



WHERE SEEDLINGS CAN BLOSSOM  
**REEM FARAH**  
 BRINGS APPLE SEEDS TO DUBAI



**'Our priority has always been to create a space for families with young kids that is incredibly safe, unbelievably clean and super fun'**

**D**ubai-based Reem Farah is a young new mother with a New York plan. Together with sister Miran and close friend Amira, the three ladies have adopted a playground philosophy and business idea that's hugely successful in the Big Apple, and primed to send mum's 'gaga' in Dubai. One year after its initial conception, the three business partners opened their first apple seeds – a haven for little ones to run wild and explore their creative sides while accompanying adults catch up with friends in the apple seeds café. "Our priority has always been to create a space for families with young kids that is incredibly safe, unbelievably clean and super fun. We strive every day to make sure we never lose focus of those goals," says business partner and managing director, Reem. Apple seeds is an American concept, complete with a New York yellow taxi (a mini one of course) in the play area, the fun aspect of this establishment is only half of what's on offer. Apple seeds also run a variety of educational and interesting classes throughout the week, which are hugely popular.

**HELLO!** heads to apple seeds in Dubai to meet with entrepreneur and partner Reem to find out the story behind such a fun enterprise...

**How did you discover apple seeds?**  
 "I was living in New York and my really good friend Amira and I had children the same age, and she suggested we

try this really cool playgroup that had just opened up in her neighbourhood. We attended with our kids and did a class called, 'dinner and a show', which is a cooking and musical class, and later that night we were talking and we thought, 'Dubai really needs an apple seeds! Lets do this!'"

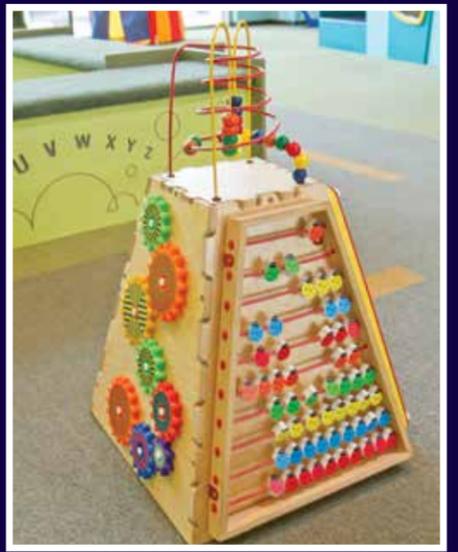
**And there's nothing like apple seeds in Dubai?**  
 "There was nothing like it before, and there is nothing like it here since. apple seeds is a very unique place and one of the reasons we wanted to bring it to Dubai was a slightly selfish reason on my part – my children were young and I wanted to have more, and I wanted them to have the same luxuries as in New York."

**You've created a fantastic environment.**  
 "Thank you! The feeling you get in apple seeds is kind of like a community feel, and because it's membership-based, people come and see the same faces, and they meet their friends, and they feel safe. And I wanted a space where the mother can come too, something a little bit more sophisticated and grown up for the adults."

**Was it an easy process setting up?**  
 "Well, it was hard finding a location, I did spend about nice months looking for the perfect space. I knew I didn't want it to be in a mall, I wanted a place with easy parking, which is hard to find in Dubai. And we're lucky here, we have plenty of



An apple seeds classroom ready for a world sippy cup soccer class. The space can also be hired for birthday parties



parking spaces and mums don't even need to bring a stroller."

**Did you have any reservations about going into business with your friend and sister?**  
 "No, I'm really lucky. Amira is in New York and we share the same philosophy, which is why we're in business together. We have a great relationship with the founders too, and we share the same ideas and views. So it's worked out well!"

**How important is child development through playtime?**  
 "Children are constantly learning. Even if they're just sitting on the floor and rolling a

car along, they're learning how fast can the car go? How far can I push it? Does it go backwards or forwards? It's so important for their brains, and the ages between 0-5years are so important. Even here, playing in the New York deli and tapping away on the till, maybe that gets them thinking about math and money and so on."

**Which apple seeds classes are most popular?**  
 "Our music classes are most popular. You can play in a band, it's not just a tape recorder playing songs, the children get to use all sorts of musical instruments. It appeals to all ages from the six-month-old babies to the four-year-

old child, so parents can also have siblings in the same class, which is very helpful. Our second most popular is the science class where children can walk away with a bag of slime and they love it. We also have a 'seedlings' class, which is very popular and designed for separation learning. And we have classes in Arabic which are always full."

INTERVIEW: ALICE NICKALLS  
 PHOTOGRAPHER: VICTOR BESA  
 SHOT ON LOCATION AT APPLE SEEDS,  
 GOLD AND DIAMOND PARK, DUBAI  
[WWW.APPLESEEDSDUBAI.COM](http://WWW.APPLESEEDSDUBAI.COM)



**WIN!**  
 A year's Red Apple membership at  
**apple seeds**  
 playground



**HELLO!** Middle East is offering one lucky reader the chance to win a Red Apple membership, worth US\$730/ Dhs2,680, which allows access to the indoor playground and discounts on classes, birthday parties and the apple seeds café.

**THE DETAILS**  
 Adapted from the Big Apple itself, the all-in-one indoor playground and classes invite you and your children to run around, get creative and have fun.

Located at the Gold and Diamond Park in Dubai, with a New York City themed play area and a sports gym designed with those energetic children in mind, you'll find padded ramps and slides, tunnels and stairs - it'll be hard to pull them away!

All of apple seeds' activities are developmentally appropriate and oodles of fun for newborns and children up to five years old.

The Red Apple membership entitles the whole family (up to two children up to five years old):

- Unlimited access to the indoor playground
- 10% discount on classes
- 10% discount at café, and all other apple seeds events
- 5% discount off birthday packages
- Priority advance registration for classes
- At least one-third (1/3) of all class

spots will be reserved for apple seeds members until thirty (30) days before the first class.

- Unlimited complimentary guest passes for first-time apple seeds visitors as long as they are accompanied by the member. (All guests must present photo IDs)

[www.appleseedsdubai.com](http://www.appleseedsdubai.com)

**ENTER**  
 To win this desirable prize, simply answer:

**Where did the apples seeds concept originate?**  
 A) New York  
 B) New Delhi  
 C) New Mexico

Submit your answer to [winwithhello@motivate.ae](mailto:winwithhello@motivate.ae) before October 6 to be in with a chance to win!

Don't forget to follow us:  
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**TERMS & CONDITIONS**

- There is a total of one prize to give away
- Prize not to be used in conjunction with another prize
- Prize is worth approx. US\$730/Dhs2,680
- Prize must be redeemed by November 1 and is valid for one year from start date
- **HELLO!** Middle East will select one winner at random on October 6
- Prize must be collected from **HELLO!** Middle East office, located on 34th Floor, Media One Tower, Dubai Media City