

**ECODNA.ART**

# **Media Kit**

**[www.ecodna.art](http://www.ecodna.art)**

Initially named as Medusaudi, the Multicultural blog had been an Initiative to complement Saudi Vision 2030 introduced by the Global Visionary Citizen Maria K.Bakalaku  
The pandemic status amended initial scope while the blog was renamed to ecodna.art

# The Initiative

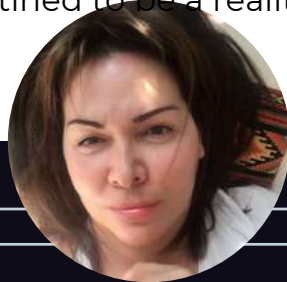
## Exciting Nomadic Lifestyle & Global Living

multicultural blog was created in March 2019, to complement Saudi Vision 2030, introduced by the Global Visionary Citizen Maria Bakalakou, a sea nomad, creating the bohemian & nomadic lifestyle's haven. "This blog is where you can speak your mind. We believe in uniqueness, but also in unity, in cultural coexistence, in moral integration. Our thoughts and philosophies, as much as they are unique, unite us and make us stronger. The world we live in needs a place where we can strengthen the individual through mind, body and spirit in peace.

Medusaudi is the virtual place to be."

## THE LEADER'S MESSAGE

"Medusaudi blog (currently ecodna.art) is a place where we value and cherish talents. Though at its infancy stages, our blog is destined to bloom. As the kingdom is planning to bring in more and more citizens who have unique talents, this blog is going to help highlight that. We value both modernity and tradition; there are lessons to be learned from the past, and a wild unpredictable future. Together with the help of some allies, our vision for modesty, tolerance, peace and ingenuity is destined to be a reality."



**The Blog Leader**

**Maria K. Bakalakou**

Dedicated four thorough years with a Saudi corporation, loyal to this family, the experience and knowledge is used about the superyachting industry and luxury life, by introducing concepts and projects related to the luxury tourism sectors and coastal lifestyle. These are industries well-known for their massive profit margin and complicated stream.

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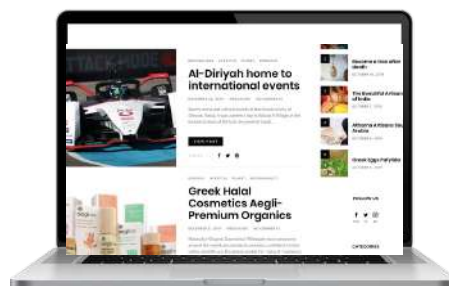


## INSPIRING BLOG ARTICLES

Posts and articles are written by the leader of this blog in line of thought along with recruits and a team who will help by sharing same vision. The blog articles are meant to shed light on future and exciting events along with sharing historical and meaningful stories. We support the nation of Saudi Arabia helping it to thrive in a futuristic multicultural world that will attract visitors, investors and new residents from all around the world.

“

**I'm the welcoming voice, the guiding light, the cornerstone of an ambitious Initiative to invite more people in the multicultural blog, to contribute in Saudi Vision 2030.**



**Though at its infancy stages, our blog is destined to bloom!**



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ART  
CULTURE  
LIFESTYLE

## THE ARTICLES MINDSET

Craftsmanship & Artisans  
Art & Culture  
People & Lifestyle  
Communities & Destinations



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ECOLOGY  
SUSTAINA  
BILITY  
PROJECTS

## THE ARTICLES MINDSET

Innovative Concepts & Projects  
Green the planet  
Blue planet  
Sustainability

**ECODNA.ART**



**MULTI  
CULTURA  
LISM**

## **THE MOST VIRAL ARTICLE**

Amongst our first 150 articles, Multiculturalism has been the subject to attract the attention of a thirsty audience serving with a million of impressions, 8,500 plus interactive Saudi principally visitors and a lot of shares.

