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Founder of Flawless Events

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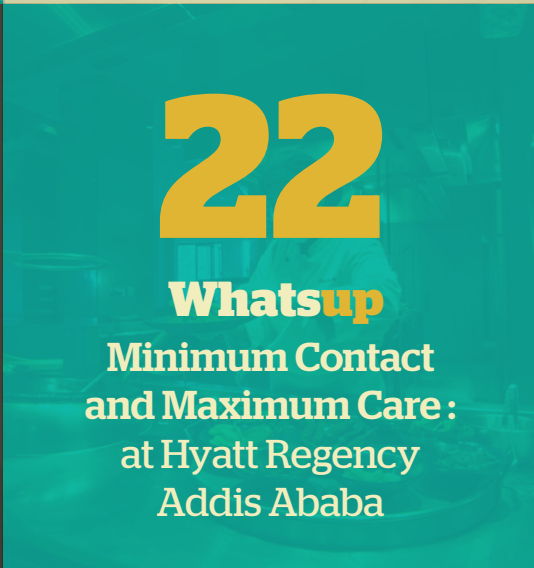
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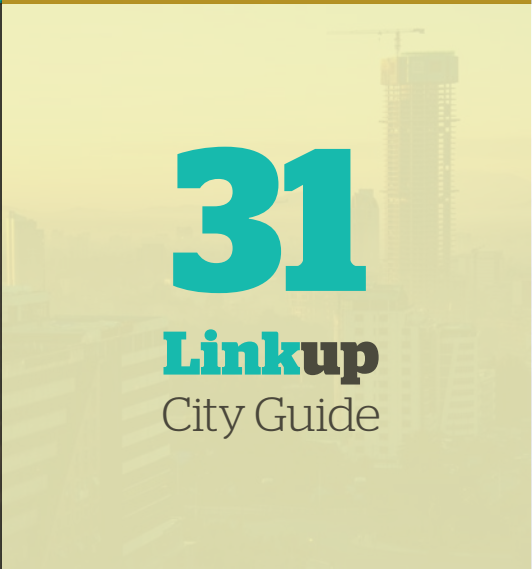
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Happy
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Year





From the Editor

Despite the depression in the event and entertainment industry, Addis is finding new creative ways to push through the challenging times, and LinkUp Addis is proud to tell the exciting stories. In fact, it is quite impressive to witness how the Ethiopian youth is using the challenge to bring about the much-needed social discussions, technological transformation.

LinkUp has also been going through a transformation of its own modifying its resources and infrastructure to venture into new frontiers, and to adapt to the new market dynamics in the media landscape. Going through the pages of this month's edition, you will see we have added new columns, and restructured our existing ones. Our aspiration is far-reaching; we are not here only to tell the story in Addis to the rest of Ethiopia but also to the rest of the continent and the world. With this vision in mind, we will continue to explore new channels and ways to showcase a great many things happening around us.

This month we are featuring Yoadan Tilahun, founder of Flawless Events, we hope you will enjoy it as much as we did.

Eyob Workineh
Editor-in-Chief

A handwritten signature in blue ink, appearing to read "Eyob", is positioned below the Editor-in-Chief's name.

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LinkUp Brief

September 2020



BGI Ethiopia Launches a New Product

Ethiopia's oldest brewery BGI Ethiopia has introduced its newest product, Doppel Beer, in August. Unlike the common golden, Doppel Beer has come in a bold, brown color with a simple yet slightly stronger taste leaving no uncomfortable trace in the mouth after consumption. "With the launch of the new product," says a press release set out by the company, "We are striving to show all Ethiopians that there always is hope in hard-work and boldness." The launch of the new product adds to the growing product portfolio of the company, which already manufactures five major product lines.

Established over 96 years ago, BGI Ethiopia has remained one of the leading breweries in Ethiopia with Five manufacturing plants across the country.



ONLINE

Goethe Institut-Addis Ababa Hosts Tibeb be Adebabay

One of the most anticipated annual street art festivals Tibeb be Adebabay happened online amid the COVID-19 pandemic that has crippled the event and entertainment industry in Ethiopia. The event dubbed 'Tibeb Online' brings people for an interactive gathering on different digital platforms, and allows them to have conversations, play interactive games, visit digital showcases, and so much more. The event will last for roughly three weeks featuring several designers, visual artists, architects, tech developers, and interactive game developers.

linkup
ADDIS | DIGITAL MEDIA

LinkUp Addis Explore Addis in *style!*

Thumbsup

Eyasu A. Ashenafi

Artisan Center

Name: Chic-Shega

A brand that aims to uphold and promote social and cultural aspects of Ethiopian life, Shega strives to conceptually engage with domestic homemade artifacts that are intimately connected to Ethiopian cultural history. Inspired by the ancient history, culture and traditional designs of Ethiopia, today, the Shega enterprise honors the past by creating a new paradigm to revive Ethiopians cultural tradition of handmade crafts.

Facebook: Chic-Shega

Address: Alexander Pushkin Street, Kera Workés promise building

Phone: +251 91 121 8967

On Google maps? Yes

Coffee shop

Name: Feresula

Addis Ababa has just welcomed new and state of the art coffee shop called Feresula. Feresula In addition to the superb coffee products, their menu also includes pastry, pizza, juice and sandwich.

Facebook: Feresula

Address: Located on ground floor Mullege building

Phone number: +251 96 641 1151

on Google Maps? Yes

Co-Working space

Name: The Urban Center

The Urban Center is a flexible social and professional platform of discussions, discourses, and collaborations designed for urban citizens from all walks of life through education entertainment and interdisciplinary engagements. An initiative by renowned architect and radio show host Mahder Gebremedhin, the space is conveniently located near Meskel square.

Facebook: The Urban Center

Address: Behind Village Restaurant

Phone: +251 91 367 9201

On Google maps? Yes



Mega Projects in Addis Ababa an Exhibition in ADDiS Hall

Tettemqe Endalamaw

Beginning on June 24, the newly opened ADDiS Hall held an exhibition for a month. It showcased the ongoing mega projects undertaken by the government in an attempt to make the city more vibrant and appealing to tourists and investors. Owing to the number of campaigns online and on media, a considerable amount of the people already know what is in store for Addis Ababa in the coming years and after the recent release of a documentary

featuring the prime minister, the hype surrounding it has been even higher. Before this exhibition, however, hardly any detail was made available for the public. That was why it was worth attending while adhering to all the COVID safety guidelines.

