

**matt jones**

## **Making Headlines**

Matt Jones is a freelance sub-editor – correcting typos and grammatical errors in other writers' copy and writing attention-grabbing headlines and standfirsts. Examples of published headlines and standfirsts are provided below.

### **IDENTITY MAGAZINE (MOTIVATE PUBLISHING, DUBAI):**

June 2004:

#### **To the manor reborn**

IN MARRYING MODERN TECHNOLOGY WITH CLASSICAL DESIGN, ROBERT ADAM HAS CREATED A NEW BREED OF ENGLISH COUNTRY HOME.

#### **Shepherd of the flock**

FLOCKED WALLPAPER, METALLICS, BUTTERFLIES AND DAMIEN HIRST: OSBORNE & LITTLE IS IN AN ECLECTIC MOOD.

July / August 2004:

#### **Cinmar vérité**

UAE COMPANY CINMAR DESIGN OWES ITS SUCCESS TO THE VISION AND PLANNING OF A REMARKABLE WOMAN: ITS HANDS-ON FOUNDER, FARIDA KAMBER.

#### **Cowboy builders**

INCREASING NUMBERS OF CITY SLICKERS ARE HEADING FOR THE PLAINS, WOODED BY THE ROMANCE AND RETURNS OF A RANCH INVESTMENT.

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### **Away win at Chelsea**

CHRISTOPHER BRADLEY-HOLE'S PHILOSOPHY OF PURE SPACES AND MATHEMATICALLY HARMONIOUS PROPORTIONS HELPED SHEIKH ZAYED'S GARDEN WIN GOLD AT THIS YEAR'S FLOWER OLYMPICS.

### **Heat seekers**

THE SUN CONTINUES TO SHINE ON THE UAE'S BOOMING PROPERTY SECTOR. WITH A LUXURY HOTEL CHAIN MOVING IN FROM THE WEST AND UNABATED INTEREST IN HOT NEW DEVELOPMENTS, THE OUTLOOK THIS SUMMER REMAINS EXTREMELY POSITIVE.

September 2004:

### **Addressed to impress**

LONDON'S LUXURY LETTINGS MARKET IS BEING TRANSFORMED BY THE INTRODUCTION OF CUTTING-EDGE STYLE IN ITS CELEBRITY-FLAVOURED DESIGNER HOMES.

### **Sale of the centuries**

ITALY IS GOING UNDER THE HAMMER AS ITS GOVERNMENT SELLS THOUSANDS OF HISTORIC BUILDINGS AND ARCHAEOLOGICAL SITES TO BOOST ITS COFFERS. IS NOTHING SACRED?

November 2004:

### **Harper's bazaar**

HE HAS DESIGNED EVERYTHING FROM A WEDDING DRESS TO A FLIGHT SIMULATOR. AS VOLVO'S CHIEF DESIGNER HE ONCE FOUND INSPIRATION FOR A WHEEL IN PIZZA CHEESE. *identity* MEETS STEVE HARPER.

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### **Flash Gordon**

AWARD-WINNING DESIGNER TO THE STARS GORDON RUSSELL IS LOOKING FORWARD TO BRINGING HIS ULTRA-CONTEMPORARY LOOK TO THE MIDDLE EAST.

December 2004:

### **Texas arranger**

ONE OF THE FEW FEMALE CEOS IN THE WORLD OF HOSPITALITY DESIGN, DALLAS-BASED TRISHA WILSON HAS BUILT UP A PORTFOLIO OF INTERNATIONAL CLIENTS WHO APPRECIATE HER 'CAN-DO' APPROACH AND CONTEXTUAL INTERIORS.

### **A touch of glass**

TRADITIONALLY DISPLAYED IN AN OLD RELATIVE'S CABINET, CRYSTAL HAS UNDERGONE A RADICAL RESTYLING TO ADD COLOUR AND CLASS TO THE CONTEMPORARY HOME.

