

Hear The Glass Shatter!

While the startup culture takes the world by storm, it has a reputation for being a sort of all-boys' club. Women who code, women in tech and women in science, and businesswomen, are breaking through these glass ceilings, doors, and walls. Here is someone we can celebrate and be proud of, for being a pearl from the land of pearls. Shabana Feroze was recently chosen to lead the mentorship in advanced digital scaling for tech startups. Weekender had the pleasure of chatting with this industrious, ambitious and triumphant woman.

Shabana Feroze: "Bahrain has always been home to me but I'm a native of India. My Identity has always felt like a fluid unity of both cultures. As a college student in India, my personality developed strength and resilience, there was a profound respect for my roots, the art, and the diversity of the land. When it came to my entire childhood and adulthood in Bahrain, as a Bahraini national, I grew up understanding the value of mutual respect and how complicated differences can still peacefully not just co-exist but thrive in symbiotic relationships."

"I noticed brands in this region are inert in comparison to their Western or even Southeast Asian counterparts. Whether they are international or local, there seems to be a resistance in being creative or adapting technology. In my experience, good advertisement makes the rules, not the other way around. I believe you need to set the tone with brave, creative advertising and then crunch the data and numbers for refinement. This process is where we bridge the gap between creativity and tech. Despite there being many agencies in Bahrain, somehow this market seems to always

be disconnected with creativity and technology."

"What inspired me to help other start-ups through Flat6Labs - I am huge on kindness and compassion. I firmly believe that strong people help others be strong. We evolved intuitive traits such as empathy and generosity so we can share knowledge and skills. Everyone says business and advertising is cutthroat. It's parasitic. It shouldn't be. The more we pass on what we have learned, we learn ourselves and evolve our own knowledge. It helps us become better human beings, better brands, and fosters healthy competition."

"The most remarkable thing that my experience has taught me is that because of my adaptability, no matter what is thrown at me, I have everything within me to face it. Over the years I have faced many challenges. I have come across big obstacles and impossible situations. Every single time, my inner resilience and tenacity have helped me get through it. Because of this, I no longer get frightened or worried when I face a difficult situation. I'm calm because I know my own strength and I know what inner resources I will pull on. I feel that I am the strongest now than I have ever been. Being adaptable is one of the biggest factors that has helped me in all these situations. As an entrepreneur, you need to be able to keep up with changing trends, technology, and customer behavior. A high degree of adaptability and being open to learning new things has been one of my biggest strengths."

"My biggest advice would be to follow your gut instinct. A lot of people say don't bring emotion into business (I have heard that countless times as a woman), but I say - why not bring your emotions into it? If it's something you are passionate about, you will be emotional about it. So use your emotions, your intuition, and your gut instincts. They will serve you well when it comes to making decisions or even small things like which vendor to work with."

A word of caution for entrepreneurs is that you should take pride in your work. It's something I wish I had done a couple of years ago instead of just putting my head down and working. You need to stop and appreciate everything you have achieved. Taking pride in your work will make others realize how valuable your work is as well, and this recognition will help you go further in business."

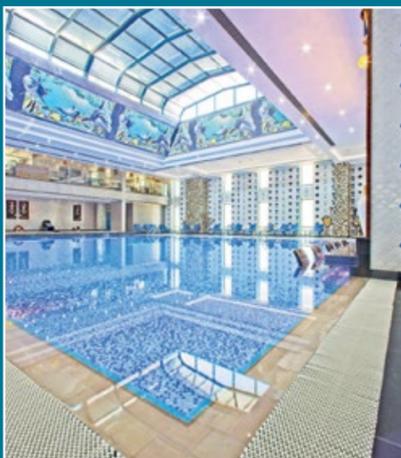


Shabana Feroze

Celebrate The Last Of Summer With Reef Clubhouse



Check out the prelaunch special offers at the Reef Clubhouse. Their fabulous indoor swimming pool is now open from 9 am to 6 pm every day. The large-scale indoor pool is a sight to behold with every detail designed to make being here a delightful experience. Whether you are enjoying the warm water, a drink at the poolside bar, soaking in the Jacuzzi, or relaxing on deckchairs, the pool offers a world-class environment in which you can luxuriate. Enjoy this at an unbelievable price of BD 10 per person. Enjoy free access to the lagoon beach while enjoying their scrumptious culinary treats at the savoury area! Access is free for kids under the age of 5. Bask in the sun while admiring the stunning lagoon beach! You can avail this majestic price of BD 10 per person as well. Reef Clubhouse and Lagoon Beach is located on the purpose-built Reef Island, our picturesque Clubhouse and Lagoon Beach are perfectly positioned, overlooking the panoramic view of Bahrain's skyline, and within close proximity to the city's business and shopping district of Manama. The Clubhouse is a vibrant hub of lifestyle amenities placing you at the heart of a world where dining, well-being, leisure, socializing and relaxation are all yours in luxury surroundings. It also has a playroom area where a sphere of entertainment and educational fun will keep younger guests amused in a safe and engaging environment.



Shayne Haridas

Weekender, in collaboration with local food bloggers, will bring you reliable reviews of eateries around Bahrain. Shayne Haridas is a food blogger/photographer based in Al Khobar, Saudi Arabia with a passion for food. He reviews local eateries from all over Saudi Arabia and on occasion, travels abroad to experience local cuisines. Not to shy away from an experience, it is said there is nothing he won't eat.

EAT WITH WEEKENDER

Melenzane, Al Khobar

My last visit to Melenzane (@melenzaneksa) was almost a year and a half ago and I had left satisfied. This time was no different and my review clearly explains the items I chose for lunch. The menu has changed since the last visit to include a few new items to please the health-conscious foodie. As soon as you are seated, you are served with a garlic bread basket served with a refreshing sun-dried tomato dip that I gulped in a matter of minutes. For the main course, I decided to try something healthy for a change, going for the "Chicken Avo Rice" and the "Sauteed Vegetables". For drinks, I ordered the "Mora Fizz" and this was well worth the order. You had crushed blackberries served with crushed ice and topped with Sprite making for a refreshing drink. My waiter for the day was 'Prakash' and it was thanks to his recommendations that I decided to try out the healthy menu. I will say this though, the quantity served was disappointing. The "Chicken Avo Rice" was lip-smacking and light on the stomach with the chicken devoid of any oil and dressed with Sumac to really enhance the flavour. The avocado topping really complimented the chicken and the rice but the serving could have done with a bit more avocado. The "Sauteed Vegetables" was my personal favourite with the charred veggies dressed in a light sauce and giving the rice a much needed edge. The charred flavour was absolutely wonderful and this I would definitely order again. The only drawback was the quantity served. This place has a wonderful ambience and there is a sign explaining where they source their meat and seafood products from.