Located directly in front of Meskel Square, the view through the front-widows of ADDiS Hall that meets

"This area is said to include a Palace of Science and Technology, Central Rally Plaza, Children's Paradise, an artificial lake and lakeside music square, and Rostrum."

the participant is a massive construction site across the street, giving the on-looker a sense that the promises of the projects shown in the exhibition were not empty. In the spacious hall, there were numerous extremely well designed posters depicting multiple projects. The first one to capture anyone's eyes was the poster titled Eagle Hills. Adorned with beautiful pictures of what is expected of the project once it is finished, the poster mentioned that Eagle Hills - a project spanning approximately 360,000 square meters and centered in Addis Ababa's La Gare - will offer residence to more than four thousand people. The visual next in line discussed the plans of the refurbishment of the City Hall. Aimed at the preservation and reuse of the old municipality, the new plans include a tourist information center to provide items related to tourism in Piassa and a lot of visitor center programs like libraries, media centers, and lecture rooms.

Once done with those posters, the participant is urged to trace the historical development of Meskel Square. Starting from the 1960s, this print shows beautiful pictures of the square's resilience as a fundamental cultural mark of the city through the decades. For those old enough to remember the time, most of the pictures give a strong sense of palpable nostalgia. In front of this picture collage is another one showing what the square is planned to look like once the project is completed. Complete with all levels of design details, it shows how they plan to include underground parking, greenery and steps, and walls for the shops. Looking at the amount of space the government is planning to allocate just for parking not only just in the square but also around the Grand Palace shows that it is taking the traffic problems the city faces every day very seriously. To supplement that even further, various posters cover a whole wall showing the plans to connect previously disconnected parts of the city using high-grade road building methods. Interchanges,

tunnels, and huge 40 meters wide roads are planned to reshuffle the landscape of the city.

The exhibition was not strictly limited to the mega projects of Addis Ababa. It also included the highly anticipated Entoto Park project. The pictures on the poster included a detailed overview of the many components of the park. What sets this apart from the rest is that because a considerable amount of the park had more or less come to a finish, the pictures presented on the poster were not computer-generated images; they were actual photos.

"Interchanges, tunnels, and huge 40 meters wide roads are planned to reshuffle the landscape of the city."



The largest poster in the hall, placed in the center of the room, was of the Sheger Riverside project, which was very fitting as it is possibly the most ambitious. This area is said to include a Palace of Science and Technology, Central Rally Plaza, Children's Paradise, an artificial lake and lakeside music square, and Rostrum. The fountains equipped on the clear riverside will be, in the words of the Prime Minister, unlike any country had ever seen, in par with (even surpassing) the world-famous ones in Los Angeles and Dubai. The architectural aesthetic of the whole project is extremely slick but when closer attention is paid, ethnic, cultural, and national symbols are distributed all across the structures.

The remaining posters showed other parts of the project like the Adwa Museum and Arat Kilo Public Library. To properly put into perspective the weight and magnificence of all the mega projects, the poster before the last showed what the maps of Addis Ababa will look like once all these projects are finished. While the true impact these projects are only to be determined once everything has been completed, looking at all the new names on the maps and the areas they encompass gives a small inkling. The last poster showed pictures of all the construction sites across the city. Be it as a testament of honesty or a promise of hope, looking at the pictures of the massive construction sites on that poster seemed like the perfect wrap for the exhibition.

"If I had not seen the amount of progress with my own eyes," says Meheret Solomon, a participant of the exhibition, while we sat in the Tomoca Coffee branch inside the hall, "there is no way I would have believed it. This exhibition put a lot of things into perspective."

"If I had not seen the amount of progress with my own eyes," says Meheret Solomon, a participant of the exhibition, while we sat in the Tomoca Coffee branch inside the hall, "there is no way I would have believed it. This exhibition put a lot of things into perspective."



LinkUp Online TV



Coming Soon

Stay Tuned

South by South West

Nathan Seyoum

You have probably heard of SXSW shortened for South by Southwest especially if you trying to make it in the movie business. Most film fanatics would know SXSW as it is one of the better-known film festivals in the industry. Every year similar to Cannes, Sundance, and Toronto Film Festivals, SXSW features various films from the United States and the rest of the world to the attendees and film moguls eagerly anticipating the new hit in town. However, SXSW is not only a film festival but also an agglomeration of various events, exhibitions, and other festivals combined into one.

It was 1987 in Texas, USA, where it started as a music conference with the first keynote speaker being Huey Meaux. The seminar would later grow into a large platform which included film conferences which began in 1994, festivals, exhibitions and so much more. SXSW is now a media and tech company accommodating thousands of people. The event usually lasts for about ten days.

SXSW is jammed with entertainment for all the senses. For the ten days, you will be spending in Texas, everything you need will be near and

around Austin across various venues. The events are tailored based on your interests. These include conferences, festivals, exhibitions, and at last, awards.

If you are a film fan, you can attend conferences on film where various A-list celebrity actors, actresses or directors grace the stage to answer questions from fans while promoting their new films. People like Jon Favreau, Conan O'Brian, Ryan Gosling, and Danny Boyle all come to these conferences to have panel discussions about the art of making films. Conferences could also be for music lovers. There is a venue for various keynote

"SXSW is jammed with entertainment for all the senses. For the ten days, you will be spending in Texas, everything you need will be near and around Austin across various venues."

speakers and performances of music legends. The performances, however, are part of the festivals. There are also panel discussions on new tech like 5G or new developments in the gaming world. Under the conferences, there are session formats where bookworms can get to mingle and get signings from their favorite authors. Some may get opportunities to be mentored by them. Intimate round table discussions or breakout sessions can be fun where people of the same area of expertise can share and learn from each other.

The second day can be best sum Besides the conferences, the festivals steal the show in three categories- Film, Music, and Comedy. The music festival showcases artists from all over the world - including industry professionals. These could be household names or up and coming artists who are trying to make a name for themselves. Having an attendance of over 155,000 people per annum, it truly is one of the biggest music festivals to date. Some of the artists which graced the stage at the Austin Center include Lil Wayne, Kanye West, Bruce Springsteen, The Foo

Fighters, Tyler the Creator, Lana Del Rey, The Chainsmokers and so many more. The film festival is also a tour de force having several premieres for various films being presented to the attendees. Films like Atomic Blonde, Sausage Party, Ready Player One, A Quiet Place, Bridesmaids are to mention a few. The comedy shows featured Bill Murray, Jeff Ross, Kathy Griffin, Hasan Minaj, Amy Schumer, Seth Meyer, and other funny people. It truly is a high-class event.