### **The history of cool**

BUILDING HOMES OUT OF MUD AND PALM FROND SEEMS LAUGHABLE IN THIS AGE OF AIR CONDITIONED COMFORT. BUT, AS HISTORY SHOWS, LOCAL MATERIALS ARE BETTER SUITED TO A HARSH CLIMATE.

January 2005:

### **Ab prefab**

PRE-FABRICATED HOMES ARE A FABULOUS ALTERNATIVE TO THE SUPER-SIZED 'MCMANSIONS' THAT SWELL CITY SUBURBS, THREATENING THE PLANET'S HEALTH.

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### **Embroidering truths**

FABRIC DESIGNER MANDY KERLANN'S BESPOKE APPROACH DRAWS ON THE FRENCH ARTISAN TRADITION TO CREATE TRULY DISTINCTIVE ITEMS FOR EACH OF HER CLIENTS.

### **Public speaker**

AS WALL-HUNG ART OR FERRARI-RED STYLE STATEMENTS, TODAY'S SPEAKERS LONG TO BE SEEN AS WELL AS HEARD.

### **Shaker style**

FOR COCKTAILS WITH CLASS, CHOOSE GADGETS AND GLASSES THAT WILL CAUSE A STIR.

### **Castles in the sand**

TRADITIONAL ARABIAN ARCHITECTURE IS MILITARISTIC, SHAPED BY DEFENSIVE NEEDS IN AN OFTEN DANGEROUS ENVIRONMENT.

February 2005:

### **Polished Wood**

INTERIOR DESIGNER JOANNA WOOD HAS CREATED A TEXTURAL THEME FOR A LONDON SHOW APARTMENT BY JUXTAPOSING WOOD, METAL AND FABRIC WITH SPECIALLY-COMMISSIONED CONTEMPORARY ART.

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### **Keeping up with Jonas**

FORMER ARTIST AND ILLUSTRATOR JONAS LINDVALL'S INDUSTRIAL DESIGNS, FROM HIS CLASSIC *OAK* CHAIR TO KITCHEN SYSTEMS AND SHOP CONCEPTS, HAVE WON HIM AWARDS IN HIS NATIVE SWEDEN AND A REPUTATION THAT HAS SPREAD TO JAPAN.

### **Fit for Queen**

THE FORMER RECORDING STUDIOS WHERE FREDDIE MERCURY, JOHNNY ROTTEN AND THE CLASH MADE MUSIC AND MAYHEM HAVE BEEN TRANSFORMED INTO HIP HOMES FOR 'OLD PUNKS'.

### **Breeze frame**

THE HISTORY OF WIND-TOWER DESIGN IS CLOSELY ASSOCIATED WITH THE HISTORY OF PEACETIME TRADE BETWEEN THE PROUD TOWNS ON BOTH SIDES OF THE ARABIAN, OR PERSIAN, GULF.

### **X men two**

HOME-GROWN 'X ARCHITECTS' AHMED EBRAHIM AND FARID ESMAEIL ARE WINNING CLIENTS WITH THEIR VISION OF A SPECIAL PLACE FOR DUBAI IN THE HISTORY OF ART, ARCHITECTURE AND URBAN DEVELOPMENT.

April 2005:

### **Bang goes the guesthouse**

DANISH ARCHITECT JAN SØNDERGAARD HAS COMBINED A MINIMALIST APPROACH WITH ASPECTS OF NATURE TO CREATE A HUMBLE BUT MAJESTIC GETAWAY FOR JENS PETER BANG, OF BANG & OLUFSEN FAME.

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### **Going Bahamas**

IT'S A MATTER OF ATTITUDE NOT LATITUDE FOR OLD WORLD CHARMER TOMMY BAHAMA. THE US RETAILER'S CARIBBEAN-INSPIRED DESIGNS ARE SURE TO FOSTER AN ISLAND STATE OF MIND, WHEREVER YOU LIVE.

