

# استشراق

First issue : May 2016

# Orientalism

The Journal of facts and figures from the Islamic world



“Anyone who teaches, writes about, or researches the Orient--and this applies whether the person is an anthropologist, sociologist, historian, or philologist--either in its specific or its general aspects, is an Orientalist, and what he or she says or does is Orientalism” (Edward Said).

**Dear Readers,**

**ASSALAMU ALAIKUM WA RAHMATULLAHI WA BARAKATUH.**

In a historical period in which the Islamic world, because of disastrous events, divisions, violence against people, contempt of its (and of the whole world) cultural heritages of thousands of years old, is represented as a world of which fear and shun, I feel the need, owing to over twenty years of

personal experiences of life, attendance, travel, readings and, above all, by human contacts in the Islamic world, a world in which I deeply feel immersed humanly and culturally, to produce and to distribute a new four-monthly publication in English, **“Orientalism”**, al-thaqafa al-islamiyya (the Islamic culture). **The first issue is expected in May 2016.**

The goal of this new editorial effort of Al-Shirkah Shariah- Switzerland Publishing House just wish to show, tell and let the public know the true face of the Islamic world, a world that with its spirituality, art, culture, traditions, lifestyle and places fascinated and culturally enriched in the time the Western world.

The peculiarity of **“Orientalism”** will be to explore and to research into the ancient Islamic cultural treasures (documents, libraries, universities, koranic schools, museums, monuments, architecture, old cities) as well as into all the international places in the world where today the Islamic art, culture and lifestyle could be unveiled and enjoyed (universities, museums. cultural foundations and institutes, auction houses, Islamic art galleries, five stars hotels etc. ), places and atmospheres in which to plunge and , closing the eyes, to perceive through all the senses what **“Orientalism”** really is.

The feature that will distinguish deeply **“Orientalism”** from other publications devoted to the Middle East and to the Islamic world, in its deepest cultural and qualified meaning, will be the in-house production of exclusive interviews and photo services of thick quality and contents, as well as our intention to go into more hidden places of the Islamic world depositories of ancient and unknown cultural treasures, presenting them to the world by giving them the visibility and and the recognition they deserve.

**“Orientalism”** aims to be primarily funded by corporate and institutional bodies, individual donors in order to direct all the accumulated funds on implementation of its editorial and cultural activity as well as to develop worthwhile and charitable projects.

We deeply thank you in advance for your decisive support to this our new unique editorial venture, as well as for your desirable benevolent approval.

**Alberto Di Gennaro - Publisher**

## CIRCULATION POLICY

The circulation policy of “**Orientalism**” will be unique. The readership will be strictly controlled and specifically targeted to individuals who are the acknowledged Islamic art, culture, finance and HNWI icons as well as business leaders in the Islamic world and outside.

Approximately 5,000 copies will be delivered to our mailing list of selected professionals and key figures within the Islamic and international world.

“**Orientalism**” will be distributed at several selected key cultural events and top conferences in the Middle East and around the world.

## THE PUBLISHING HOUSE

**AL-SHIRKAH SHARIA Sagl -Switzerland** is a Publishing House and a Research, Documentation and Cultural Relations Centre for Islamic Studies providing academic links and exchanges between institutions and Scholars in Muslim countries, Europe and the rest of the world.

**AL-SHIRKAH SHARIA** is the publishing house of “Alim –The Shari’ah Scholar’s Journal “ [www.alwarraq-finance.com](http://www.alwarraq-finance.com).

As “Official Media Partner“, “Alim –The Shari’ah Scholar’s Journal “attends all major world conferences on Islamic Finance.

**AL-SHIRKAH SHARIA** is also journalism, media research, conferences and seminar activities, consulting on Islamic markets, between the Islamic part of the world and the rest of it, but above all it is a place for common understanding.

**AL-SHIRKAH SHARIA** aims to produce and edit books, journals, newsletters and special issues, covering the fields of the Islamic Finance, Islamic Culture and Islamic World in general in all its scholarly aspects.

## **THE PUBLISHER - ALBERTO DI GENNARO**

Alberto Di Gennaro is the Founder and the CEO of " AL-SHIRKAH SHARIA Sagl " an independent advisory and consulting company based in Lugano, Switzerland, capable of ensuring a broad spectrum of financial and corporate services to private and institutional clients as well as a publishing house specialized in Islamic Finance and organizer of events, workshops and conferences on Islamic Finance.

As editorialist, his articles about Islamic Banking and Finance have been published on the most important Italian financial newspapers and magazines, see : Corriere della Sera- Corriere Economia, Borsa e Finanza, Finanza e Mercati, MF Milano Finanza, Gente Money, Banca Europa, Ticino Welcome.

He appeared several times on Bloomberg Television from Milan as well as from London, speaking about Islamic Banking and Finance Industry.

He was speaker in several Conferences on Islamic Banking and Finance (Milan, Rome, Lugano, Dubai, London, Lahore, Zurich, etc.)

In 2001 he published in Italy his first book "Bahrain, Guide to Financial Markets of Arab Countries" .

**If you have any question, please, don't hesitate to contact us.**

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**adigennaro@shirkah-finance.com**

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