Do not forget the exhibition that includes a marketplace where businesses (small or large) can sell their products to the attendees and market their products. Additionally, there is a game expo where several game developers showcase their latest games and products that they have launched or planning to launch.

All in all, SXSW is a rich, one-of-a-kind event where one can find everything he or she needs. It truly is a creative haven for most as it presents attendees all that they are looking for in one big space.

"The music festival showcases artists from all over the world ... These could be household names or up and coming stars."



Fresh Corner Kitchen:

FreshCorner's Newest Venture

Ephratha Kibru

Most of you have probably already heard of Fresh Corner, the grocery store giant famous for its fresh produce. But I bet it comes as a surprise to learn that Fresh Corner has recently ventured into fine dining with Fresh Corner's Kitchen. We headed out to their Bistrate Gabriel branch, looking to see if the cooking would turn out to be just as noteworthy as the produce. As we made our way to our table, the first thing I noticed was how immaculate and economically used the relatively small area was. We sat down and were immediately greeted by our waiter for the day, Hayelom. His affable and intuitive nature was not limited to not just our first

interaction, but continued throughout our meal, allowing us to feel very comfortable. Speaking of our meal, we had the option of either ordering from the menu or being treated to a set course. Of course, we had already set our sights to gourmet dining so we went with the latter. But it was comforting to know there was still an alternative for those in our audience who would rather opt out of a four-course meal.

Before our hors d'oeuvres arrived, we were treated to some fine wine, offered by Fresh Corner from Ezana brewery. We had three options to choose

Name: Fresh Corner Kitchen

Phone: +251 94 410 6077,
+251 93 003 3354

On Deliver Addis: Yes

"Before our hors d'oeuvres arrived, we were treated to some fine wine, offered by Fresh Corner from Ezana brewery."



"The shrimp and dirkosh gave way to an interesting dynamic in texture and I can attest that I thoroughly enjoyed it. I actually preferred this over the beef tart."



from- Q'ine, Saba, and Ge'ez. You could not find these anywhere else in Addis, and so my curiosity was reasonably piqued. Q'ine is their medium sweet red wine, Ge'ez is their dry red wine, and Saba is their white wine. We learned Q'ine was by far the most popular, so we went with that as our selection. As is customary, I took a whiff of the wine before my first sip, and all I can say was that it smelled divine. Its taste proved to be no less. It was truly above and beyond my current standards for local wine.

Our hors d'oeuvres then made their way to our table, and I immediately noted the presentation. Named Q'ine and Kushena, we were faced with a beef tart and a salmon tart.

Presented raw and cylindrically, draped in the French Espagnole sauce and white vinegar sauce, one topped with grated parmesan cheese and the other with dirkosh and shrimp, both placed on the big plates so characteristic of gourmet. They looked exquisite. I forked a piece of the beef tart and took a bite. It was chewy yet delicate at its core. I had never

eaten raw beef outside the circle of Ethiopian cuisine- and I never really thought I would either- but I was impressed with the dish. The cheese was wonderfully rich, and it all worked well in combination with the French dressings. The salmon was a similar tale. The meat itself had a subtle, somewhat smoky taste to it, despite it also being raw. The shrimp and dirkosh gave way to an interesting dynamic in texture, and I can attest that I thoroughly enjoyed it. I preferred this over the beef tart.

As soon as our plates were cleared, the appetizers followed: ravioli. This classic pasta dish was made in bite-sized portions and stuffed with aged beef and ricotta (the classic Italian cheese made from the leftover whey in the making of other cheeses) and coated in a thick layer of bechamel sauce, finally topped with some blue cheese. As a huge sucker for pasta, my mouth was watering on sight. I took my first bite and... it took all my willpower to maintain the etiquette expected of me and refrain from downing the remaining five pieces at once. The aged beef

maximized the unique taste of umami and the semi-sour ricotta compounded with it wonderfully. The sauce was also finger-licking good. Needless to say, I was more than satisfied.

We were then served our entrée, one T-bone Rose Beefsteak, and one Paprika Salmon. The steak was aged, same as the rest of the beef in this course, and cooked medium-well. It was dressed with leek and broccoli puree and sided with an assortment of cooked veggies. The steak was tender and juicy, primarily because of the changes caused in its aging. The flavor had peaked here and was more enhanced by the puree. It was a must-try. The Salmon was pan-seared and smoked with paprika, giving its aroma a distinct and powerful call. It was layered on top of spinach and peas, solidifying its state as a healthy, low carb, dish. The salmon was delicate in texture and the smoked paprika added a layer of intrigue to the flavor.

Finally, we were treated to dessert- a lemon tart and poached pear. Deep red in

appearance, the poached pear was sitting on a thin layer of sponge cake and swam in a caramelized form of their Q'ine wine. I had never seen anything like it. I took a bite and confirmed I had never tasted anything like it, either. It was sweet but not saccharine and I couldn't get enough. From the soft sponge cake to the delicate pear, it was a dish made to perfection. I then followed it up with the lemon tart. This was presented in a comparatively less dramatic fashion. With a smear of thick chocolate beneath the tart and a trail of lemon slices atop it, it looked like the perfect end to a thoroughly wholesome meal. The first bite

revealed the tart's slightly crunchy nature as well as its wonderfully seamless play between sweet and sour. The chocolate added a new dimension of interest as well. I was very happy.

Fresh Corner's goal has long been to provide us with a fresh variety of produce, and now, with their Kitchen, they have decided to provide us with fresh, house-made meals as well. And although dining here requires somewhat deep pockets, it is all too worth it for those of you who can afford to have a curious palate.

"As is customary, I took a whiff of the wine before my first sip, and all I can say was that it smelled divine. Its taste proved to be no less."



"People think we are monopoly in event organizing because we do the bigger events and our name is relatively better known."

Yoadan Tilahun

Tettemqe Endalamaw

For many people who are involved in the event organizing sector in Ethiopia, the name **Flawless** is known to be one that is synonymous with success. From high profile conferences to continental summits and exhibitions, **Flawless's** name is attached to many of the most successful events in Addis Ababa and beyond. LinkUp's Tettemqe had a chat with the founder and CEO of the company Yoadan Tilahun. Enjoy!

Let's rewind a bit. You started to get into the events scene in 2004 as a part-time gig in Virginia. What inspired that?