### **Med heads**

THE MEDITERRANEAN LOOK IS EARTHY AND BOLD, FRESH AND COLOURFUL – MUCH LIKE THE PEOPLE OF THE REGION AND ITS LANDSCAPE. NOW IT'S CATCHING ON IN DUBAI.

May 2005:

### **Mighty Aphrodite**

THE FINISHING TOUCHES ARE BEING MADE TO THE EASTERN MEDITERRANEAN'S BIGGEST INTEGRATED LEISURE DEVELOPMENT, THE DHS1 BILLION APHRODITE HILLS IN CYPRUS.

### **Home away from Rome**

ALESSANDRO AND MARINA CORVI, OWNERS OF ITALIAN INTERIOR DESIGN FIRM TAD, HAVE COMBINED THE NATURAL SURROUNDINGS OF THE GROTTA ROSSA DISTRICT OUTSIDE ROME WITH INTERNATIONAL INFLUENCES TO CREATE THEIR IDEAL FAMILY HOME.

### **We bid you hello**

CHRISTIE'S AUCTION HOUSE IS SETTING UP SHOP IN DUBAI. IN AN EXCLUSIVE INTERVIEW WITH *identity*, CHRISTIE'S PRESIDENT JUSSI PYLKKÄNEN SAYS DUBAI IS 'THE PERFECT PLACE' TO DISPLAY WORLD-CLASS ART.

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### **Forming a Q**

THE DESIGNERS OF BERLIN'S TOPSY-TURVEY Q! HOTEL HAVE REJECTED THE FORMULAIC SLEEP FACTORY APPROACH FOR ONE THAT BREAKS THE RULES OF HOTEL DESIGN. GUESTS ARE SEEING RED – AND LOVING IT.

### **Pure fabrication**

FAMED TEXTILE DESIGNER ULF MORITZ PRESENTED HIS LATEST COLLECTION OF INNOVATIVE FABRICS WITH HIS SIGNATURE FLAIR. *identity* CAUGHT UP WITH THE GERMAN 'ALL-ROUNDER' IN THE SUITABLY DRAMATIC SETTING OF BASTAKIA'S MAJLIS GALLERY.

June 2005:

### **Fronnd memories**

SURVIVING EXAMPLES OF TRADITIONAL GULF ARCHITECTURE – FORTS AND WIND-TOWER HOUSES MADE OF MUDBRICK, CORAL, GYPSUM PLASTER AND MORTAR – ONLY TELL HALF THE STORY OF HOW PEOPLE USED TO LIVE. FOR MOST ORDINARY WORKING PEOPLE, HOME WAS A LESS DURABLE, BUT VERY PRACTICAL PALM FROND HOUSE.

### **Storey telling**

FROM TWO-STOREY VILLAS TO THE LATEST 90-STOREY DEVELOPMENT AT DUBAI MARINA, THIS MONTH'S COLLECTION OF SHORT STORIES HIGHLIGHTS THE VILLAS AND APARTMENTS THAT OFFER BUYERS THE CHANCE TO LIVE HAPPILY EVER AFTER.

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July / August 2005:

### **Capital gains**

AFTER MUCH SPECULATION, ABU DHABI'S FIRST FREEHOLD RESIDENTIAL PROPERTIES ARE FINALLY ON THE MARKET. UAE NATIONALS HAVE SNAPPED UP THE FIRST RELEASE, BUT FOREIGNERS WILL GET THEIR CHANCE TO INVEST IN THE COUNTRY'S RAPIDLY GROWING CAPITAL LATER THIS YEAR.

### **Artist of the portrait**

ANDREW VICARI IS ONE OF THE WORLD'S GREATEST LIVING PAINTERS. *identity* CAUGHT UP WITH THE WELSH-BORN, MONACO-BASED OFFICIAL PAINTER TO THE SAUDI COURT AT A RECENT EXHIBITION OF HIS OILS AT DUBAI'S ONE & ONLY ROYAL MIRAGE.