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## THE MISSION

**I have been a NEOM fan ever since I heard of this ambitious and bold project, to set only one goal: to become its voice into the world that will connect nations with its wonders.**

Even before coming to Saudi Arabia, I was determined to stand out as candidate for being an Ambassador of the NEOM project in the globe, so I can share its magnificent opportunities, progress and information about it with everyone.

The blog and initiative Medusaudi is acting as a platform to connect people, information, private sectors and organizations. The solid goal is to unite people that can play a part in the development of NEOM, the ones who may open roads for cultural development and investment opportunities. Combining my connections and expertise I will showcase investment opportunities and many other ways for the private sector and organizations to get involved. I wish to become an incremental part in the continuing development of the Interfaith Dialogue and Cultural Coexistence by promoting diversity and cultural aesthetics, to properly serve the Saudi Initiative of 2030.

Already committed and collaborating with a corporation implementing development projects related to the coastal infrastructure in Saudi Arabia, my vision can unite voices and works during the Metamorphosis Era in the Saudi Arabia Kingdom. My blog will continue to inspire towards a productive involvement in tourism and more sectors in and for the new city NEOM.

## THE VISION (APRIL 2019)

I wish to communicate NEOM across the Globe by being its Ambassador.

I wish to share with the world the wonders of a cultural and technological development of grand scale in Saudi Arabia, to inspire them to take part in the process either directly or with their ideas. I wish to involve the contribution and the collaboration of many in the human progress of our planet. My vision is to promote living multiculturally and encourage a common effort towards sustainability with the building of a better future for everyone. My vision is to bring hope to people of the nation in need.



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## BECOME THE FIRST INT'L CITIZEN OF NEOM

"I've been charmed by the ambitious NEOM project as always dreaming of a new Monaco in Middle East. I've been introducing my ideas to my superiors implementing the project, and I've been researching and contributing to its development since the beginning.

My wish is to offer the right door to get involved in NEOM creation, and to contribute to the project with best assets.

**I wish to become the first international citizen of NEOM.**

## THE GOALS

**I wish to bridge NEOM with the globe!**

"I wish to serve as a bridge between information and people, between ideas and reality; to become the connection between the NEOM projects and their opportunities and people that can take an active part in its development.

**I desire to invite Governmental Entities and Private Organizations to use my knowledge and expertise in order to get involved in the NEOM project, and become an incremental pillar in laying the foundations of its future; to reflect the Project's beauty and communicate it across the globe as the first international NEOM Ambassador".**

I carry the Greek DNA and the philosophy of Socrates, who first said "I'm not an Athenian, or a Greek, I'm a citizen of this world" and responsibility to satisfy any project for the forthcoming sustainable communities in the region.

And then, I will travel NEOM across the globe attracting potential investors.



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## THE MINDSET

### **Hard work, uniqueness, passion, talent, skills, solidarity, metamorphosis**

The attitude is going to enlighten and cleanse the world from absolutist ideologies that seek to harm freedom of thought or freedom of speech. By helping people see that we are nothing more than just human beings with slightly different thoughts about ancient ideologies, we will bring peace in its full shape. We humans are better when we work together, our goals are always the same, but the way we reach those goals might be different. Values, traditions, and history is always welcomed to be in the heart, soul and the homes of the people, but it should not interfere with the future and prosperity. We move forward to create a better world for us and for our upcoming generations..

This is why our logo represents our belief system in the individual. The medusa shape is an enduring symbol of women's power that the Greek mythology was symbolized with that stands for allegorical figure of roaring fatal beauty and freezing its enemies. The shape of the medusa is something that can make anyone reminisce and realize that it's very relevant in our world. The snakes of medusa represent the death and rebirth, the need for dying and the need for rebirthing into a better stronger version of the precedent.

The medusa represents the alluring power of change, but is met with the grave fate when her female nature was strong and alluring to the point that it seduced the lord of the sea, Poseidon.

Medusa is metamorphosis; a modern talisman freezing enemies and protecting humanity, ideal symbol for the initiative supporting Saudi Vision.



