to attract these specific tourism, and on similar hand, there will be also an attraction with Qatar Foundation, top universities, large campus.-----

QUESTION: WHAT IS YOUR OWN OPINION AS HANDLING SUCH A HUGE PROJECT OF SUCH A BIG DIMENSION AND WHAT RESPONSIBILITY DO YOU FEEL UPON SUCCESS OR NOT ?

WILL YOU TAKE IT PERSONAL OR IS IT JUST A PROJECT AS USUAL ?-----

ANSWER: It was a huge responsibility and since the name, that is so prestigious "Mall of Qatar"“; the mall of brands of the big names“; in that case there is no possible failure, and I think that the more I'm getting closer to the opening and closed to the achievement, I'm very proud.-----

QUESTION: OW DO YOU FEEL NOW THAT THE PROJECT IS NEARLY DELIVERED JUST IN ONE SENTENCE AND ?

ANSWER: It's a lifetime project I'm proud of the MOQLIVE and I hope that I have achieved the delivering host projects. to this region.

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