### **Life on the rocks**

FROM A MID-AIR BEDROOM TO A WALLPAPERED WINE CELLAR, CANDIDA FIGUEIREDO AND JORGE VARELA GOT MORE THAN THEY EXPECTED FROM THE DESIGNERS OF THEIR DRAMATIC HOME AMONG THE BOULDERS OF NORTHERN PORTUGAL.

### **History channel**

IN THE DAYS BEFORE WATER DESALINATION PLANTS, AN INNOVATIVE DESIGN BROUGHT LIFE TO THE REGION'S DRY AND UNCOMPROMISING LANDSCAPE – THE *FALAJ* IRRIGATION CHANNEL. *identity* REVEALS HOW WATER WELLS INFLUENCED ARCHITECTURE IN THE GULF.

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October 2005:

### **Pushing tin**

IT'S A CASE OF 'TIN CAN' NEVER 'TIN CAN'T' WHEN IT COMES TO THE OVERWHELMINGLY POSITIVE CONTRIBUTION THIS ANCIENT METAL CAN MAKE TO CONTEMPORARY INTERIORS AND EXTERIORS. CURRENTLY AT THE CENTRE OF A RETRO STORM, TIMELESS TIN IS BEING MINED FOR A WEALTH OF DECORATIVE POSSIBILITIES.

### **Nice cube**

CUBISM MAY NOT BE SYNONYMOUS WITH HOME INTERIORS, BUT BRITISH THEATRE DESIGNER ASHTON TAYLOR-SMITH SQUARED UP TO THE CHALLENGE OF CREATING A COMFORTABLE CUBIST SHOW FLAT TO MARK THE ART MOVEMENT'S 100TH ANNIVERSARY.

### **Goode stuff**

IF YOU WANT TO INTRODUCE ELVES, GOBLINS AND OTHER FABLED CHARACTERS INTO YOUR GARDEN, YOU'LL NEED THE FERTILE MIND OF DAVID GOODE. THE BRITISH SCULPTOR'S BRONZE CREATIONS ARE NOT TO BE MYTHED.

November 2005:

### **Butterfly eye**

BUTTERFLIES ARE FLUTTERING THEIR WAY INTO INTERIORS THIS SEASON, WITH AN ARRAY OF INTENSE AND DAZZLING COLOURS. CATCH THEM IF YOU CAN!

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### **Sofa so good**

FURNITURE DESIGNER DIDIER GOMEZ, WHO COUNTS HARRISON FORD, JACQUES CHIRAC AND YVES SAINT LAURENT AMONG HIS ADMIRERS, TELLS *identity* ABOUT THE INFLUENCES THAT SHAPE HIS WORK.

### **Eye candy**

THE MONACO-BASED LUXURY YACHT CANDYSCAPE IS NOT ONLY AN EXAMPLE OF INNOVATIVE, NAUTICAL INTERIOR DESIGN, IT'S ALSO A FLOATING METAPHOR FOR STYLISH LIVING.

### **The Wong approach**

*identity* CAUGHT UP WITH THE ARCHITECT OF EMIRATES TOWERS, HONG KONG-BORN HAZEL WONG, TO FIND OUT WHAT SHE HAS BEEN DOING SINCE THE DUBAI LANDMARK WAS COMPLETED SIX YEARS AGO.

### **Leather forecast**

PASQUALE NATUZZI, FOUNDER AND CEO OF THE WORLD'S LARGEST LEATHER FURNITURE MANUFACTURER, SAYS ITS NEW DUBAI SHOWROOM IS A FLAGSHIP FOR THE NATUZZI PRODUCT RANGE AND LIFESTYLE IN THE MIDDLE EAST.

December 2005:

### **Sea view play**

THE COMBINED TALENTS OF ARCHITECT FRANÇOIS VIEILLECROZE AND INTERIOR DECORATOR ALEXANDRA DE GARIDEL HAVE CREATED A MODERNIST DREAM HOME IN 'PARADISE' FOR A FRENCH FAMILY OF FOUR.