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Visit the website: [www.ecodna.art](http://www.ecodna.art)

# RESUME

Maria K. Bakalakou is known in the Superyachting Charter Industry as The Midas Touch by accomplishing all tasks assigned, and through introduced projects materialized has achieved profitability with a multi-million income. Skilled in charter management, marine projects, brokerage schemes and agenda.

Currently, in 2020, dedicated in visualizing the structure of a Conglomerate named MB MONARCH Conglomerate (<https://mbmonarch.com>) with visual acquisitions to serve marketing purposes of <https://yachtdna.art>  
<https://cybbu.com>  
<https://gigacharter.com>  
<https://gigayacht.club>

Cybbu: Cyber Business Platform for trading online projects - Business to Government

Gigacharter: Clearing House devoted to PYC compliant Superyachts or Passenger Vessels by offering administration and operational services, Segment of [HTTPS://YACHTDNA.ART](https://YACHTDNA.ART) VENTURE

Gigayacht Club: Gigayacht Owners Hub Concept inspired by the Father of Megayachts Mr. Andreas Liveras



**[HTTPS://YACHTDNA.ART](https://YACHTDNA.ART)**

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Currently dedicated in shaping the venture <https://yachtdna.art> and the Technical Station ART inspired by the Arabiya Restoration Time motto

## THE SUPERYACHTING EXPERIENCE

### EXECUTIVE ADMINISTRATION

RED SEA Management Int'l (Currently & since April, 17th 2016)

- Private Yacht Fleet management implementing in several divisions, including recruitment, training, logistics, preparations on expeditions with the team to document a variety of subjects in new lands.
- Elite mega yacht Elegant 007 (ex RM Elegant) Administration & Ownership Representation, theme parties organization, PR.
- New land exploitation for superyacht unit and services.
- Websites: [www.rsmi.co](http://www.rsmi.co) - Initiative [www.ecodna.art](http://www.ecodna.art) - [www.gigacharter.com](http://www.gigacharter.com)

### BROKER FREELANCER

EDMISTON (2015)

- Introduced keen Investor to move on with company's acquisition.
- Machinery Workshop Branding, web & brochure creation & Lloyds Insurance under suggestion during a technical cooperation / business assigned. (download from <http://www.leverteam.gr/>)

### CHARTER MANAGEMENT

W.E.M. LINES SA (2010 JUNE 7TH-2014 DEC.31)

- Mega Yacht RM Elegant 72.48m successful charters in Med & Carib. Repeaters, Agenda, PR with the elite houses.
- Complete control/supervision of Events organization, Supplies, Recruitment, Accounting

### CHARTER MANAGEMENT

KIRIACOULIS GROUP OF COMPANIES (2007 OCT.-2010 JUNE 5TH)

- Aicon Yachts Dealership & Aicon Yachts Charter Club in Med.
- Technical Supervision of preowned yachts or new orders.
- Charter Marketing binding Kiriacoulis bases in LMY by Kiriacoulis Group (Luxury Mediterranean Yachting introducing power yacht charters to the existing clientele through loyal network and exploiting perspective to shape a new agenda).
- Branding, Profile, Brochures, websites at that period of activity..



## THE SUPERYACHTING EXPERIENCE

### CHARTER - BROKERAGE

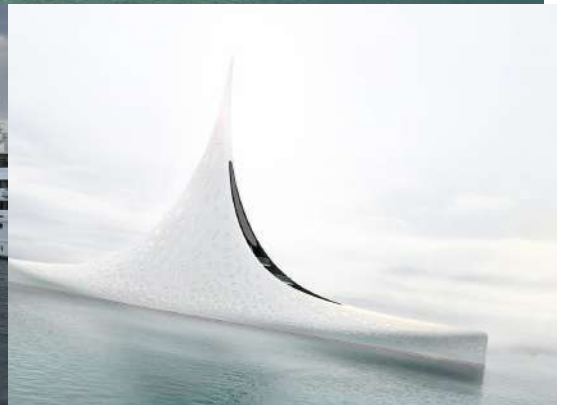
SAPO Int'l SA (2006 June-2007 Oct.5th)

- Power yachts CA successfully chartered and managed by the Greek branch of the brand.
- Charters of superyachts to the clientele of the company or through personal agenda.
- Concept of Azimut Charter Club presented to Mr. Ugo Garassino at 2006 Cannes Show, adopted only later by Fraser Yachts following acquisition by Azimut-Benetti Group.

