





# ARABIAN ESSENCE

*Universal Media*

## It's A New Day for **ARABIAN ESSENCE**

*by Beth Ellen Hunziker*

A mutual love of Arabian horses, art, and design connected international equine photographer Gigi Grasso and designer, Elvis Giughera. After they meet each other in 1999 and started to work together, In 2005, they established ARABIAN ESSENCE, a creative service that combined their talents, skills, and passions. Using their unique perspectives, they created totally new marketing and promotional opportunities for the Arabian horse community. This year marks the celebration of more than 20 + years of collaboration.

The Arabian horse naturally attracts creative people. Their beauty has inspired artists and writers for centuries. What sets ARABIAN ESSENCE apart from their counterparts and peers? Several things, beginning with their personal inspiration and intentions, which are laser focused on the Arabian horse itself. Both Gigi Grasso and Elvis Giughera have been breeders for many years. The horses are not just their business, they are their lives. Everything they do is motivated by their deep and abiding love of their horses.

The love of the Arabian horse is combined with Gigi and Elvis's passion for art and beauty – these elements permeate every effort they make. They are driven to create special moments of beauty, true beauty that is not only seen with the eye but seen with the heart and soul. This is the essence of their lives, their work, themselves... thus the name of ARABIAN ESSENCE fit perfectly.

Over the years, this dynamic and creative team has created stunning websites, published museum quality artbooks for clients, published print and digital magazines, and a litany of additional projects ranging from marketing and promotional advertising to their most current, cutting edge efforts that will soon be unveiled to the public.

What do you do after 20 years of collaboration? You create something new! Elvis and Gigi are excited to announce the upcoming launch of their newly expanded platform, ARABIAN ESSENCE Universal Media. Within this new platform, all services will come together to provide clients with a strong synergy of skills, talents, experience, expertise, and creative minds to create the most effective marketing and promotional tools possible. The hub for this creative collaboration will be the new ARABIAN

ESSENCE Universal Media website, which will debut in 2020.

This new platform will be a fusion of old and new. In addition to the existing work of graphic design, websites, books, marketing and promotional e-blasts, etc, the new ARABIAN ESSENCE Universal Media will integrate fresh and exciting content. One of the most useful services ARABIAN ESSENCE Universal Media will offer will be an Arabian horse resource database that will provide visitors with horse pedigrees as well as reference photos and videos including those from shows they cover. The goal is to assist people in learning about the Arabian horse and sharing their love for this magnificent creature.

The new ARABIAN ESSENCE Universal Media will also become home to the existing and archived content of ARABIAN ESSENCE Web TV. This is a treasure for people wanting to learn more about the Arabian horse or to catch up on shows and events they might have missed. Soon, it will all be available at your fingertips. Many people around the world enjoy the livestream services provided by ARABIAN ESSENCE Web TV. Yet, not as many know or recognize the incredibly talented team behind the cameras or editing and broadcast equipment who have become integral members of ARABIAN ESSENCE Web TV. Elvis Giughera explained how they joined forces...

“In 2010, I met Marco Vignato through mutual friends. He owned a livestream company that covered international dog shows. As he told me about his work, it became clear to me that we could provide the same service to the Arabian horse community and so, this became our partnership and the beginning of ARABIAN ESSENCE Web TV.



“Our debut was the 2011 Mediterranean Championships in Menton, France. We had a big number of viewers around the world and it was only our first show, so we knew it was the beginning of something special. With each show we added to our livestream schedule, we learned a lot. We worked hard to constantly improve our services and each year our viewership has grown. The Mediterranean Championships in Menton remain one of our favorite and most important events to cover and it's always a great pleasure to visit this beautiful city.

“Also, on the roster of important events covered by ARABIAN ESSENCE are the European Championships. This show has a long history of great horses, breeders and owners, trainers, and visitors. Every other year, the show travels between Italy and Belgium. Each venue offers something special for visitors, but they can always count on enjoying wonderful culture and a memorable experience.

