

COLLAB COMPANY

advancing the arts

Founder and Creative Director: Lauren Noble
Operating Since: 2020



our company

Collab Company is a UAE-based performing arts organisation dedicated to **advancing the arts** through intentional, innovative and imaginative collaborations. We embrace a **multidisciplinary approach** to a range of experimental projects, educational programs and outreach initiatives, both **locally and internationally**.

Every idea begins its creative journey with Collab Company from within one of our three platforms:

- **Creations** – productions, projects and publications
- **Classroom** – 21st century holistic arts education
- **Collective** – outreach and community connection

Whilst **each platform plays a specific role** within our organisation, it is the synergy that exists between them that characterises our unique style. We find inspiration within intersectional spaces and develop each idea, **harnessing potential from across the spectrum of art and education.**



**"SHE IS APHRODITE THE GODDESS OF LOVE"
IMAGE FROM ANTIGONE RETOLD: THE WOZA
HABIBI TOUR TO SOUTH AFRICA (JULY 2024)**



LAUREN PERFORMS A MIDSUMMER NIGHT'S DREAM FOR A SHAKESPEARE DAY LOCKDOWN CHALLENGE (APRIL 2021)



our creative director

Lauren Noble is a South African theatre director, producer, educator, writer, curator and **UAE Golden Visa holder** for exceptional talent in the field of arts and culture. She boasts a career of **two decades in** education, events and experiences which blur the boundaries between art forms.

Lauren's creative projects have become synonymous with **ambitious theatrical productions and progressive educational campaigns.**

As the founder and creative director of Collab Company, she has created a space where she has a guiding hand in every aspect of the company as she proudly advocates for the disruption of outdated methods of artistry and education in favour of evolutionary 21st century methodologies.

**CLICK HERE FOR MORE
ABOUT LAUREN NOBLE**



our ethos

- **INCLUSION**: We dismantle systems of exclusivity by embracing the potential of individuals of all ages, ethnicities, identities, religions and worldviews.
- **PROFESSIONALISM**: We understand that our evolution is directly impacted by our collaborations with other professionals within a professional space.
- **RESPECT**: We foster a culture of compassion, courtesy and camaraderie, respecting and expecting respect from everyone regardless of age or rank.
- **INTEGRITY**: We consciously curate educational and artistic environments so that shared integrity is observable in every interaction therein.
- **ACCOUNTABILITY**: We operate within a shared ethos which requires us all to acknowledge and act upon our responsibilities to ourselves. and others.
- **SAFEGUARDING**: We are committed to safety for all and have designed an infrastructure which upholds safeguarding practices at every level. Safety and security is the right and the responsibility of everyone working with us.

THE CHESHIRE CAT IN THE IMMERSIVE CHECKMATE THE MUSICAL (JUNE 2025)