### CHARTER MANAGEMENT

AFROUDAKIS YACHTING (2006 MAY -1995 JAN.)

- Ownership yacht Lady KK operations & charters
- Concept of 'Yacht Centralization' following int'l houses patterns with a start up fleet of 8 power yachts, concept introduced in Greece in 1996.
- Concept of Alliance between yachting companies to constitute a large international house, exemplary companies had been only later the Ocean Independence, the Blue Water Alliance and more.
- Involvement in concept of an Int'l Yacht Owners Association introduced by Mr. Andreas Liveras, which was regrettably abandoned at the time of the violent incident in India.



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## THE SUPERYACHTING EXPERIENCE

### HIGHLIGHTS

#### NO. 1: A MULTI-MILLION PROFIT FOR THE EMPLOYMENT COMPANIES

- Productivity by introducing innovative projects
- Shaping opportunities for new investments
- Opportunities for recruitment, training & logistics
- Expeditions & Dealership
- Ownership Representation
- MYBA lobby PR
- Events & Corporate Parties organization

Professionalism and experience helped to garner the attention of many investors and well known yacht management teams. Strong belief in progressivism when it comes to work skills, extending experience to the digital world, hence experience in marketing, marketing strategy, corporate identity and branding, project management.





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Coaching & Training in Brand Fitness Chains like Joe Weider's, Notorious, Paramount and All Sports Club. Competing with IFBB Fenderation as Pro Athlete in a difficult era for the female gender that training had been a taboo. In same spirit, sailing was another passion, and through racing in Sailing Regattas it was succeeded the first female gender Skipper's Pro Certificate

## THE FITNESS EXPERIENCE



### THE FITNESS EXPERIENCE

Fitness and health is a project as life teaches that there is nothing more precious than health. The mind is a manifestation of the body, and body is a manifestation of the mind. A strong and elegant body tells a story of hardships, struggles, failures and successes, but most importantly, a strong body shows persistence, courage and the will to be the best version of yourself.

Fitness is not just about muscles, or how the body looks like in its superficial form, it's more about how your body tells a story. Fitness and health are one of the few things that can truly tell a story that lives on with you to the rest of your life.

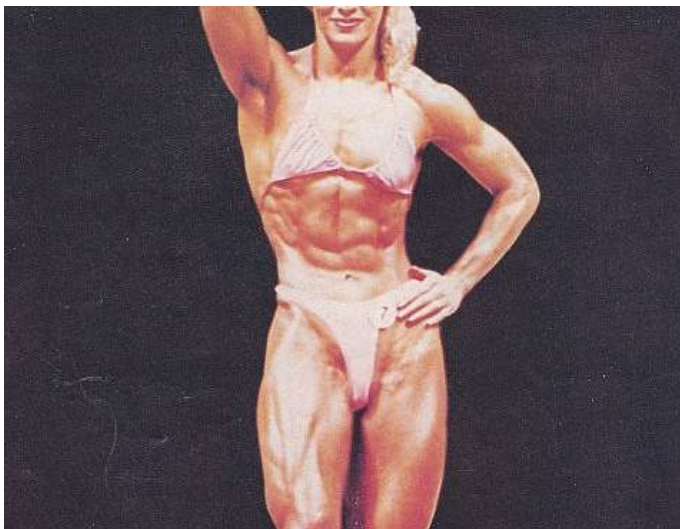
### AWARDS

IFBB Athlete Pro  
2nd Heavy Weight 1989 Malta  
Greek Awards IFBB  
Sailing Regattas Open Sea



### THE STRANGER

"I know well the meaning of being a stranger. By living in 7 different places of Greece I know what it means to remain authentic against all odds. Ventured into the land in fitness units and to the sea through the Superyachting Industry; every new environment gives a new challenge. The blog Medusaudi is a voice for people who feel like strangers too and need a stronger voice, by a brave attitude and demanding voice to give a voice to the voiceless."





