

# Spectrum

The Prism Newsletter

ISSUE 2

**"A journey of a thousand miles begins with a single step."**

- Lao Tzu

Hello again and welcome to our second issue of Spectrum. It's a burst of new colour, new faces, and new beginnings! Dive right in and discover all about our 'newness'. Happy Reading...

## PRISM'S LATEST BUSINESS MOVE?



## A NEW OFFICE AT BUSINESS BAY!

Our new journey of a thousand miles literally begins with the shifting of our office from our old location at Platinum Business Towers in Al Nahda to bigger premises at Building 13, Business Bay.

Which means we are closer to our clients, not to mention having a fantastic view of the iconic Burj Khalifa outside our window. But the real steal is our funky new look indoors. Look forward to seeing you there!



## THE PRISM FAMILY WELCOMES TWO NEW FACES!



**Pratibha**

She's 29 years old and loves traveling, driving, swimming and cycling. Meet Pratibha who has just joined us as our new Account Manager. With a total of 5 years in advertising, out of which 3 years were spent in Ogilvy and Mather. She brings a wealth of global experience in strategy and business development with her, having worked on global blue-chip brands.



**Pradeep**

Pradeep is our new Graphic Designer from Sri Lanka. At 44, he has lived in Dubai for 9 years and worked with Maatouk Art & Design. Possessing a sharp visual eye for striking design and a Beethovenesque hairstyle, he also has a celebrated ear for music. He enjoys listening to Linkin Park, Metallica and Queen and playing cricket during his free time.