a few of our collaborative partners

JAMES HUISH
ALFIE BOE
ACADEMY
OF THEATRE ARTS

IMMER
SEE

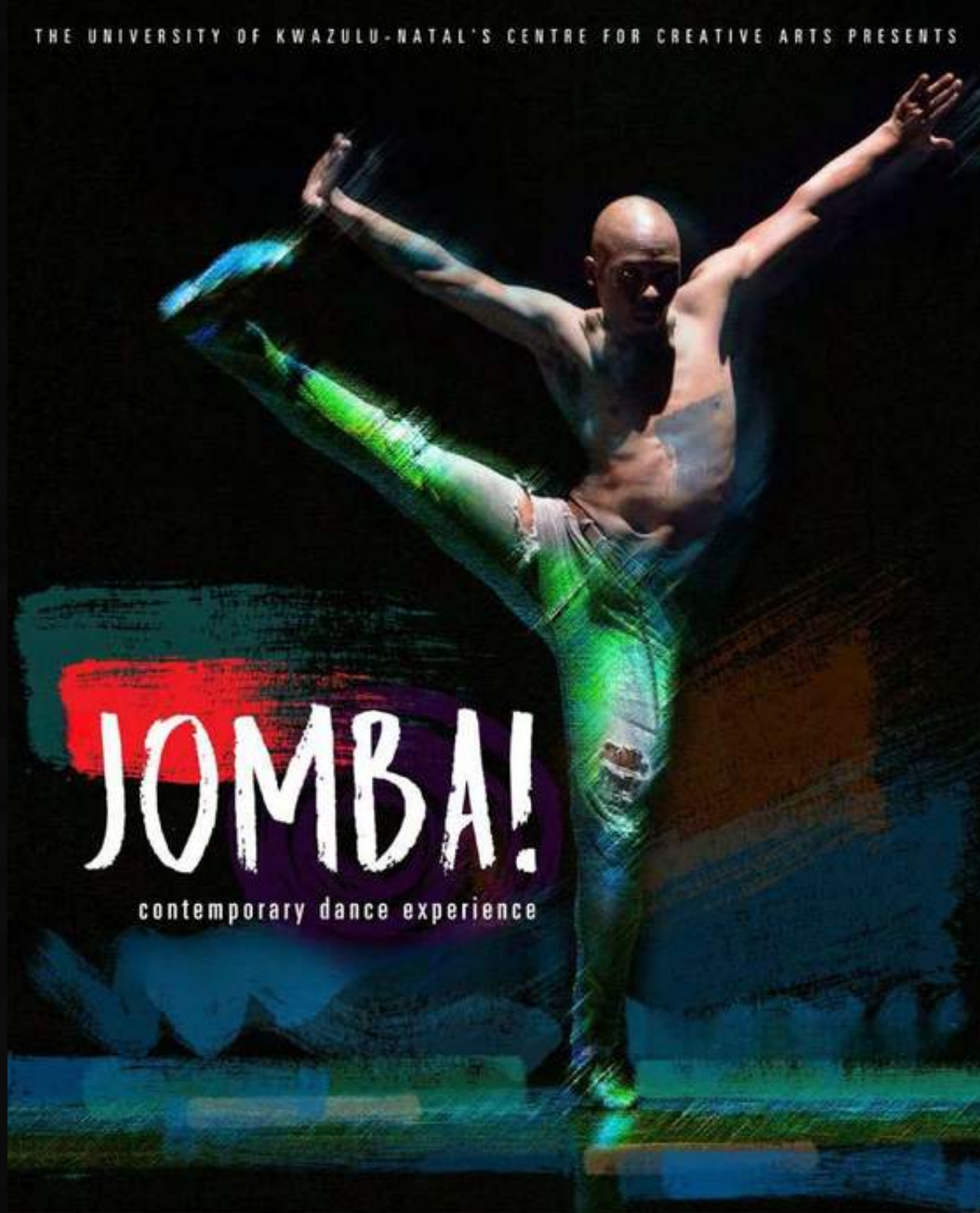
VOX
CINEMAS سينما

جامعة القلب
university of the heart
شارجة

WEST END
Worldwide



International Association of
Theatre & Performing Arts for
Children & Young People



Emirates

EMIRATES AIRLINE
FESTIVAL OF
LITERATURE

ARBOR

PPCD
International Psychology
Conference Dubai

girlUp
On Stage

Assitej
South Africa



Theatre for Young People

DUBAI
DRAMA
GROUP

SHARJAH
ENGLISH
SCHOOL
est. 1974

COGNITA
ENRICHME
PERFORMING ARTS

CLEAR MINDS HEALTHY LIVES
OPENMINDS
PSYCHIATRY, COUNSELLING AND NEUROSCIENCE CENTRE

Buckner
EDUCATION

MTDWB



MAWAHEB

سكة
sikka
مهرجان سكة للفنون والتصميم
SIKKA ART & DESIGN FESTIVAL



TRINITY
COLLEGE LONDON
150 YEARS
SINCE 1872

SVS
SOUTH VIEW SCHOOL
Imagine Greatness
"Summam Contemplare"

TEAM ANGELWOLF
Inclusive Impactivity

GESS
DUBAI

DRYAD

Dugulan
MEDIA

COLLAB CREATIONS

our next production

Our community theatre production, *The Elf in the Gulf*, is seeking a venue to call home for our brand new, entirely original story for UAE friends and families to enjoy with us at Christmas.



The elf in the gulf

The Elf in the Gulf is an entirely original musical theatre experience.

First conceptualised by Lauren Noble who saw the need for a fun and festive show to be performed for and by our creative community, *The Elf in the Gulf* was built from a simple idea just two years ago. Everyone involved from the director, writers and choreographers to the multigenerational performers themselves built this magical world for Christmas on an entirely voluntary basis.

Each December, our growing group of UAE elves return to the stage to observe their assigned households and report back to Santa Claus in The North Pole. With familiar favourites like *Winter Wonderland* and *Rudolph the Red-nosed Reindeer* through to chart-toppers like *All I Want For Christmas* and *Jingle Bell Rock*, there really is something for everyone!

The Elf in the Gulf embraces the spirit of the season with our Collab Company family, as we prove (year after year) that the UAE has many stories worth telling. This year our story is all about Elf Expo 2026 and we cannot wait to see where this tale takes us as a writing team next!