## REFERENCES



Psychiko 27<sup>th</sup> January 2016

**Subject: Reference for Mrs. Maria Bakalakou**

### TO WHOM IT MAY CONCERN

This letter is intended to provide reference for Mrs. Maria Bakalakou and it has been released towards legal use only.

We confirm that Mrs. Bakalakou has been employed by our company during the period from the 7<sup>th</sup> of June 2010 till the 31<sup>st</sup> of December 2014.

Her task was mainly relevant to the chartering activities of our commercial Mega Yacht "RM Elegant", which she has carried out successfully.

Mrs. Bakalakou has proven to be a hardworking and dedicated employee, showing commitment and punctuality. She is a trustworthy, sincere and pleasant personality. She is, as well a skillful person, showing creativity and she never stops to explore new horizons and challenges. Moreover, Mrs. Bakalakou during her employment, has been active to other activities, as well, including procurement and PR.

In addition, Mrs. Bakalakou has showed great interest to acquire knowledge from other segments of our operations, such as the oil & gas, for which she was assisting the operations department, occasionally.

We can recommend Mrs. Maria Bakalakou, as a skillful personality, who is able to take over similar, but even higher, positions, such as senior/executive level marketing intelligence and/or event planning.

She can easily be adapted to various different environments and within different geographical locations.

*Yours Faithfully,*

Kosmas Mazarakis  
Managing Director  
W.E.M. Lines S.A.



## REFERENCES



To Whom it May Concern

Alimos, January 26 2016

It is requested to recommend Mrs. Maria K. Bakalakou, who has been formally employed for three years in our Group until June 2010.

During our cooperation, Maria reorganized and enlarged the chartering division with the power yachts. Successful had been the prestigious profile of the Group with a targeted marketing campaign, impressive hard copy brochures and events hosted for our loyal clients and market associates.

Multi talented, bold and skillful in PR, can couple two different sides and succeed the impossible.

I wish her only the best in her career and have no hesitation to suggest for any task related to the yachting industry, branding and PR.

Sincerely,

Dimitris Katsoulis  
Managing Director

## REFERENCES



Reference Letter

To Whom it may concern

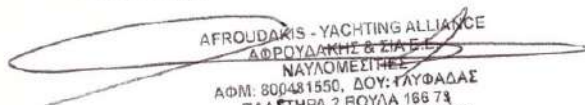
This is to verify that for over a decade Mrs. Maria K. Bakalakou had successfully been an employer to Afroudakis Yachting, servicing my affiliate ownership companies as well.

Since Maria remains a family member and takes my advice on any project she would like me to evaluate, consult or follow, I can only recommend her to any position in the yachting industry or any industry if relevant to the marketing and PR tasks.

Maria is a multi talented person, workaholic and very efficient with a multi-skill workforce. A charisma to combine intelligent ideas and be able to perform them. She is excellent in execution, operation of any idea giving birth. She enjoys growth and invents ways to achieve results. She is energetic and paid attention to the added value services, operating charters as a concierge, to organize personal assistance, venues, parties, spa and other experiences, VIP treatment. Probably her excellent PR is No.1 skill. Friendly and smiley offered quality services and organized memorable charters in East and West Med.

With my admiration to her efforts, I do hope our ways cross in the near future, as my door is always open for her.

Yours truly,

  
AFROUDAKIS - YACHTING ALLIANCE  
ΔΗΡΟΥΔΑΚΗΣ & ΣΙΑ ΕΕ  
ΝΑΥΛΟΜΕΣΙΤΗΕΣ  
ΑΦΜ: 800481550, ΔΟΥ: ΓΛΥΦΑΔΑΣ  
ΠΛΑΣΤΗΡΑ 2 ΒΟΥΛΑ 166 73  
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Christos Afroudakis  
Naval Architect - Yacht Broker

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