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## TEFFA Conference Returns to Msheireb Downtown Doha for its Second Edition

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*Regional-first launches set to bring AI-backed digital fashion and e-gaming experiences to Qatar*

**Doha, Qatar – 29 April 2024** – Following the resounding success of the first-ever Innovation by

Design Summit hosted in partnership with Fast Company Middle East, Msheireb Properties

announced the return of TEFFA (Technology Education Finance Fashion & Art) for its second

edition. Scheduled to take place at various places including M7, Doha Design District and Park

Hyatt Hotel in Msheireb Downtown Doha from 6-8 May, TEFFA will be an immersive experience

celebrating the convergence of technology, education, finance, fashion, and art.

Eng. Ali Al Kuwari, CEO of Msheireb Properties, expressed enthusiasm about the series of

innovative events and conferences taking place in Msheireb Downtown Doha in recent months,

saying, “We’ve cemented our status as a vibrant epicenter for premier creative and design-centric

events. Our community has evolved into a thriving incubator for ingenuity and cooperation across diverse sectors. We are excited by the influx of creatives and entrepreneurs drawn to Qatar and Msheireb Downtown Doha.”

TEFFA, this year focusing on AI, blockchain, and the business of fashion, will showcase the role technological innovation can play in the future of the design and fashion industries. From workshops by cutting-edge startups like Digital Seamless Fashion to ID Link and insights from global leaders and philanthropists, TEFFA will host thought-provoking panel discussions and hands-on classes on redefining education, revolutionising finance, influencing fashion trends, and reshaping artistic expression. TEFFA has also integrated unique interactive experiences throughout the event, including workshops on upcycling, AI gaming, and the Middle East’s first [Fashathon](#) competition.

“We are excited to bring TEFFA back to the vibrant hub of innovation that is Msheireb Downtown Doha,” said Shaika Al Sulaiti, Senior Concept Manager of the Doha Design District, Msheireb Downtown Doha. “This year’s TEFFA will take a deeper look into AI’s ever-evolving landscape, exploring its transformative impact across business, the environment, supply chain, education, and art.”

**Breakout regional first launches**

TEFFA will feature a series of regional firsts, including the launch of a new AI-powered fashion product by digital fashion innovation company Digital Seamless Fashion. The zbyte grant-backed product, which has been selected to be part of the Microsoft Starter Program, is set to redefine the digital fashion landscape with its modern Fashion AI engine.

Digital Seamless Fashion is also organising the first-ever [Fashathon](#) in the Middle East, inviting fashion creators worldwide to participate both online and in person. “The Fashathon is not just an event; it’s a movement towards a more inclusive, sustainable, and innovative fashion future with high impact in the region. We are excited to see the convergence of creativity and technology as designers from various backgrounds come together to shape the future of fashion,” added Shaikha Al Sulaiti.

In another first, Msheireb Properties and visionary gaming studio MetaHug will launch an immersive Roblox educational game that allows players to explore the richness of Qatari culture. Workshops will be organised to allow participants to interact within the platform and learn about the role e-gaming can play in cultural production as well as teach players important lessons relating to culture, design, and sustainability.

A session by Founder & CEO of Thalé Blanc and The Power of Words brand Deborah Sawaf on mental health awareness and empowerment in collaboration with artist *Julian* Gilliam, known as

*LOGIK*, performing live painting exercises. NYC Sustainable Fashion Week Founder Bridgett Artise will lead daily workshops on re-purposing and redesigning materials. A dynamic mural reflecting the ever-evolving relationship between nature and creativity, envisioned by Dea Baker and created by artist Gabe Weiss, will also be created during TEFFA.

### **The Fashathon Competition**

**May 7 and 8 from 5:30 pm**

The inaugural Fashathon at TEFFA in Doha is a groundbreaking event for fashion designers and digital creators, which allows participants to create distinctive AI-enabled 3D fashion using a diverse range of templates or their own imported models. Digital Seamless Fashion's AI Fabric generator can be applied to enhance these creations. Awards include an Apple Vision Pro for the best creation.

### **Build Msheireb World on Roblox**

**May 7 and 8 from 4:30 pm**

A series of workshops organised as part of the upcoming TEFFA event are set to engage the youth in meaningful ways, helping them understand and appreciate the heritage and future aspirations of Qatar.

## **Emotional Intelligence Using the Power of Words**

**May 6, 7 and 8 from 3.00 pm**

Founder & CEO of Thalé Blanc and The Power of Words brand Deborah Sawaf will run a workshop on mental health awareness and empowerment, while *Julian* Gilliam, who goes by the moniker *LOGIK*, will perform live painting exercises.

## **Upcycling Fashion**

**May 7, 8 and 9 from 5:00 pm**

NYC Sustainable Fashion Week Founder Bridget Artise will lead daily workshops on re-purposing and redesigning materials to create various items throughout TEFFA.

## **Elysium Garden Nature in Art Mural**

**Throughout the three-day event**

A dynamic mural reflecting the ever-evolving relationship between nature and creativity envisioned by Dea Baker and created by artist Gabe Weiss. In this creative workshop concept, participants will have the opportunity to transform waste from nature into wall murals. The canvas wall will be divided into dedicated spaces, each allocated to both art students and

established artists for an agreed-upon period.

Tickets can be purchased online: <https://teffa.events/>