THE ELF IN THE GULF

by Collab Company

DXB
Theatre
Awards

**THE ELF IN THE GULF 2024 WAS CONCEPTUALISED
IN OCTOBER, PERFORMED IN DECEMBER AND WENT
ON TO BE NOMINATED FOR A DUBAI THEATRE AWARD**



EVERYTHING YOU SEE ON STAGE FROM PROPS AND COSTUMES TO SET AND SCENERY IS BUILT AND UPCYCLED BY OUR CAST AND CREW AS WE WORK TOGETHER TO MAKE MAGIC HAPPEN ANNUALLY.

an immersive musical adventure

The Elf in the Gulf

Ukulele UAE

OFFICIAL PERFORMANCE PARTNER
@ukuleleuae

an immersive musical adventure

The Elf in the Gulf

FARES
Gizmo

an immersive musical adventure

The Elf in the Gulf

LAUREN
Admiral

an immersive musical adventure

The Elf in the Gulf

COGNITA
— ENRICH ME
MUSIC

OFFICIAL PERFORMANCE PARTNER
@cognita_enrichme

an immersive musical adventure

The Elf in the Gulf

SENSORY MAGIC

OFFICIAL COLLABORATIVE PARTNER
@sensorymagicplay

an immersive musical adventure

The Elf in the Gulf

SEBASTIAN
Elf Ensemble



THE ELF IN THE GULF OCCUPIES AN ANNUAL PLACE IN THE HEARTS OF OUR PERFORMERS, THEIR FRIENDS AND FAMILIES, AND OUR LOYAL AUDIENCES WHO RETURN FOR THE NEXT TALE



COLLAB CREATIONS

portfolio

Collab Creations is our **production platform**, responsible for the creation and curation of original live performances, international tours, immersive events, and arts festivals.





WRITER, DIRECTOR, DESIGNER (COSTUME, PROP AND SET), IMMERSIVE EVENT CURATOR AND PRODUCER FOR CLUEDON'T! MURDER MYSTERY (DUBAI, 2025)



PRODUCER, WRITER, DIRECTOR, SOUND EDITOR AND TECHNICIAN, ARTS EDUCATION LEAD, DESIGNER (COSTUME, PROP AND SET), TALENT RECRUITMENT, IMMERSIVE EVENT CURATOR FOR ANTIGONE RETOLD - THE WOZA HABIBI TOUR (DURBAN, 2024)



WRITER, DESIGNER, PRODUCER, DIRECTOR, STAGE MANAGER, ARTISTIC
INSTALLATION CURATOR, EVENT MANAGER, PARTNERSHIP DEVELOPMENT
AND TECHNICIAN FOR ANTIGONE RETOLD: THE INTERACTIVE EXPERIENCE



COLLAB CLASSROOM

portfolio

Collab Classroom is our **education platform**, dedicated to the curation of quality creative conferences, workshops and masterclasses with local and international artists and educators.





**CONFERENCE CONCEPT, CURATOR, TALENT BOOKER, PANELIST AND EVENT MANAGER
FOR ADVANCING THE ARTS - CONFERENCE FOR CREATIVES (DUBAI, FEBRUARY 2024)**





CURRICULUM DESIGNER, ARTS ACCESSIBILITY ADVOCATE, DESIGN SPECIALIST, HOLISTIC PEDAGOGY, TEACHER OF ACTIVISM THROUGH THE ARTS AS THEATRE EDUCATOR (15 YEARS)

COLLAB COLLECTIVE

portfolio

Collab Collective is our **outreach platform** which kickstarts diverse collaborations which advance the arts through the unification of our local and international ensemble.





CONCEPTUAL, CURATOR, MUSICAL GUEST BOOKER AND MANAGER, EVENT MANAGER FOR THE COLLAB COLLECTIVE CHOIR - POP-UP EVENTS (MULTIPLE LOCATIONS IN DUBAI, 2025)



**CONCEPTUAL/PRODUCTION DESIGNER, WRITER, TECH SCRIPTWRITER,
STAGE MANAGER, TALENT MANAGER, PERFORMANCE PARTNER AND
CREATIVE DIRECTOR FOR EMIRATES LITFEST (DESERT STANZAS, 2023)**





**PRODUCTION DESIGNER (SET, COSTUME, PROPS), CONSTRUCTION ADVISOR
BUDGET COORDINATOR, LOBBY INSTALLATIONS CURATOR AND BACKSTAGE
MANAGER FOR MTDXB'S THE ADDAMS FAMILY MUSICAL (DUBAI, 2023)**



Lauren Noble

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Instagram



LinkedIn





advancing the arts