

Etihad video features Canadian singer and Emirati poet



Poet Salem Al Attas (left) and singer Karl Wolf

[Etihad Airways](#) has launched the second of three videos as part of its 'Hosting the World' campaign, this one featuring Canadian musician [Karl Wolf](#) and Emirati slam Poet [Salem Al Attas](#).

The airline commissioned a unique piece of music, combining two distinctive styles, inspired by the journey the UAE has taken over the past 50 years.

The medley of poetry and music was written between the two artists over a period of a week before Wolf traveled from his hometown of Toronto to the UAE capital to record and perform the track. It features lyrics celebrating the great achievements of the UAE as well as a warm welcome back for Karl to his beity (home) away from home.

"Poetry in the UAE is a celebrated art form, and this made it the perfect concept for Etihad's 'Hosting the World' campaign which celebrates the spirit of the UAE," said Amina Taher, Vice President Brand, Marketing and Sponsorships, Etihad Airways. "Through this campaign, we hope to inspire travellers to visit the UAE once again and explore the beautiful scenery shown in the video."

The pair filmed the music video amongst the picturesque surroundings of Al Wathba, a Luxury Collection Desert Resort & Spa, a short drive into the desert landscape from Abu Dhabi.

Etihad commissioned videos have brought together experts from the fields of Formula 1, music and fashion from around the world, with their Emirati counterpart, hosted in the UAE.