



## Barry Lawrence Ruderman Antique Maps Inc.

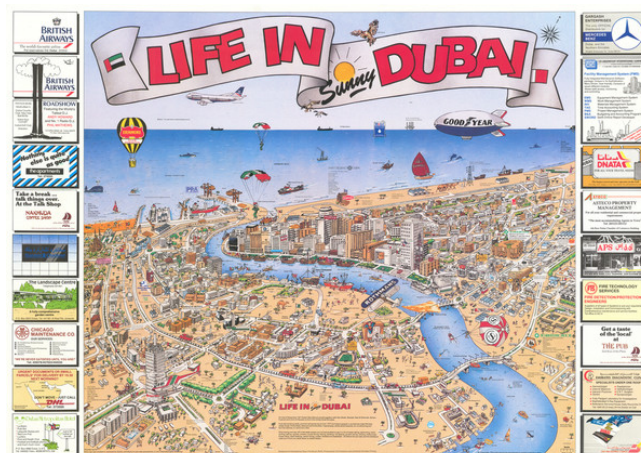
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### Life in Sunny Dubai

**Stock#:** 93627  
**Map Maker:** North  
**Date:** 1985 circa  
**Place:** Dubai  
**Color:** Color  
**Condition:** VG  
**Size:** 37 x 26 inches (including side ads)  
**Price:** \$ 2,400.00



#### Description:

***". . . Created To Characterize Dubai . . . Bears No Accurate Perspective or Any Resemblance To Anything"***

Rare early promotional birdseye view of Dubai, printed by Emirates Printing and Published by Gil Printing.

A remarkable early pre-luxury travel look at Dubai, offering both a sometimes whimsical look at its tourist based appeal and a more serious look at its extensive infrastructure as a growing modern city. The image is filled with advertising and promotional details, ranging from large hotels, Mobil Oil, Dunhill Tobacco, Goodyear and British Airways, to mom and pop salons and hardware stores.

Includes a note for the projected 2nd airport and Winter Ski Resort, coming in 1990 (actual completion date was 2005!).

The mix of information is at times marvelously whimsical, including the following notes:

- Dubai has over 43 Restaurants (all serving food)
- There are over 54 banks to look after your hard earned loot
- Pirates off the Dubai Fort
- A shark and the Creekness Monster shown in Dubai Creek
- Fresh Sewage Farm (!?)

If you love Dubai, this image will offer endless entertainment.

The creation of the map coincides with Sheikh Mohammed's establishment of the JAFZA (Jebel Ali Free



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**Life in Sunny Dubai**

Zone) around the port in 1985. Notably, it was published 4 years before the creation in 1989 of the Dubai Commerce and Tourism Promotion Board, to promote Dubai as a luxury destination for the up-tier market and influential business sectors.

A distinctively different marketing approach for promoting Dubai -- standing in stark contrast to its modern luxury destination image.

**Rarity**

We were unable to find any other examples of this map.

**Detailed Condition:**

Linen-backed