

## Dubai on reel: Discover Dubai with Jessica Alba and Zac Efron

In November 2013, Dubai broke into a festive frenzy with people taking to the streets to celebrate a prestigious milestone for the city – winning the [Expo2020](#) bid. Week-long holidays were announced, and the next morning, the world's eyes were on the dynamic Middle Eastern city that had emerged victorious, defeating Sao Paulo and Izmir to host the largest global cultural festival. Today, seven years later, we witness the exhibition come to life with spectacular architectural displays. A cosmopolitan city in its complete sense, greeting tourists has always been part of the city's DNA, and Expo only adds another reason to why it's the best time and place to be here.

Beyond its reputation as a bustling tourist haven, Dubai is fast gaining popularity amongst property enthusiasts, as well as those thinking to relocate to the emirate. Leading up to the Expo's launch, the city witnessed a sale of 5,762 residential real estate units valuing a total of AED16.2 billion – the highest value of sales transactions recorded since December 2013 – as revealed by Property Finder.

If the Expo wasn't attractive enough a proposition to hop on a plane and plan your first trip, the 5-part short films produced by Dubai Tourism will surely convince. Starting with the casting of Hollywood heartthrobs Jessica Alba and Zac Efron, *Dubai Presents* takes viewers on a magical visual journey across the emirate. From the historic Al Fahidi neighborhoods, quirky boutiques, and Creekside cafes in Al Seef to the serene expanse of the desert, picture Arabesque interiors, dazzling skylines, and swanky architecture with the best eateries from around the world, a skiing experience that's open year-round or an island perfect for a weekend getaway.

Savoir Flair rounds up the iconic neighborhoods and localities featured in the short film and highlights key residential spots for those planning on relocating to or investing in the city.

### Old-Dubai

Get a glimpse of quintessential Dubai (pre-skyscrapers era) at Al Fahidi and Al Seef that combine the city's traditional charm with today's urban lifestyle. A proposed UNESCO World Heritage site, the Al Fahidi district boasts historic architecture and design, paired with a thriving cultural scene, an ode to the UAE's rich heritage.

Evening walks by the creek at Al Seef, a breezy *Abra* ride to crossover from one part of town to another, or a soulful literary night at the Sikka Arts café. Al Fahidi is a buzzing hub of craft boutiques, cultural exhibits, courtyard cafes, art galleries and, home to the oldest standing museum in Dubai. The promenade at Al Seef borrows its neighbor's old-school charm and replicates it with ease. Soak in that old-Dubai charm with a quaint apartment situated in the heart of the town with rent as low as AED2,833 per month for a [one-bedroom, 600 sq. ft](#) apartment in Bur Dubai, complemented by [luxurious duplexes](#) situated at the elite Mankhool neighborhood.

Situated on the other side of the creek, bask in the colorful and aromatic flavors of spices from around the world as you walk through the spice market or experience the nostalgia of an *Abra* ride (for just AED2) as you explore the narrow alleys and the charm of old Dubai. With homes starting at as low as AED3,666 per month for a [1-bedroom, 1,015 sq. ft apartment](#), this side of town falls closer to residential localities of Deira, Al Raffa, Naif, and Muraqqabat.

### Platinum Heritage

Perfect for those with a flair for adventure and a love for all things outdoors, the Platinum Heritage group offers a series of local experiences that best portray old Dubai's Bedouin lifestyle as well as the desert culture. Make every weekend a new adventure – cruise across the golden dunes on board a vintage Land Rover and discover the desert wildlife, including gazelles and the mighty Arabian oryx.

Communities based close to the desert include Motor City, Sports City, Arjan, Dubai Studio City, Al Barsha South, and Jumeirah Village Circle. With Jumeriah Village Circle being the most sought-after spot for apartments, according to data revealed by Property Finder. At AED4,250 per month you could be living in a spacious [1 bedroom apartment](#), overlooking a lively green-community and a variety of commercial spots in close vicinity.

### **Burj Al Arab and Jumeirah Al Qasr**

Recognized as one of the world's most elite and exclusive 7-star hotels, Burj Al Arab overlooks the Arabian Sea tall. At the same time, its neighbor Jumeirah Al Qasr boasts of traditional arabesque architecture with contemporary elegance. Nestled between the backdrop of rising skylines and the magnificent Madinat Jumeirah, or 'City of Jumeirah', Al Qasr is truly the jewel in the crown whilst Burj Al Arab holds its stance as the epitome of luxury and opulence. Perfect for a weekend getaway or a seaside escape, both venues are top tourist spots with a divine dining and nightlife scene.

A stone's throw away from these two icons sits an array of residential communities including, [Palm Jumeirah](#), [Al Barsha](#), [Umm Sequim 3](#) and [Greens](#). Surrounded by upscale restaurants, beach clubs, and the popular Mall of the Emirates and Nakheel Mall, this side of town promises a truly upscale lifestyle with easy access to the city's favorite social hot spots. A rent of roughly AED4,000 a month can get you a [1 bedroom apartment](#) in Greens, or invest in your dream home with the [prestigious villas](#) on offer along "The Palm."

### **Skydive Dubai**

An experience of a lifetime, the Skydive Dubai is every adventure enthusiast's dream come true, soar up to an altitude of 13,000 ft for the jump. Unlock the Skydive experience at two locations in Dubai, one at Palm Jumeirah and the other situated on the outskirts, overlooking the desert. Whether you'd just like to be a mere observer or experience this adrenaline gushing quest, your best bet at being in the vicinity would be a [fully furnished, sea-view home](#) starting at approximately AED6,666 in Al Sufouh or, exploring spaces in and around [Dubai Marina, Jumeirah Lake Towers, Al Sufouh, The Greens, Barsha Heights, and Jumeirah Islands](#).

### **Museum of the Future**

An architectural wonder, the Museum of Future is a cultural landmark that hopes to explore the threats and opportunities of our time. Incredibly detailed, it's a structure that's hard to miss amidst the many high-rise buildings located on Sheikh Zayed Road. Built over the city's elevated, driverless metro system on the edge of the financial district, the museum is yet to open to the public and still has already created a global buzz for its unique design and detailed architecture.

The contemporary districts of [Downtown Dubai](#) and [DIFC](#) are nestled between the Burj Khalifa, on one side and The Dubai Mall as well as a myriad of elite restaurants and hotels on another.

.....