

NOA WELLNESS

Est. 2025

CURATED WELLNESS EXPERIENCES

Movement · Community · Experience

A Brand of The Write Scene FZC

01

YOUR SPACE.
A NEW REASON TO EXPERIENCE IT.

A space can be beautiful on its own.
The right experience gives people a reason to enter it, stay longer and experience it differently.

NOA creates considered wellness experiences that bring movement, atmosphere and community together, designed around the character of each space.





02 — About NOA

A DESIGN-LED WELLNESS EXPERIENCE

NOA Wellness is a boutique wellness collective curating elevated movement experiences across Dubai.

Every Edition blends movement, hospitality and community into a carefully considered experience designed specifically around the venue it takes place in.

Rather than simply hosting a class, we create mornings that feel effortless, welcoming and memorable.



WHY EXPERIENCES MATTER

PEOPLE DON'T JUST REMEMBER PLACES.
THEY REMEMBER WHAT HAPPENED THERE.

A beautiful space can attract attention.

A meaningful experience gives people a reason to enter, connect and come back.

NOA brings movement, community and atmosphere together to create experiences that turn spaces into places people want to return to. Creating;

DISCOVERY
CONNECTION
RETURN

in one seamless experience.

04 - A NOA Edition (Example)

MORE THAN A CLASS. AN EXPERIENCE.

08:00–08:05	**ARRIVE** A considered welcome into the space.
08:05–08:10	**CONNECT** A warm introduction and opportunity to meet others.
08:10–09:00	**MOVE** A signature NOA movement experience led by a certified instructor.
09:00–09:10	**RESET** Cool down, breathwork or a slower transition.
09:10–10:00	**GATHER & EXPERIENCE THE SPACE** A natural moment over drinks/breakfast to discover the venue, product, exhibition, menu or environment.
	SHARE A moment worth photographing, talking about and remembering.

Formats are adapted to your objectives, guest profile and venue.

05

WHY VENUES PARTNER WITH NOA

INTRODUCE NEW AUDIENCES

Bring carefully curated guests into your space through an experience designed to attract the right community.

STRENGTHEN BRAND POSITIONING

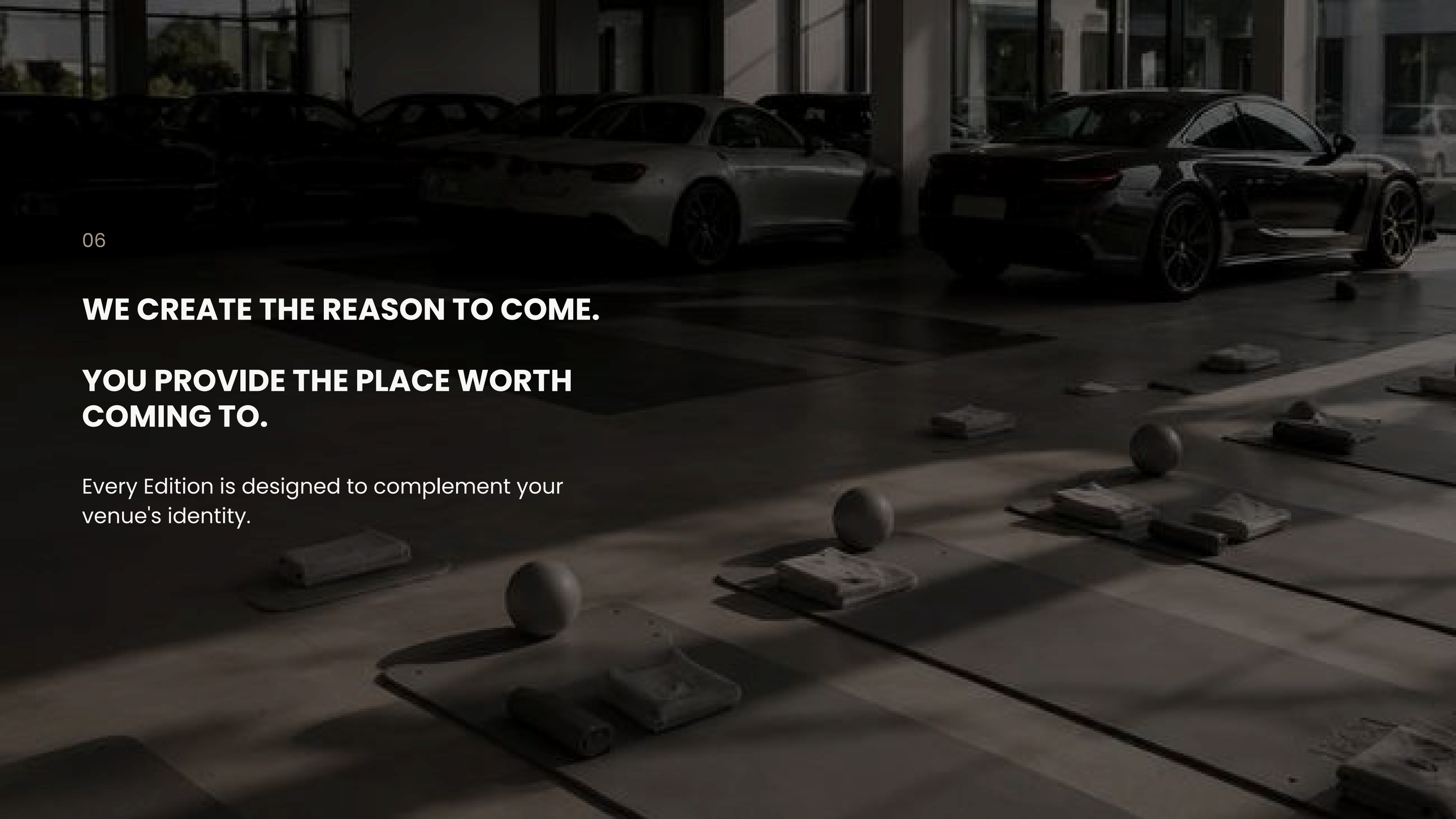
Position your venue as somewhere people remember, not simply somewhere they visit.