We were a group of friends; it was five of us. We were tired of always

being broke. And because we all had a 9 to 5, this was the easiest thing we could do outside of our regular jobs. We all liked to throw parties, we liked attending parties. We would go to a lot of African events. We noticed most of the events were disorganized. So, the inspiration was, one, purely monetary: "how can we earn more money?" And then when we were thinking about what skills we all shared and could do something with, it was events. We started brainstorming names as to what it was we wanted the business to do. Since the whole point was to better deliver events organized by African individuals or entities, through

different brainstorming we landed on **Flawless**. So, we started the business pretty easily. In the US, you don't need an office or anything, you just submit a document and you get a license. We started doing birthdays, weddings, fundraisings, fashion shows, just anything to put our names out there. And because the Ethiopian community in D.C. is very tight-knit, it was easy to get our name across.

Fast forward to now, your company has big names like Coca Cola and IBM in its portfolio of clients; do you remember the very first client you had back in '04?

Our first event was a birthday for one of the partners' sister. We did everything; we cooked, bartended, we were the DJs. And on that first event, a couple of them said "this is not fun!" But they stuck with it. Our second one was a movie premiere, I forgot the name. It was the first movie produced and directed by Ethiopians. The cast was mainly Ethiopians based in California. We did a launch of that at an independent movie theatre. That was a lot of fun.

The event planning market has boomed in Ethiopia over a few years. What makes Flawless different from its competitors?

What makes us different is our insane obsession to deliver a flawless event. That's part of the experience when you join the flawless team; you must rise to the name. There's no other way to deliver an event. To do that, we bend our backs, shed our tears, do whatever is needed to deliver for the client. That absolute passion we have for events, that commitment to go the extra mile for a client has pushed our name. Our intentions are clear for people who see us. Every company has its intention, but ours is different as it is rooted in the name.

You can 'plead the fifth' on this one, but what is your favorite Flawless-organized event?

There's one that's always stayed with me, The African Leadership Network. It was one of the events that pushed the envelope in all senses. From setting it up to the range of government offices we had to get permits from. But at the end of the day, it was the caliber of people who came together that made it so memorable. You have partners with McKinsey, VPs for Google, 'people from all over Africa, just people you would not meet regularly. And





as they were coming together, the excitement was so tangible. They got to visit the original AU in the ECA campus, they were able to sit where their previous presidents and leaders sat before, so it was emotional for them. They had a Q&A session with the Prime Minister at the time, Hailemariam Desalegn. They were invited for a Gala dinner at the palace. For me, that event still holds the torch although there were many other great ones. This event was just emotional.

Your company organized the Africa Day 2020 in Senegal with the country's president in attendance. I imagine that's one of the highlights of the job, meeting people you normally wouldn't run into.

Absolutely! But you know what usually ends up happening, we play the backend role. My team is a lot more active; you'd find them taking a picture with a president or a prime minister but I'm always hiding. But it's just amazing when you sit back and realize the caliber of people who are trusting you with their events. And it's not just events, they're trusting you to get in and out of the country safely and comfortably. It's a

huge responsibility.

As a company whose niche is corporate events, how has the COVID-19 pandemic affected your business?

We are under the Travel and Tourism sector which was one of the first sectors to be hit hard. People are not traveling; you can't gather people in one place and the virus was just being learned about. So, it just came to a screeching halt. When you hear about 'a virus in China' it sounds so far away. If you remember, the AU Summit was held in the first week of February, and that brought a crazy 10 days for us. We were doing so many events and preparing for upcoming ones in March. International clients started asking if there were travel restrictions to Ethiopia, and it still felt far away. Then one event where we expected a thousand people to attend got pushed to being fully virtual. By mid-March, they had started dropping like flies. It was insane; we knew nothing would happen until September. You go into a shock, what do you do? It's clear now until the end of 2020,

not much is going to happen. So we had to go into survival mode. We're not a production company, it's not like we can go and produce masks. So we started hosting some events online. The income is not the same, but we're learning how to host virtual events and trying to stay ahead of the trend. We had closed the office for two and a half months and now we're going in shifts, working on different plans and strategies.

In an interview with Africa Business Communities in 2016, you said you didn't personally relate to the difficulties of being a female entrepreneur. Are you doing anything to help other aspiring businesswomen have a similar experience?

I'm sure there were things thrown at me because I was a woman, I just didn't view them as such. I thought that I was doing it wrong or that person was having a bad day. The gender element doesn't come as an automatic play for me. What I tell young women who

get into business is to stop the 'it's because I'm a woman' thinking. Just forget that part and look at how else you can resolve issues. We all handle it differently and for me, it's brushing it to the side and moving on. And if it's not meant to be because there are too many gender-influenced expectations from the other side coming your way, walk away because it's not worth it. Make gender the bottom of the issues you have to deal with and push on.

The other thing is speaking up. I tell my team all the time to not stay quiet. You have an opinion and it matters, so speak up! That's also a personality thing, I never stay quiet if I see something wrong. Speak up and people will listen. Another thing I want to see more of is female CEOs doing more interviews and sharing their experiences. We were out at a tree planting event this morning and all of the CEOs of the companies who sponsored the event were females. I was left wondering how we've not heard any of their stories, and I just keep doing interviews. It would be inspiring to hear their journeys as well.

You have for long been a leader in the Ethiopian corporate event organizing scene, what do you consider are the pillars of this success?

We are very intentional with how we operate. We do not put out ads on TV or in newspapers, we let our work speak for itself. We have grown mainly through word of mouth. At the end of any event, no matter how well people think it went, you will find me listing the things we did wrong. We are never content. The client might not notice any flaws but for us, it's constant learning and improvement. We compete against ourselves and we're pegging it against what huge global companies are doing; not against what other people are doing here.

Do you think Flawless's position in the corporate event industry is near-monopoly?

[Breaks out in laughter] No! I have friends who keep saying that. Every time they see me at an event, they're like "This is a monopoly!" Even when I just go to attend.

The gender element doesn't come as an automatic play for me. What I tell young women who get into business is to stop the 'it's because I'm a woman' thinking."

But no, we don't have a monopoly. The unfortunate part is we don't have a proper way of collecting data on how large or how small this industry is for Ethiopia. The meeting and conference industry is a huge industry globally. Africa gets a small portion of that and then Ethiopia gets a smaller portion. Because when you look at Africa, South Africa gets a ton, Morocco gets a lot, Rwanda has been getting a lot recently as well. We don't have a good sense of how large the market is, I couldn't tell you what



share we have. I know we do quite a lot of international conferences but we don't do all of them. Now there's a convention bill being set up and hopefully, there will be a proper count of how many conferences are done within a country, only then we can see. People have a monopoly perception because we do the bigger events and our name is relatively better known.