“We are proud to say that for the past eight years, we have been entrusted to provide coverage of the most important shows and events in Europe, the Middle East, North and South America. The Salon du Cheval's Arabian World Championship, which we have covered for the past several years, is the pinnacle of the European show season. It is a great honor to have ARABIAN ESSENCE provide our services at this prestigious event where the best of the breed is presented. In 2020, we will be adding additional European events to our livestream schedule, which is always present – 24/7 – on the ARABIAN ESSENCE website for our viewers' convenience.

“ARABIAN ESSENCE has also created a strong presence in the Middle East. We are honored to provide the livestream broadcast for the Dubai Championships, Saudi Arabia's King Abdulaziz Arabian

Horse Championships, the Qatar National Championships, the Kuwait National Championships, The Egyptian National Championships, the Sharja Arabian Horse Festivals, and other important shows throughout the UAE and surrounding regions. In addition, ARABIAN ESSENCE Web TV broadcast the 2019 Salon du Cheval d'El Jadida in Morocco for the first time. This spectacle is unlike anything else in the world and should not be missed.

“Through the far-reaching scope of our livestream, interest in our services has reached the western hemisphere where we were invited to broadcast the Brazilian National Championships and Farm Tours in 2018 and again in 2019. In the United States, we were pleased to be invited to broadcast the exciting 2019 Arabian Breeders World Cup from Las Vegas. We look to expand our presence in these area and others too, so that viewers around the world can see and experience the wonderful horses and people at these events regardless of their location.

“The popularity of ARABIAN ESSENCE Web TV livestream is undeniable, and we are grateful for the success our hard work and efforts have achieved. In the span of just one year, from October 2018 to October 2019, we have had **more than 1,000,000 (1 million) views!** Our goal is to expand our livestream reach while providing the highest quality services to our livestream clients and sponsors. However, with that in mind, we are not trying to do the most, but to do our best, to always give our best, every time.



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“The success of ARABIAN ESSENCE was created through innovative ideas, initiative, and hard work. Still we are humble every day by the horses we love. They give us so much and they inspire us to give back to others. They also teach us many important life lessons. One of the most important lessons we learn very quickly is how much we all depend on one another; breeders depend on each other to provide bloodstock, stallion services, mentorships and more.

“We wanted to find ways that we could give back to others and from this effort came the idea for our newest venture: ARABIAN ESSENCE Academy. This is a series of “Master Classes” tutorial videos that teach everything about horse ownership, from basic horsemanship, communication, and health, to showing, training, breeding, and many more subjects. These tutorials will be taught and demonstrated by some of the leading horsemen and women in our community. Each teacher of a Master Class has their own techniques and tips to share. We hope that through these educational videos, we can provide the opportunity for more people to participate in the horse life we love so much.

“Working with our horses builds a strong bond and a special relationship unlike any other. As adults, it gives us the chance to break away from our demanding schedules and enjoy the natural beauty of the Arabian horse. For our children, living and working with horses teaches them unconditional love, self-confidence, patience, and more. It also gives them a chance to unplug from all the technology that is forced upon



## ARABIAN ESSENCE ACADEMY

them and to relax with a different focus, to have no agenda except to be a kind, gentle, loving friend to their horse.

“Best of all – **the ARABIAN ESSENCE Academy is for EVERYONE – and – it’s FREE.** This educational project is not about generating money or income for us. It is to

help new people, to support our breed, to promote our breed, to demonstrate our horses’ versatility as a show horse and as a pleasure horse. Most of all, we hope to show our horses’ wonderful character and the reasons we love them.”

“All ARABIAN ESSENCE Academy Master Class videos will feature Arabian horses and members of the Arabian horse community. The first Master Classes, taught by Johanna Ullström, were tremendously popular. We are extremely grateful to Johanna for sharing her time and talent. We have eight more professional horsemen who will be generously sharing their expertise and more to come. Learning is a lifelong process and with Arabian horses, every day is a new experience full of beauty and adventure. You can watch the existing Master Classes by logging on to the ARABIAN ESSENCE Facebook page or visiting our YouTube channel. We encourage everyone to “Like” and to “Share” these videos so that others can enjoy and learn from them too.”

With all they have going on in their busy professional lives, Gigi Grasso and Elvis Giughera still seem to find time to spend with their families, friends, clients, and horses; to think of others, and to discover new ways to make the world a more beautiful place. It’s a new day for ARABIAN ESSENCE and for you too.