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### **Women's hour**

WOMEN IN THE UAE HAVE BECOME A FORCE TO BE RECKONED WITH IN THE HIGHLY COMPETITIVE WORLD OF PROPERTY INVESTMENT.

### **Boomtown stats**

ESTATE AGENTS IN LONDON'S POSH PARTS HAVE DONE THE MATH AND ARE STARTING TO PARTY. BUT WILL THE BRITISH CAPITAL'S MINI-BOOM SPREAD TO THE REST OF THE COUNTRY?

February 2006:

### **Revolutionary Kou**

HOME SHOPPING HAS BEEN GIVEN WHOLE A NEW MEANING IN HONG KONG, WHERE LOUISE KOU'S HOME ISN'T ON THE MARKET – IT IS THE MARKET.

March 2006:

### **Anchor tenants**

AROUND THE WORLD, INCREASING NUMBERS OF PEOPLE ARE TURNING FROM CONVENTIONAL HOMES TO HOUSE-BOATS ON WATERWAYS OR IN MARINAS. THIS ISN'T A SEASONAL FAD, BUT YEAR-ROUND ADVENTUROUS LIVING – INDEPENDENT, EXPRESSIVE AND FUN. NOW, DESIGNER LEEN VANDAELE IS GIVING DUBAI RESIDENTS AN OPPORTUNITY TO EXPERIENCE THE LIFE AQUATIC IN ONE OF THE EMIRATE'S SAFE HAVENS.

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April 2006:

### **The full Monte**

SPECULATIVE ACTIVITY AND A SHORTAGE OF 'DES RES' HOMES ARE PUSHING PRICES UP IN MONACO. SWANKY LONDON PROPERTY DEVELOPER AND INTERIOR DESIGN FIRM CANDY AND CANDY IS CASHING IN BY DESIGNING TWO MILLIONAIRE PADS FOR OVERSEAS BUYERS WHO WANT A PLACE THAT'S READY TO MOVE INTO.

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Journalism • Photojournalism • Travel Writing • Scriptwriting • Copywriting • Press & Public Relations

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**IDENTITY PROPERTY (MOTIVATE PUBLISHING, DUBAI):**

Spring 2005:

**Loan rangers**

AS MEMBERSHIP OF THE DUBAI PROPERTY INVESTORS CLUB CONTINUES TO BOOM, BANKS AND FINANCIAL INSTITUTIONS ARE PROVIDING MORE MORTGAGE OPTIONS FOR HOME BUYERS. BUT WHAT ARE THE IMPLICATIONS OF A LEVERAGED PURCHASE IN THE LOCAL MARKET?

Summer 2005:

**Desert classic**

FORMERLY A RETIREMENT HAVEN FOR THE RICH AND FAMOUS, SOUTHERN CALIFORNIA'S COACHELLA VALLEY IS WITNESSING AN INFLUX OF YOUNGER DESERT DWELLERS WHO ARE KEEN TO RECREATE ITS GLAMOUROUS PAST.

Autumn 2005:

**Automatic for the people**

WITH DUBAI ON COURSE TO BECOME THE WORLD'S LARGEST 'INTELLIGENT CITY', DEVELOPERS, ARCHITECTS AND SERVICE PROVIDERS ARE ATTEMPTING TO OUTSMART THE COMPETITION TO PROVIDE THE ULTIMATE AUTOMATED HOMES.

**Breaking mews**

THE STRICT BUILDING CODES ON A DUKE'S LONDON ESTATE FORCED FINCHATTON DESIGNER ANDREW DUNN TO COME UP WITH A NOVEL MEANS OF TRANSFORMING A POKEY, TWO-STOREY MEWS DWELLING INTO A LIGHT AND SPACIOUS FOUR-STOREY HOME.

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## **Terrace houses**

IF YOU'RE A FAN OF 'THE BEAUTIFUL GAME', WHY NOT GET A PAD AT YOUR FAVOURITE CLUB'S GROUND? A DECADE AFTER THE FIRST 'FOOTBALL COMMUNITIES' WERE CREATED IN LONDON, EVEN BIGGER PROJECTS ARE UNDERWAY. BUT SHOULD INVESTORS BE WARY OF BEING CAUGHT OFF-SIDE IN THE CITY'S LESS ATTRACTIVE NEIGHBOURHOODS?