What are the major upcoming event projects your company is working on?

One thing we have been talking about for a long time, and now trying to put on the ground thanks to COVID, is starting to do our events. We've been doing other people's events, we're someone's logistical arm. But now we need to start creating our conferences and experiences to the community. We're going to start pivoting more towards that. There's a trend where most African themed events are organized by non-Africans, we want

to change that narrative and tell our own stories in a better way. We have a big digital conference that the client wants to keep virtual. We have to work on that through October. It's a conference that brings together thousands of people, that will be an interesting challenge.

Almost everything has either been canceled or pushed to 2021. There's also a huge coffee conference scheduled to happen at the Millenium Hall in February assuming the hall gets back to its normal function. A lot hangs on variables so I can't share anything that exciting.

Does Flawless have plans to get into other sectors in the service industry?

If you left it up to me as Yoadan, it would die as a conference organizing company. But I have started hiring more passionate, diversified skill sets in the office.

I'm starting to let go of the control and allow them to try out different things. And, this whole COVID situation has forced us to be a lot more digital. We are exploring how to become more digitally savvy. How to become like a mini production company in the way we announce our events, how we deliver virtual events, and all. We do not just have a graphic designer alone anymore but people who can animate, who can make conferences more interactive. And I do not think these kinds of skills will die once we go back into the live events but will just add to the quality of your event. So, it is more getting into the value chain of what an event could become. That is where we see ourselves for the coming year or so.



Staycation at Hyatt Regency

Anatoli Bulti

Three words can sum up everything I have learned about life: “It goes on.” This quote, by American poet Robert Frost, deeply resonates, especially at a time like this when life has been affected by the Coronavirus pandemic but continues — albeit, differently than before. While the real impact of this pandemic is still hard to discern, there is no denying that life as we know it has changed. As we adapt to a “new normal,” phrases like social distancing, facemasks, and isolation have become new staples in our everyday vocabulary.

Hyatt Regency has been a trendsetter in the ways it has adapted to current circumstances. After a brief, two-month closure, it has implemented measures against COVID-19, allowing the hotel to ramp up already existing infectious-disease prevention efforts originally put in place

at the beginning of March. By implementing QR code-accessible menus at its restaurants and encouraging domestic holidays with its staycation and weekend getaway packages, the hotel has demonstrated its commitment to keeping its guests and staff safe. At the center of this is The World of Hyatt app, which not only allows guests to check-in online but also enables them to turn their smartphones into keycards to access rooms and elevators.

Dubbed “The Oasis in the City,” Hyatt Regency offers a tranquil ambiance and its scenery makes you forget you are next to the busiest intersection in Addis — Meskel Square. While travel restrictions have put a dent in the vacation plans of many, Hyatt's weekend getaways and staycation packages are embracing domestic travel and offering a much-needed break to families, couples, and

"Dubbed 'The Oasis in the City', Hyatt Regency's tranquil ambiance and scenery makes you forget you are next to the busiest intersection in Addis- Meskel Square."

individuals so they can unwind and relax at an affordable price. Back from the recent preventive closure, Hyatt has also reopened its signature restaurants with The Kitchen and Cascara introducing new menus.

The Oriental, which had temporarily suspended operations, is also now open to its customers. Now open five days a week - Wednesday to Sunday - the restaurant is a unique space within Hyatt, where Eastern and Mediterranean cuisines meet the West. From Western BBQ to a variety of Thai and other eastern dishes, The Oriental is a place where one can have an authentic oriental dining experience. Live cooking stations are fully functional, and customers can

see the kitchen action from behind a protective shield. "The food at the Oriental is the perfect blend of Western and Asian foods. Guests can experience the show kitchens and enjoy their BBQ grilled prime meats cooked in our charcoal oven," explains Chef Supatra, Head Chef at The Oriental.

Having worked in several chain hotels around the world specializing in Royal Thai Cuisine, Chef Supatra recalls that it was her father who owned a small restaurant in her hometown, who was the inspiration for her career choice. "My cooking style is as basic and authentic as home cooking," she says. "Everything I do comes from the heart."

"While travel restrictions have put a dent in most people's vacation plans, Hyatt is shifting its focus on domestic travel providing weekend getaways and staycation packages."





Chef Amy, an expert Thai chef from northern Thailand and sous-chef at The Oriental, agrees, "The live kitchen makes the entire space different. Through the mirror that separates the kitchen from the dining area, guests can see how we prepare the food, adding to the authentic Oriental dining experience that we strive to bring about for both our walk-in guests and those staying in our rooms through staycation."

In addition to the tasteful, spacious rooms that span from Regency Executive Suit to Royal Presidential Suit, other hotel facilities, like the fitness center, the temperature-controlled pool, and spa, are also accessible to guests. The fitness center is open 24-hours a day with an attendant responsible to continually maintain and clean all equipment immediately after

use and make sure customers and staff adhere to the proper physical distancing procedures. Even the parking lot follows Hyatt's policy of "maximum care with minimum contact," where cars can only park in every other parking slot.

If there is one thing that is constant about life, it is change; life does go on, but how we adapt to our changing realities is crucial. Hyatt Regency hotel is not only adapting to a post-COVID-19 world but is also striving to stay ahead of the curve.

SUCCESSION

(2018-Present)

Kidus Tamiru

Succession is a dark comedy/drama that revolves around the wealthy Roy family, who control one of the largest media and entertainment companies in the world. The family is led by the aging and much-feared Logan Roy, who is contemplating which of his three children to hand over the reins of his company to.

Because of the depth and intricacy of the characters in this show, I was surprised to find out it was not adapted from a novel (As is the case with most movies or shows that have well fleshed-out characters). There are no heroes in this story, only unlikeable spoiled brats who you learn to love. There are the stern and quick-tempered patriarch, struggling to choose between the hard-working and ambitious son with drug problems, the politically savvy, arrogant daughter, and the irreverent and witty youngest son.

The balance between drama and comedy is also superbly executed, with a realistic sense of humor added in between all the serious and tedious corporate talk.

If you're a fan of Shakespearean family dramas revolving around Machiavellian characters plotting to f*\$% each other over with a smile (think Game of Thrones) or shows about billion-dollar business problems (think Billions), You'll love this. Even though I'm not a fan of either of the two examples above, I would highly recommend this show as something way better. The fantastic writing along with the stellar cast makes this one of the best shows I have seen in a while.