PREMIUM MARKETING CONTENT

Receive photography and video featuring your venue naturally throughout the experience.

ENCOURAGE REPEAT VISITS

Recurring Editions give people a genuine reason to return and build familiarity with your space.



06

WE CREATE THE REASON TO COME.

YOU PROVIDE THE PLACE WORTH COMING TO.

Every Edition is designed to complement your venue's identity.

07 - Movement

THE EXPERIENCE

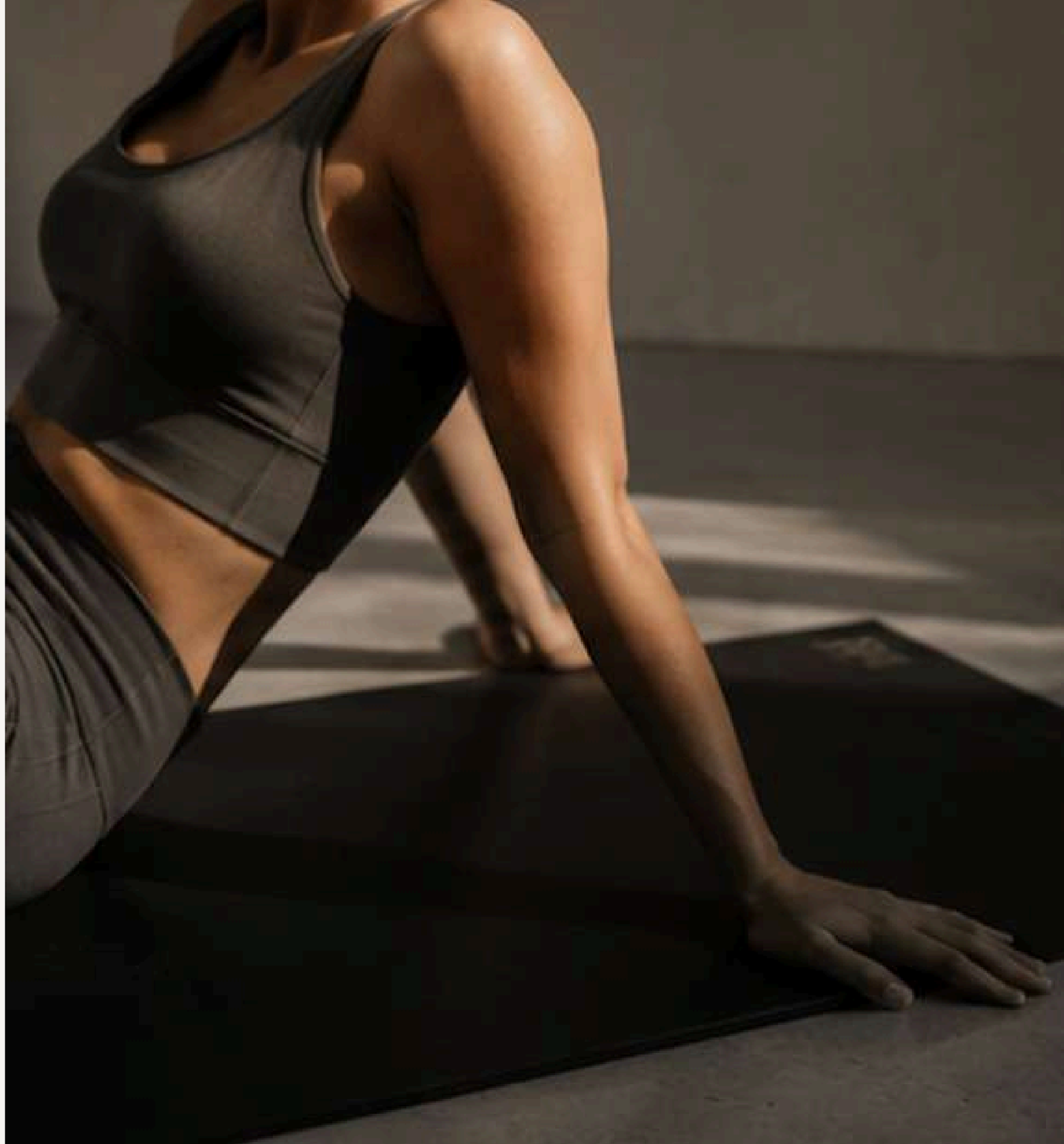
Our signature is mat Pilates , welcoming, considered and accessible across experience levels rather than performance-driven. No gym atmosphere, loud music or intimidating fitness culture.

Designed to help guests feel refreshed and more connected.

Every session is led by a certified NOA instructor and adapted to the audience, setting and energy of the property.

OUR FORMATS

Mat Pilates
Yoga
Mobility & Stretch Recovery
Breathwork
Sound-led experiences



08 - From Us

WE TAKE CARE OF EVERYTHING FOR YOU

Concept Development

Venue Styling

Signature NOA Movement session

Certified instructor

Event planning

Guest management

On-site coordination

Event delivery

Optional Enhancements

Professional photography / Videography

Branded Cups for refreshments

Floral styling

Custom-branded yoga mats or towels

Branded guest name cards

Sound healing / Breathwork session

YOU PROVIDE THE SPACE.
WE CURATE THE EXPERIENCE.

YOU PROVIDE
The space
Your venue experience / hospitality
Any venue-specific requirements

NOA handles the rest.

From concept to the final guest, we take care of every detail, so you're free to experience it alongside your guests, team or community.



DIGITAL REACH

BEFORE THE EDITION
NOA announcement
Registration / RSVP
Social promotion
Venue tagging
Community communications

DURING
Live Stories
Venue visibility
Participant content
Photography / video where applicable
Community interaction

AFTER
Recap content
Venue tagging
Event photography
Community sharing
Future discovery of the venue

241K
Content views

9K
Interactions

52K+
Profile Visits

NOA Instagram performance · Last 30 days. (June-July 2026)

BEYOND THE EXPERIENCE

MORE THAN AN EVENT

NEW AUDIENCE
Introduce your venue to people who may not have discovered it otherwise.

COMMUNITY
Build a stronger relationship with your existing audience.

CONTENT
Create authentic visual content within the space.

DISCOVERY
Give people a new reason to experience what you offer.

RETURN
Create a reason for people to come back beyond the Edition itself.