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**EP MAGAZINE (MOTIVATE PUBLISHING, DUBAI, FOR EMAAR PROPERTIES):**

Winter 2005:

**Jack up the bean talk**

FROM ETHIOPIA TO SEATTLE, A CUP OF COFFEE IS MUCH MORE THAN A ROUTINE WAY TO START THE DAY – IT’S AN EXPERIENCE TO SAVOUR IN SWANKY CAFÉS, OR AT HOME, WITH THE RIGHT ACCESSORIES.

Summer 2005:

**Club sand wedge**

AT THE HEART OF THE ARABIAN RANCHES’ DESERT COURSE LIES A MAGNIFICENT NEW GOLF CLUBHOUSE. SPANISH COLONIAL IN STYLE, THIS IS A PREMIER ESTABLISHMENT THAT’S GUARANTEED TO TURN HEADS.

**My precious**

SEMI-PRECIOUS STONES IN EVERY IMAGINABLE COLOUR ARE CAUSING A STIR IN THE JEWELLERY WORLD. FROM BRIGHTLY-COLOURED ROCKS TO PASTEL-HUED GEMS, THEY’RE THE ULTIMATE ACCESSORY RIGHT NOW AND EVERYONE, FROM DESIGNERS TO CELEBRITIES, IS EXCITED BY THE TREND.

Autumn 2005:

**Heart is where the home is**

LE CŒUR VOLANT, OR ‘FLYING HEART’, HAS BEEN HOME FOR WORLD RENOWNED FASHION DESIGNER AGNÈS B. FOR 15 YEARS. IAN PHILLIPS TRAVELS TO FRANCE TO TOUR THE 18TH CENTURY HOUSE AND CHAT WITH ITS OWNER ABOUT HER CHOICE OF ‘AUTOBIOGRAPHICAL’ DECOR.

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**Souk it and see**

DUSTED BY SAND BLOWN IN FROM THE NEARBY SAHARA DESERT, HIDDEN BELOW THE SNOW CAPPED ATLAS MOUNTAINS, LIES MARRAKECH. THIS FASHIONABLE MOROCCAN RETREAT OFFERS THE MAGIC AND MYSTICISM OF AFRICA AND ISLAM FLAVOURED WITH A EUROPEAN SENSIBILITY.

Jan 2006:

**On the bottle**

FOR CENTURIES PERFUME HAS BEEN ONE OF THE MOST POWERFUL APHRODISIACS KNOWN TO MAN. OVER THE PAST 100 YEARS NOT ONLY HAS IT BECOME MORE SOPHISTICATED IN ITS INGREDIENTS AND COMBINATIONS, BUT THE INTRODUCTION OF SPECIALLY-DESIGNED BOTTLES HAS TURNED PERFUME PACKAGING INTO AN ART FORM.

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## **IAA CONGRESS DAILY MAGAZINE (MOTIVATE PUBLISHING, DUBAI):**

March 2006:

### **From here to affinity**

Better awareness of brand sponsorship in the Middle East is beginning to pay dividends, writes Alex Andarakis, chief executive of Aujan Industries.

### **Pressing ahead**

Mona Al Marri, chairperson of Dubai Press Club, talks to Jacob Joseph about the club's role in Dubai's emergence as a media hub, and her desire to see more UAE women in the workplace.

### **Telly addicts**

Television remains – and is set to remain – the main form of entertainment in Arab homes. Esther Isaac reports.

### **Buyer beware**

*Congress Daily* reveals why the early inclusion of brand issues has become a matter of urgency for dealmakers.

### **Battling stereotypes**

Yasemin Saib, senior producer with Arabic satellite broadcaster MBC, reveals the journey she has taken as a female Saudi media personality in a post 9/11 world.

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