8.5/10

Genre: Dark Comedy
Created By: Jesse Armstrong
Starring: Brian Cox, Jeremy Strong, Sarah Snook, Kieran Culkin

psych

(2006 - 2014)

Kidus Tamiru

Psych is a detective comedy series that revolves around Shawn Spenser, who works as a “psychic detective” for the police, and his best friend, Gus, who reluctantly tags along as they solve crimes using fake “psychic” abilities. Early on, Shawn used his heightened observational skills, and a lot of luck, to con the police department into thinking he’s a real psychic and hiring him. So, the fact that he might be found out and fired is the only source of conflict for this show. Other than that, this lacks any form of real conflict or stakes through its entire eight seasons, and two follow up movies. But, oddly enough, that is one of its appeals.

As a fan of serious police procedural dramas (such as The Mentalist, which has an uncannily similar plot), I was very disappointed with this goofy comedy at first. But

after a while, I understood they were not trying to make a detective series but a comedy series that happens to have detective characters. If you watch this show with that in mind, you’ll probably appreciate this show much, much better. What makes this show better than most comedies is that you’ll probably miss half of the jokes the first time and it is even funnier on repeat viewings.

As mentioned above, this show is also famous for being very similar, plot-wise, to The Mentalist, which came out two years after Psych but has achieved more popularity. But Psych is more of a cult TV show with a dedicated group of fans that love this show enough to merit two follow up movies after the series ended. And as a converted member of that cult following, I highly recommend this show, especially if you like goofy comedies.



8.0/10

Genre: Comedy
Created By: Steve Franks
Starring: James Roday, Dule Hill, Timothy Omundson, Anne Dudek



Hiking Trails In & Around Addis

People everywhere have different ways of coping and finding clarity in the chaotic world we live in. For some it is music; for some, it's a good book, and for others, it is a good hike to a breezy mountain top. In the wild. So if you ever find yourself craving nature and the thrill of defeating great heights in Addis Ababa, here are the top five hiking trails you should consider.



Gulele Botanical Garden

If you are looking for pure nature...of thick lush forests and running rivers accompanied by rare yet worthwhile sights of small wildlife like monkeys and beautiful birds, then you shall look no further than Gulele Botanical Garden. As the name suggests the park is a gallery of wild plants and ancient trees. The park isn't so raw that you might lose your way nor is it so urban that you hear sirens. It is scattered with carved rocks and trees if one feels the need to just take a breath before exploring further. The hiking trails always keep one guided and provide a sense of direction.



Entoto Hills

If I'm to be completely honest, a hiking guide to Addis Ababa cannot be complete without Entoto- or recently, The Entoto Park. There is a good reason why this hiking trail is so famous. Aside from offering a blend of rural and urban life, its panoramic view of the city, the chain of historical churches and museums, and the new facilities built by the government as part of the Entoto Park project make it a unique hiking trail.



The Kebena Entoto Trail

If you are in for a quick hike the sore muscles of which do not extend beyond the few hours, the Kebena-Entoto trail is a great pick. The area is very lush and pretty straight forward. While the full length of the trek itself is 13.2 miles, the gorgeous scenery will help you eat up those miles like they are nothing.



Hike to Washa Michael Church

Situated just a few miles east of the city center is Washa Michael Church. This is a 1600-year-old rock-hewn church located not in Axum or Lalibela but Addis. There are some tarmac roads on the hike leading to the church. Besides that, the trek itself is an excellent alternative to people who don't have the time to visit the various rock-hewn churches outside Addis that Ethiopia is famous for. The church is located in a cave at the top of a hill. It is climbing this hill that makes up most of the hike. And Since the church is inside Yeka Sub-City, one could simply take a meter taxi there and back.



Menagesha Suba Forest

If you are in the mood for a serious hiking trail that lasts about 9 hours, Menagesha Suba Forest is for you. It is littered with historical spots and the forest itself is not easy to navigate through. Not to say it is bad (not even close!), but it is a genuine forest with off-road shortcuts and wildlife surprises like the Columbus Monkey and some small wild cats popping now and again. It is important to hire a tour guide not only because you will get the best out of the experience, but also because of the treats and minor comfort features included in the guide programs. I should mention of course that It's a bit of a drive outside Addis Ababa, 29.8 miles(48km) west of Addis Ababa to be exact, but the destination is worth every mile.

Top 5

Ethiopian Songs for the month of August

Tettemqe Endalamaw



1. Demo Be Abay

Artist: Teddy Afro
Release Date: August 3
Genre: Reggae

Centered around Ethiopian heroism, Teddy Afro, Ethiopia's legendary musician signifies unity in the face of adversities associated to the building of the Ethiopian Grand Renaissance Dam.



2. Yamal Qinew

Artist: Zebiba Girma
Release Date: 05 August 2020 (Hope Entertainment)
Genre: Ethiopian Ballad
Hits Since Release: 2.8 Million

It was simply impossible to leave this song out considering how well it has done in just a fortnight. This soulful bop, produced by Michael Hallu, has racked up about 3 million views on YouTube since its release.



3. Nan Deema

Artist: Tirsit Gazahany
Release Date: 23 August 2020 (Hope Entertainment)
Genre: Folk, Oromo Culture
Hits Since Release: 38K

Sung in Afan Oromo, the graceful artist Tirsit Gazahany preaches generosity, unity and the quest for the righteous way in life.



4. YeAbay Lij

Artist: Dawit Chernet
Release Date: 31 July 2020 (Dawit Chernet's Official Channel)
Genre: Folk
Hits Since Release: 19k

Up and coming artist Dawit Chernet puts his immaculate lyricism on show once again. He is also the producer of this song which features a guitar baseline carefully plucked to sound like the Kirar.



5. Degemigna

Artist: Henok Berhanu
Release Date: 22 August 2020 (MinewShewa Tube)
Genre: Pop/R&B
Hits Since Release: 14.5k

Originally released on MinewShewa Tube, the song combines R&B with pop and comes with a well produced music video.

Top 10

African songs for the month of August



1. Twice as Tall

Artist: Burna Boy
Release Date: 14 August 2020
Hits Since Release: 1.27 Million

Unlike African Giant, Burna Boy's new LP Twice as Tall probably won't be played on loop in the club. Most songs on this project are intentionally burdened with the duty of speaking substance; and this song is a beautiful display of just that.



