



مينا لأك
MENALAC

مجلس الشرق الأوسط وشمال أفريقيا للترفيه والجذب السياحي
Middle East and North Africa Leisure & Attractions Council

MEMBER TALK - AUGUST 2021

“Nothing lights up a child’s brain like play” according to Dr. Stuart Brown. Children, being inherently curious and akin to sponges, are able to absorb and learn everything faster than we can imagine. More and more today, parents are realizing that play is not an interruption from learning but is in fact, the most favorite form of learning.

It is no surprise then, that creators of edutainment centres are striving to offer the best environment for combining play and learning while birthing in children the essential life skills of empathy, collaboration and social interactions from a very young age.



MEMBER TALK
WITH MS SHIFA YUSUFFALI
CEO IDEACRATE EDUTAINMENT AND ORANGE HUB

We are delighted to be in conversation with Ms. Shifa Yusuffali, the CEO of Orange Hub and its parent company IdeaCrate Edutainment LLC to know more about its recently opened Orange Hub facility at Al Dhafra Mall in Bada Zayed, Abu Dhabi, her vision for her brands and how they plan to stay on top of the evolving edutainment space.

Q&A

1. Congratulations on the opening of the newest Orange Hub in July 2021. Please enlighten us on the brand ORANGE HUB, what it stands for and what your little guests can hope to expect?



مينا لأك
MENALAC

مجلس الشرق الأوسط وشمال أفريقيا للترفيه والجذب السياحي
Middle East and North Africa Leisure & Attractions Council

MEMBER TALK - AUGUST 2021



“At Orange Hub we take ‘play’ very seriously! Our games are primarily curated to involve the entire family in play and offer them inspiring experiences”

At Orange Hub we take ‘play’ very seriously! At Orange Hub, our games are primarily curated to involve the entire family in play and offer them inspiring experiences. We provide an environment where they can come, hangout with their loved ones while experiencing our latest indoor games and fun-filled activities. Guests can also enjoy an array of food and beverages at our café.

2. Opening a new branch closely on the heels of a stubborn downturn, reveals the confidence and support that Orange Hub enjoys from its customers. Could you elaborate on the response to the opening and what attracts your loyal patrons?

We want to entertain our guests wherever they are, and be available to them whenever they need us. Basically, we want to get closer to our young patrons. The response from the Western Region in the UAE has been fantastic and we are glad to add an element of entertainment in their daily lives. Learning through play is our mantra and we’ve delivered it so effortlessly to our customers that they visit us over and again. And by leveraging cutting edge technology in gaming, we always try to stay ahead of the industry trends.



3. You operate Orange Hub and many similar edutainment brands under the IdeaCrate Edutainment Company umbrella. What was your mission in starting Ideacrate and how do you feel your brands and operations are unique?



مينالأك
MENALAC

مجلس الشرق الأوسط وشمال أفريقيا للترفيه والجذب السياحي
Middle East and North Africa Leisure & Attractions Council

MEMBER TALK - AUGUST 2021



“IdeaCrate was born with an aim to deliver world-class educational institutions and family entertainment facilities across the UAE and beyond.”

On becoming a mother, my whole idea about childcare and development evolved. My goal is to provide a nurturing and engaging learning environment for all young minds. And IdeaCrate was born with an aim to deliver world-class educational institutions and family entertainment facilities across the UAE and beyond.

We currently operate 3 brands:

Orange Seeds Nursery (6 months to 4 years): 1 centre in Abu Dhabi

Orange Wheels (up to 8yrs): 2 centres in Abu Dhabi and 1 in Dubai

Orange Hub (entire family): 1 centre in Abu Dhabi and 1 in Umm Al Quwain

We are a premium brand, offering unique entertainment activities for the whole family in an engaging and safe environment. And that’s what our customers like about us.

4. Edutainment is witnessing many new trends that go beyond the traditional soft play and learn concepts. Which trends do you feel we can expect to see in a modern edutainment centre in the next 2-5 years?

We are already seeing a huge shift in the learning process, which is expected to continue and evolve faster than we think. I believe a couple of trends will top the list:

An integrated approach towards learning is key. Relying on just textbooks is not enough anymore. It is imperative to involve children in experiential learning and expose them to different kinds of methodologies to help them grasp concepts better.





مينا لأك
MENALAC

مجلس الشرق الأوسط وشمال أفريقيا للترفيه والجذب السياحي
Middle East and North Africa Leisure & Attractions Council

MEMBER TALK - AUGUST 2021

Personalised learning is crucial, where each child is encouraged to learn at their own pace, based on their interests and skills. This is especially important when it comes to children with special needs if we want to build an inclusive community.

5. How does Ideacrate stay on top of the evolving edutainment space planting seeds to ensure that children build the essential life skills of social interaction, team play and constant learning, while engaging in futuristic play activity?



At IdeaCrate, we are constantly learning and keeping ourselves updated on the latest trends and technology in the edutainment sector. We value human interactions and thoroughly understand the science and importance of having healthy relationships. We aim to bring a harmonious balance between technology and learning through meaningful interactions.

“We value human interactions and thoroughly understand the science and importance of having healthy relationships. We aim to bring a harmonious balance between technology and learning through meaningful interactions.”

6. Ideacrate has been a MENALAC Member for some time and recently come onboard as a Benefactor Member. Thank you for your immense support. We’d love to hear your thoughts on the importance of being part of the MENALAC family and how this can benefit other Operators in the MENA region.

As a community of businesses in the edutainment sector, it is important that we have healthy competition and interactions, and MENALAC provides the right platform to network. It’s been a pleasure to associate with you and to learn about all the developments in the sector. The events and seminars organized by MENALAC offers great opportunity to keep ourselves abreast of the latest innovations in the industry. I look forward to more such associations with MENALAC in the future.





مينا لأك
MENALAC

مجلس الشرق الأوسط وشمال أفريقيا للترفيه والجذب السياحي
Middle East and North Africa Leisure & Attractions Council

MEMBER TALK - AUGUST 2021



About the Company:

IdeaCrate Edutainment Company is a multi-faceted company with a vision to create a niche in both Children's Education & Family Entertainment industry. The Company aims at operating paramount schools, nurseries, indoor/outdoor play areas, and amusement centres, which will also be a hub for the entire family in the region and across the globe.

Orange Hub is the futuristic take on modern arcade and arena games using the latest technology. It is a very cool and energetic hangout for teens and youth as well as for families.