OUR COMMUNITY

- Wellness-conscious professionals
- Founders & entrepreneurs
- Lifestyle enthusiasts
- Individuals who actively discover new brands
- Highly engaged guests who value quality over quantity

NOA Community
x
Your Community

↓
One shared experience.

CREATOR AMPLIFICATION
NOA may invite a curated mix of UGC creators and influencers to experience and capture each Edition, extending the event beyond the room.

Past Influencers at NOA
Click name to link to their Instagram



Daniah Fawaz
158k followers



Zoya Rouhani
460k followers



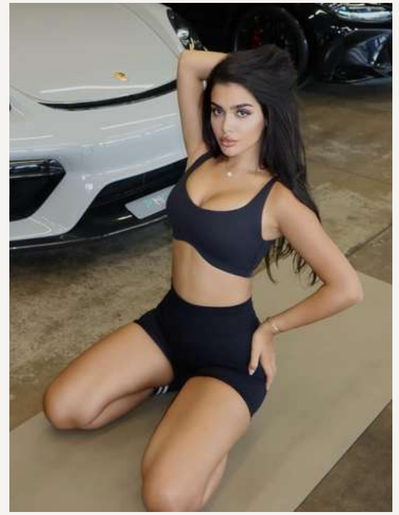
Nia
298k followers



Tara Abujrab
99k followers



Maria Dagher
36.7k followers



Bita Farahi
95.7k followers

COLLABORATED WITH

20+
Brand Collaborations

15+
Private & Community Editions Hosted

300+
Guests Welcomed

98%
Average Event Attendance

بلومينج بوكس BLOOMINGBOX

nutrili

ARTE MUSEUM DUBAI

دبي مولاثون DUBAI MALLATHON

G8TS

DIFC

TOBY'S ESTATE

vera

PORSCHE

XBEAUTY

PAUS;

SOIL©

15 - Past editions

OUR FEATURES



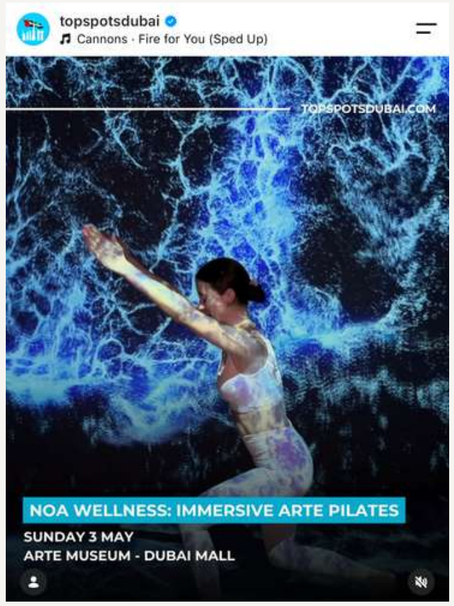
The Next Dubai



Luxe Life



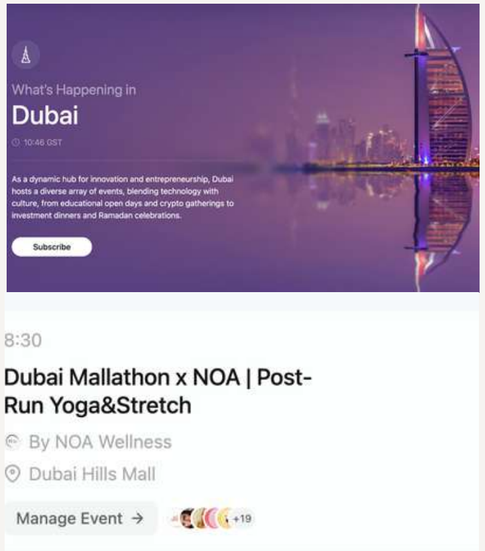
Dubai News Now



Top Spots Dubai



The Next Dubai



Featured Event on Luma

OUR ARCHIVES

Creating experiences people return for.



NOA × PORSCHE
Performance, Reimagined.
A Pilates experience designed around a space where movement doesn't traditionally belong.