2. Koroba

Artist: Tiwa Savage
Release Date: 14 August 2020
Monsters You Made (Featuring Chris Martin)
Hits Since Release: 1.3 Million

Tiwa earns a second Top 10 entry with her fresh hit Koroba. This one surely ought to stick around on dance-floors across Africa this month.



3. AG Baby

Artist: Adegunle Gold
Release Date: 07 August 2020
Hits Since Release: 434.3k

Adegunle's sound has evolved so well over the past 2 years. This song does not only highlight his superstar potential, it shows Nigeria's talent factory is still brewing world-beaters.



4. Cool Me Down (Featuring Wizkid)

Artist: DJ Tunez
Release Date: 10 August 2020
Hits Since Release: 637k



5. Abule

Artist: Patoranking
Release Date: 29 July 2020
Hits Since Release: 1.03 Million



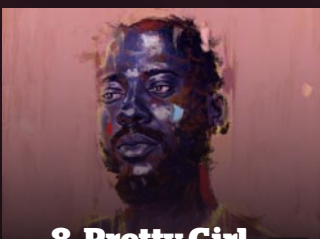
6. Way Too Big

Artist: Burna Boy
Release Date: 14 August 2020
Hits Since Release: 506k



7. Tattoo

Artist: Fireboy DML
Release Date: 12 August 2020
Hits Since Release: 1.4 Million



8. Pretty Girl (Featuring Patoranking)

Artist: Adegunle Gold
Release Date: 21 August 2020
Hits Since Release: 637k



9. Ngongingo

Artist: Baba Levo
Release Date: 18 August 2020
Hits Since Release: 370k



10. Temptation (Featuring Sam Smith)

Artist: Tiwa Savage
Release Date: 24 August 2020
Hits Since Release: 97.6k

Hotels in Addis



Hyatt Regency Addis Ababa

Location: Meskel Square
Contact No: +251 11 517 1234
Website: www.hyatt.com
Star: ★★★★★



Sheraton Addis: Luxury Collection

Location: Taytu Street
Contact No: +251 11 517 1717
Website: <https://www.marriott.com/hotels/travel/addlc-sheraton-addis-a-luxury-collection-hotel-addis-ababa/>
Star: ★★★★★



Hilton Hotel: Addis Ababa

Location: Minilik II Street
Contact No: +251 11 517 0000
Website: addisababa.hilton.com
Star: ★★★★★



Best Western Hotel

Location: Namibia Street (Next to Edna Mall)
Contact No: +251 11 667 1414
Website: www.bwplusaddisababa.com
Star: ★★★★★



Intercontinental Hotel

Location: Kazanchis
Contact No: +251 11 518 0444
Website: <http://intercontinentaladdis.com/>
Star: ★★★★★



Ramada Hotel

Location: Africa Street
Contact No: +251 11 639 3131
Website: <https://www.ramadaaddis.com/>
Star: ★★★★★



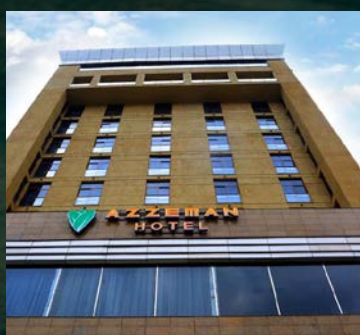
Golden Tulip

Location: Bole Road
Contact No: +251 11 618 33 33
Website: <https://addis-ababa.goldentulip.com/>
Star: ★★★★★



Capital Hotel and Spa

Location: Haile G/silassie Avenue
Contact No: +251 11 639 3900
Website: <https://capitalhotelandspa.com/>
Star: ★★★★★



Azzeman Hotel

Location: Namibia Street
Contact No: +251 11 639 31 31
Website: <https://azzemanhotel.com/>
Star: ★★★★★



Sapphire Addis

Location: Namibia Street
Contact No: +251 639 3907
Website: <https://www.sapphireaddishotel.com/>
Star: ★★★★★

Cafe & Pastries

Your choices for the best Ethiopian Coffee Experience



Tomocca

Location: Namibia Street (Next to Bole Medhanialem), Piassa Across Eliana Hotel
Contact No: +251 93 007 8086
Closes at: 8:00PM
Customer Rating: 4.8/5



Casscara Coffee & Cocktails

Location: Meskel Square (Inside Hyatt Regency)
Contact No: +251 11 517 1234
Closes at: 12:00AM
Customer Rating: 5.0/5



Garden of Coffee

Location: Namibia Street
Contact No: +251 93 036 2308
Closes at: 9:00PM
Customer Rating: 4.6/5



Bilos Cafe & Pastry

Location: Next to Millennium Hall
Contact No: +251 93 003 3177
Closes at: 8:30PM
Customer Rating: 4.4/5



Chaka Coffee

Location: Africa Avenue
Contact No: +251 91 120 2888
Closes at: 9:00PM
Customer Rating: 4.4/5



Bake and Brew

Location: Sarbet
Contact No: +251 91 306 0147
Closes at: 8:00PM
Customer Rating: 4.3/5



Tryst Addis

Location: Olympia (on the way from Dembel City Center to Bambis)
Contact No: +251 94 406 1818
Closes at: 7:00PM
Customer Rating: 4.4/5



YA Coffee Roasters

Location: CMC Road, Next to Gesund Cardiac Hospital
Contact No: +251 92 795 7171
Closes at: -
Customer Rating: 4.9/5



Dumerso Coffee

Location: South Africa Street (Bisrate Gabriel)
Contact No: +251 320 3973
Closes at: 8:30PM
Customer Rating: 4.8/5



Feresula Coffee

Location: Africa Street
Contact No: +251 96 641 1151
Closes at: 6:00pm
Customer Rating: 5.0/5

Coworking Spaces

Affordable spaces for startups looking for spaces to work and for business people in Addis for a short or long-term stay



iceaddis

Location: Bole, Near Hayat Hospital, Zewdu Bldg. 5th floor

Contact: www.iceaddis.com
contact@iceaddis.com
 +251 11 667 4804

Services: High speed wifi, standing desks, bean bags, printer, scanner, projector, microphone, kitchen, free parking

Starting Rates : 380ETB/day



Blue Space

Location: Namibia Street, Grace Plaza 4th Floor, near Atlas Hotel

Contact: www.bluespace.work
info@bluspace.work

Services: High speed wifi, working desks, printer, scanner, projector, relax zone, kitchen

Starting Rates : 350ETB/day



Xhub Addis

Location: Cameroon Street, Morning Star Mall 5th Floor

Contact: <http://xhubaddis.com/working/>
info@xhubaddis.com
 +251 91170 1361

Services: Wifi, free photocopy/print (30 pages)

Starting Rates : 250ETB/day



Abro Coworking Space

Location: Namibia Street

Contact: <https://abro-co-working-space.business.site/>
 +251 91111 0742

Services: Wifi, photocopy/print, desk, chair

Starting Rates : 250ETB/day

Restaurants

If you are thinking to explore international and cultural cuisine Addis has to offer, here are a few you may consider.

