



## Member Interview



<b>Name</b>	<b>Rania Naffa</b>
Nationality	Jordan/Austria
Hometown	Amman (Jordan)
Education	University of Jordan – Bachelor of Business Administration (BBA)
In UAE since	2001
Employer	The Selfie Kingdom
Hobbies	painting, travelling, sports and reading books
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**Q: Our interviewee today is Mrs. Rania Naffa. She is the newest member of the Austrian Business Council, who joined in February 2020 as the owner of the her newly established company “The Selfie Kingdom”. Rania, can you please introduce yourself in a few words?**

**Rania:** I am Austrian and Jordanian. My father is from Jordan. He studied and worked in Austria where he met my mom. I have two brothers and two sisters. I lived most of my life in Jordan where I also studied at the University of Jordan. My Major was in Business Administration and my Minor in Economics. After that, I worked in different places like in Citibank, I was a KG1 and KG2 teacher, I worked in an advertising company, and had a part time job as a tour ambassador in the Grand Hyatt Dubai.

**Q: What brought you to Dubai?**

**Rania:** At the beginning, it was a good business opportunity for my husband. We've been in Dubai for the past 19 years and we saw all the changes. At the beginning I raised my 3 kids, but they are grown up now. Two girls are in London, one of them is working at Associated Press. The other one is studying at the University of Arts in London. My son is fifteen years old. Now that I have more time, I wanted to get back into business doing something that is more related to my passion. That's how the whole idea of Selfie Kingdom came about.

**Q: Can you please tell us what The Selfie Kingdom is all about?**

**Rania:** Actually, it is Dubai's first selfie museum. It is a place where you can create art, sort of a photography place. It consists of 15 rooms with different decor, designs, props, and backdrops where you can move around to any room you want. I believe that most of your true feelings can be captured at the moment in photos. Although we only started in January, we have an overwhelming response both domestically and globally. We are working with lots of artist and designers to showcase their works. Also, we change the decors every few months to create a nice and different feeling for everyone. You can come on your own and take a photo on the selfie-stand or you come with the whole family and have fun. Also, you can book our place for events. We have a lot of collaborations with brands as sponsors in our rooms. There is also a coffee shop where you can co-work and do meetings and workshops.

**Q: Where is the Selfie Kingdom located?**

**Rania:** It is located in Motor City, in the first floor of the Daytona House.

**Q: Is there anything else that you would like to tell the members of the Austrian Business Council?**

**Rania:** I'm so happy that I am now a part of the Austrian Business Council as a member. I would like to take this opportunity to let them know that we can really cater for a lot of things, for people who like to be creative, or artists to showcase their work here with us. Also, for the business companies that plan to launch a service, product, or who want to have a workshop and meetings here. Lots of things can happen here in our place. Like I said, we will always keep it interesting and fun. Of course, I would like to invite all the members of Austrian Business Council here for a coffee, where they can relax and have fun going through all these rooms and capturing those moments.

**Q: I am really looking forward to that. Rania, thank you so much for the interview. We wish you all the best for the Selfie Kingdom.**

**Rania:** Thank you for having me.