

Re: Timely: Technology shines in this smart city's new campaign

Hi X,

At a time when public activations are challenging due to the prevailing health concerns, Msheireb Properties, a subsidiary of Qatar Foundation, is leaning into technology for a new interactive campaign currently underway in Msheireb Downtown Doha (MDD), the world's first fully built smart and sustainable city district.

Called "Smart City with Soul," the year-long campaign was conceived by global creative agency Leo Burnett and London-based digital agency Taylor James. Its goal is to set people at the heart of new urban living at a time when people are increasingly disconnected in modern urban spaces.

The campaign incorporates smart technology and features a series of interactive, hologram-like digital illustrations -- such as an elderly Qatari man, a pair of camels, and more -- that tell the story of the city district's past while looking towards its promising future. Visitors and residents of MDD can access the illustrations through QR codes located on panels throughout the district. Starting today through 2021, the Smart City with Soul campaign will be rolled out over several phases and includes indoor, outdoor, digital and on-site activations.

Please let me know if you are interested in interviews around this campaign and if you'd like to test out the illustrations.

Additional information can be found in the press release [here](#).

[\[https://www.multivu.com/players/English/8831751-msheireb-downtown-doha-qatar-smart-city-with-soul-campaign/\]](https://www.multivu.com/players/English/8831751-msheireb-downtown-doha-qatar-smart-city-with-soul-campaign/) I look forward to hearing back.

Best,
X

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