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Huawei XMAGE and Tasweer Photo Festival Qatar Explore the Future of Photography

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August 31, 2024 – Doha, Qatar: Huawei Consumer Business Group, together with Tasweer Photo Festival Qatar, successfully hosted an exclusive HUAWEI XMAGE event that brought together some of Qatar’s most celebrated photographers to delve into the future of photography. Held at the Huawei Exhibition Hall in UDC Tower, the event featured an engaging panel discussion “Future of

Photography” lead by Maryam Wahid, Tasweer, Head of Program and Outreach and Cheng Lei, HUAWEI CBG CMO for Middle East and Africa, in addition to a display of stunning works by seven prominent homegrown photographers.

Qatar’s Photography Community

XMAGE in Qatar showcased the works of seven local photographers: Abdulatif Jaidah, Khaled Eldoues, Mohammed Albaker, Moamon Abdullah, Maryam Al-Hail, Abdulla Al Mushaifri, and Azzam Almannai. Four of these photographers participated in a panel discussion, They provided valuable insights into how mobile photography is revolutionizing the art form, breaking down barriers between professional and amateur photographers, and fostering new avenues for creative expression through Huawei XMAGE technology.

Azzam Al Mannai a renowned Qatari wildlife and underwater photographer. . His work was featured in several exhibitions and publications such as UNESCO, National Geographic and many more.

Abdullah Al Mushaifri is an Omani photographer who transitioned from filmmaking to photography in 2012, discovering a deep passion for capturing the richness of diverse cultures. He quickly gained recognition across the Arab region for his compelling work in architecture,

portraits, and travel photography. Abdullah's talent has earned him international acclaim, with numerous awards spanning 54 countries.

Khalid Eldoues is a seasoned photographer and certified photography instructor. He has covered numerous local and international events, continually seeking new ways to express his creativity through the lens.

Abdullatif Jaidah is a seasoned professional with over 10 years of experience in photography, passionate about technology and capturing moments, he leverages photography to bridge communication barriers and document his diverse range of hobbies.

Maryam Al-Hail, is a Northwestern University alumna with a Bachelor of Science in Communications. Back in 2019, she began to explore her passion for the lens, whether analog, mobile, or digital – Maryam values the exploration of videography and photography as a form of storytelling.

Mo'men Ghanim is an experienced digital content creator, film director, and dedicated mentor, shaping the art of visual storytelling for over eight years. Mo'men's heart beats for projects that celebrate the essence of culture and history.

Strengthening Cultural Ties with Tasweer Photo Festival Qatar

Alongside Tasweer Photo Festival Qatar under Qatar Museums, this event highlighted the synergy between cutting-edge technology and homegrown talent. The event was a significant step in supporting Qatar's Vision 2030, which aims to nurture a vibrant cultural landscape by integrating innovation and artistic expression.

Tasweer spokespersons to be inserted here.

Maryam Al Misnad, Head of Marketing and Sponsorship for Tasweer Photo Festival Qatar, said, "We are honoured to join hands once more with Huawei to nurture the ever-growing local talent, and to develop our creative industry. At Tasweer, we believe that photography as an art form is being shaped by innovation in the smartphone industry more than ever before. We are grateful for Huawei's support through XMAGE Technology in providing new creative tools for our artists to explore. We look forward to seeing the outcome of their creativity and we hope their work inspires more emerging photographers."

Celebrating Huawei XMAGE Technology and XMAGE Awards 2024

Attendees experienced live demonstrations of Huawei XMAGE photography with HUAWEI Pura 70 Ultra, which has been praised for its ability to capture high-quality images that bridge the gap between professional and mobile photography. The technology's impact was clearly reflected in

the exhibited works, illustrating the potential for mobile devices to inspire and empower the next generation of photographers.

The event also marked the submission of the homegrown photographers projects to HUAWEI XMAGE Awards 2024. This prestigious annual competition, celebrates excellence in smartphone photography and encourages participants to push the boundaries of creativity. Since its inception in 2017, the XMAGE Awards have attracted nearly 4 million entries from over 170 countries and regions, making it a truly global platform for showcasing innovative photography.

Moving Forward

The event's success marks a pivotal moment for Qatar's photography scene, with Huawei and Tasweer Photo Festival Qatar playing crucial roles in shaping the future of the art form. The dialogue and insights shared during the panel discussion will continue to influence the trajectory of mobile photography in the region, Huawei and Tasweer look forward to future initiatives that will further elevate and support Qatar's creative community.