Italian restaurants



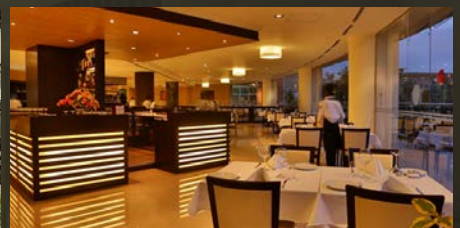
Agnese Restaurant

Location: Old Airport
Contact: +251 98 048 3824



Castelli Italian Restaurant

Location: Piassa, Mahatama-Gandhi Street, in front of Mohamud Music Shop
Contact: +251 11 557 1757



Gusto Restaurant

Location: Churchill Road, Tracon Tower 3rd Floor
Contact: +251 934 49 7861



Mama Mia Italian Restaurant

Location: Next to Mele Zenawi Foundation, DAR Sahara Street
Contact: +251 92 900 2218



Bella Pizza & Pasta

Location: Bole Medhaniealem, Near Abyssinia Mall
Contact: +251 94 141 5422

Ethiopian Cultural restaurants



Yod Abyssinia Cultural Restaurant

Location: Carl Square, Sar Bet
Contact: +2516612985
Known for: Ethiopian food, cultural performances



Dashen Traditional Restaurant

Location: DAR Sahara Street, Near Swedish Community School
Contact: +251 91 120 1723
Known for: Cozy atmosphere, cultural performances



Fendika Cultural Center

Location: Kazanchis
Contact: +251 91 154 7577
Known for: Exceptional jazz and Ethiopian Azmaris



Desalech Kitfo

Location: Africa Avenue, behind Skylight Hotel
Contact: +251 91 123 1859
Known for: Ethiopian traditional Kitfo (minced meat)



Totot

Location: Africa Avenue
Contact: +251 646 0718
Known for: Ring Road, on the way to Gerji, in front of Anbessa Garage

Middle Eastern & Mediterranean restaurants



Fusion Bistro

Location: Cameroon Street, Across Monarch Hotel
Contact: +251 91 000 5151
Known for: Arabian cuisine



Bait Al Mandi

Location: Mickey Leland/ EU Street
Contact: +251 91 151 8903
Known for: Middle Eastern Mediterranean Cuisine



Oriental

Location: Meskel Square, Inside Hyatt Regency
Contact: +251 11 517 1234
Known for: Mediterranean Cuisine



Aladdin Restaurant

Location: Off Bole Road, near Japanese Embassy
Contact: +251 11 6614109
Known for: Arabian Cuisine



Istanbul Restaurant

Location: Cameroon Street, across Ukrainian Embassy
Contact: +251 910 17 4728
Known for: Turkish cuisine

Marketing Companies in Addis



Profit Marketing Solutions

Location: Cameroon Street, Gulf Aziz Building, 2nd Floor
Contact No: +251 953 42 77 97
info@profit.com



Ttree Advertising

Location: Cape Verde Street, KT Building, 3rd Floor
Contact No: +251 118 21 2112
info@ttreeadvertising.com
ttreeadvertising.com



251 Communications

Location: Gabon Street, Aster Plaza, 3rd Floor
Contact No: +251 116 63 0182
info@251communications.com
<https://251communications.com>



Spotlight Ethiopia

Location: Africa Avenue, DH Geda Tower, 7th Floor
Contact No: +251 913 98 6445
<https://spotlightplc.com>



Zeleman Communications

Location: Africa Avenue, Snap Plaza, Snap Plaza, 10th floor
Contact No: +251 116 63 2800
info@zeleman.com
<https://zeleman.com>



Cactus Communications

Location: Africa Avenue, Bedesta Building, 4th floor
Contact No: +251 115 54 4901
info@cactusethiopia.com
<http://cactusethiopia.com/>



Berry Advertising

Location: Cameroon Street, Gulf Aziz Building, 3rd Floor
Contact No: +251 930 07 8086
www.berryethiopia.com



Eternal Media & Communication

Location: Gabon Street, Aster Plaza
Contact No: +251 114 70 3039
info@eternalmedia.com
<https://eternal-media.com>

Parks & Museums in Addis



Zoma Museum

Location: Mekanisa, Near Abo Church

Contact No: <https://www.zomamuseum.org/>

Feature: Landscaping, gardens, antique shop



Addis Ababa Museum

Location: Meskel Square

Contact No: <http://www.addisababa.gov.et/de/web/guest/museums#3>

Feature: Museum, Restaurant, Panoramic View of Meskel Square



Unity Park

Location: Inside Ethiopian National Palace

Contact No: Unitypark.et

Feature: Historical palaces, Zoo, cultural museum, restaurants



African Unbound

Location: Off Churchill Road (On the way to National Palace)

Contact No: <https://>

Feature: African Arts



Entoto Park

Location: Entoto Hills

Contact No: -

Feature: Bicycle and track, reading benches, camping site, restaurants, panoramic view of Addis Ababa

Leather shops in Addis

The leather industry in Addis is thriving with countless local and international leather lines. Here are a few.



Kuncho Design

Website: <https://www.kunchodesign.com/>

Contact: kunchodesign@gmail.com
+251 96 799 5384



Undkən- Made in Ethiopia

Website: <http://www.undken.com/>

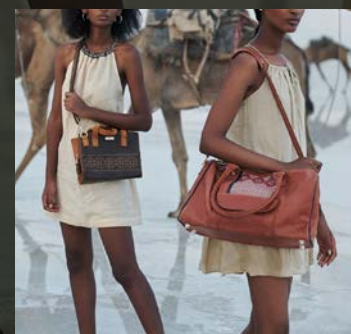
Contact: +251 912 75 2524



Meron Addis Ababa

Website: <https://www.meronaddisababa.com/>

Contact: info@meronaddisababa.com
+251 911 12 2108



Zaaf Collection

Website: <https://www.zaafcollection.com/>

Contact: +251 910 14 9965