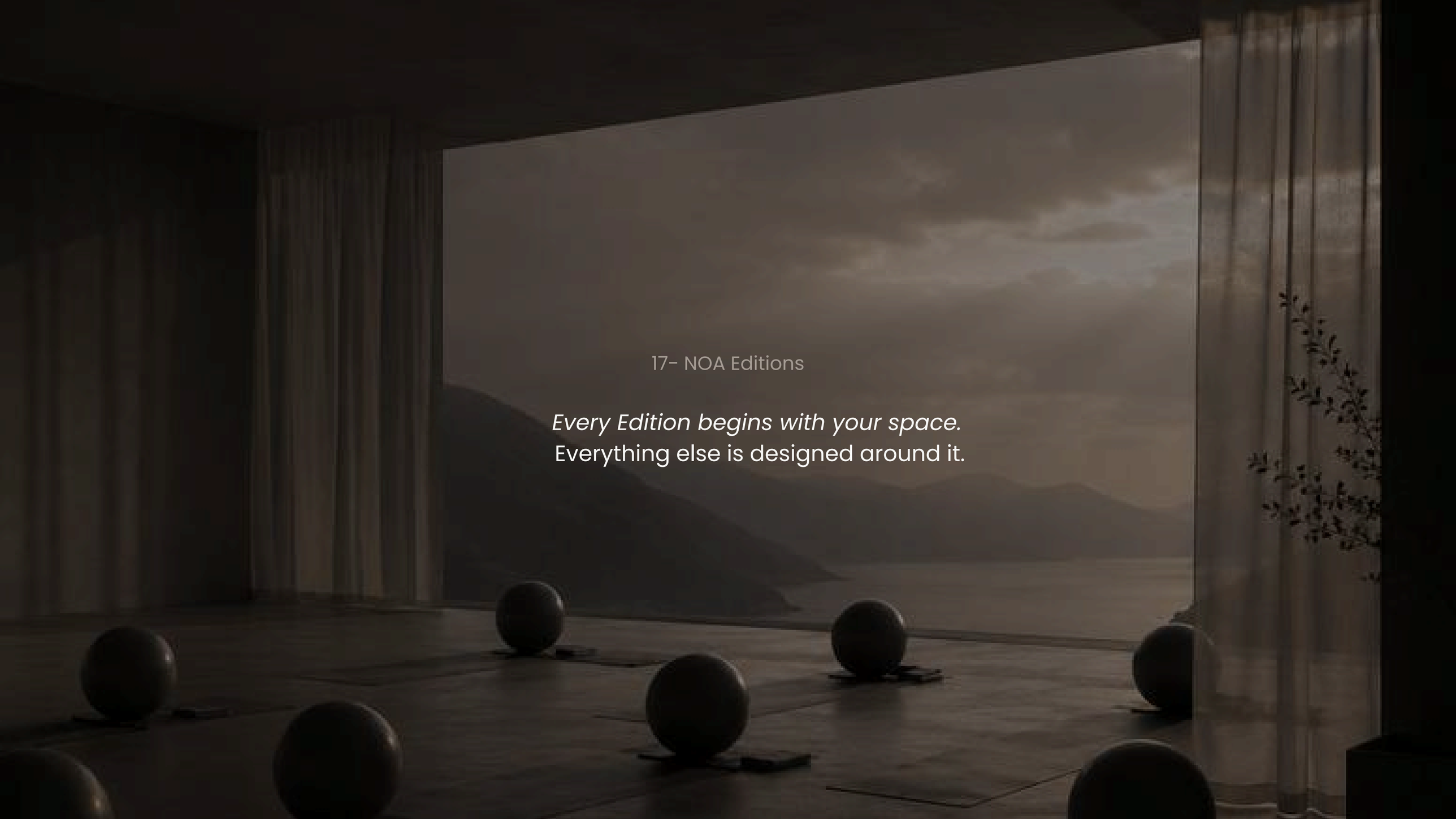


NOA × ARTE MUSEUM
Movement Meets Art.
A wellness experience integrated into a cultural environment.



NOA × DESERT
Movement in the Landscape.
A slower Edition built around nature, atmosphere and connection.

See more on our Instagram @noawellness.ae



17- NOA Editions

Every Edition begins with your space.
Everything else is designed around it.



Let's create something worth remembering.

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