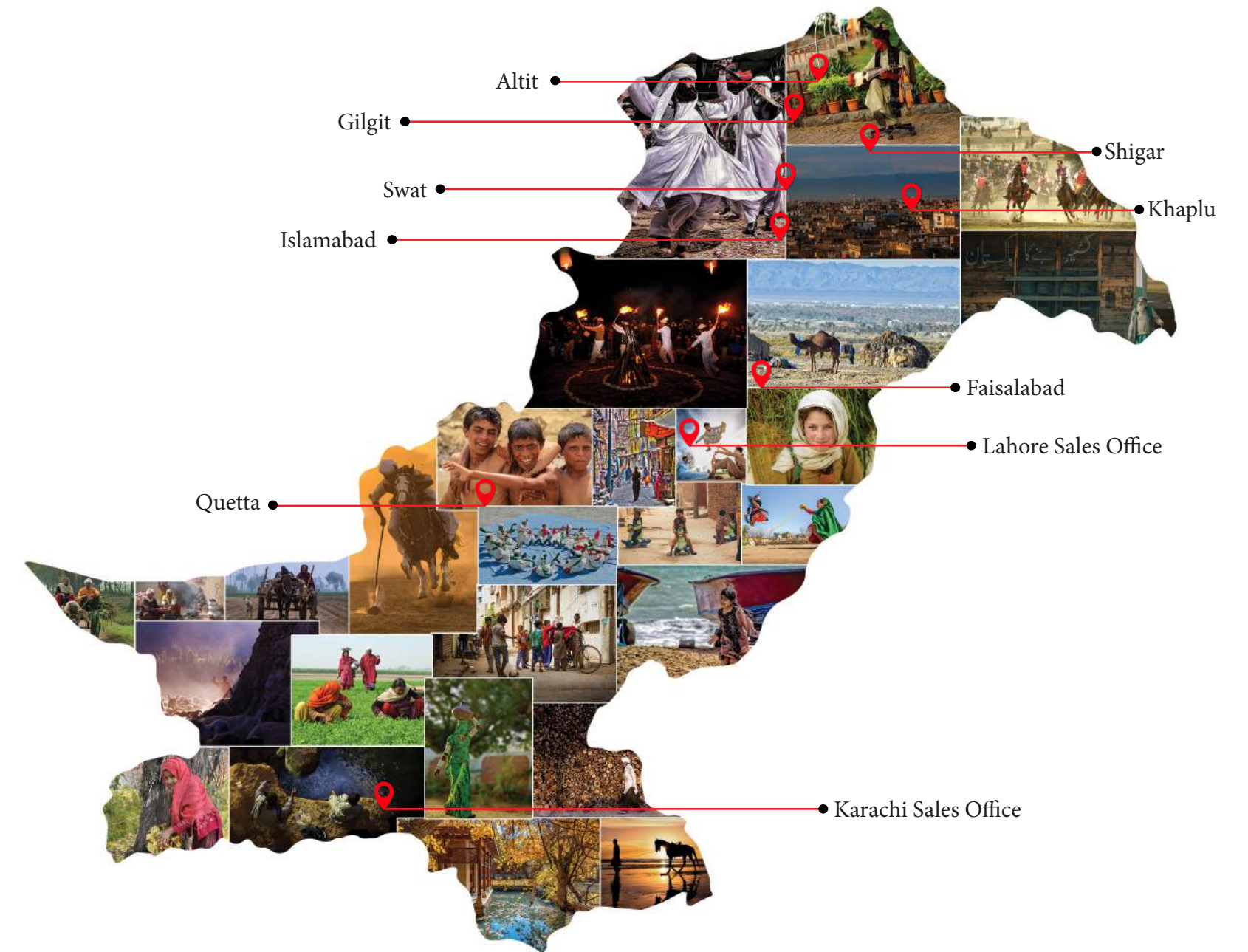




**DISCOVER
PAKISTAN**

VOL III



**Presence of Serena in Pakistan*

Preface

Pakistan is a country of mesmerising beauty. It is blessed with a multidimensional land, showcasing emerald-colored freshwater lakes, majestic mountains, dense forests, alpine meadows, glaciers and silky sand dunes all of which define the topography of this South Asian nation.

Urban as well as rural communities share an unusual bond within the different strata of society, irrespective of socio-economic differences, while life on the streets boosts the sinews of the people. Pakistan, the land of mountains and ravines, plays host to millions of tourists from all over the world all year round – it is human nature to roam and explore this God created paradise, which we call Mother Earth.

Truly, Pakistan is a treasure trove of wonders. The pristine beaches of Gwadar, Balochistan continue to allure free-spirited travelers; Punjab, known as the ‘Land of five rivers,’ with its green and fertile land; the religious sanctums of Sindh that manage to cast a magical spell; Khyber Pakhtunkhwa with its historical significance that inspires adventurous spirits and the Northern areas are literally beyond imagination in their beauty. The landscape weaves a vivacious mosaic: some of the highest peaks, Himalayan hikes, stunning architecture, colonial heritage, religious harmony and culinary diversity turns into one fascinating destination, not to say anything about how it will tickle your taste buds as you flip through the pages of ‘Culinary Romance,’ enticing you to dig deeper to enrich your knowledge of street life and experience the different shades of cultural diversity. Needless to say, the hospitality of the people is legendary no matter where you go!

Interestingly, out of the 242 million population of this seventy-five-year-old Islamic republic, an estimated 64% fall under thirty years of age. These zealous Pakistani youth leave no opportunity to make their presence felt in achieving the unachievable when it comes to accepting a challenge. Volume three of “Discover Pakistan”, offers its readers the opportunity to embark on a journey which will redefine their perception of this country. Those responsible for this treat for the eyes are the young professionals who have captured defining moments through the lens and transformed them into a piece of art in book form.

“Discover Pakistan” Volume:III is published under the cultural diplomacy initiative of Serena Hotels, which aims to promote the talent of the young people of Pakistan and provide them with a platform which showcases their exceptional talent worldwide. Each year Serena Hotels invites photographers from all over the nation to submit their work to highlight the positive image of the country and publishes the best work to encourage and appreciate the efforts of these young citizens.

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Karachi, Sindh

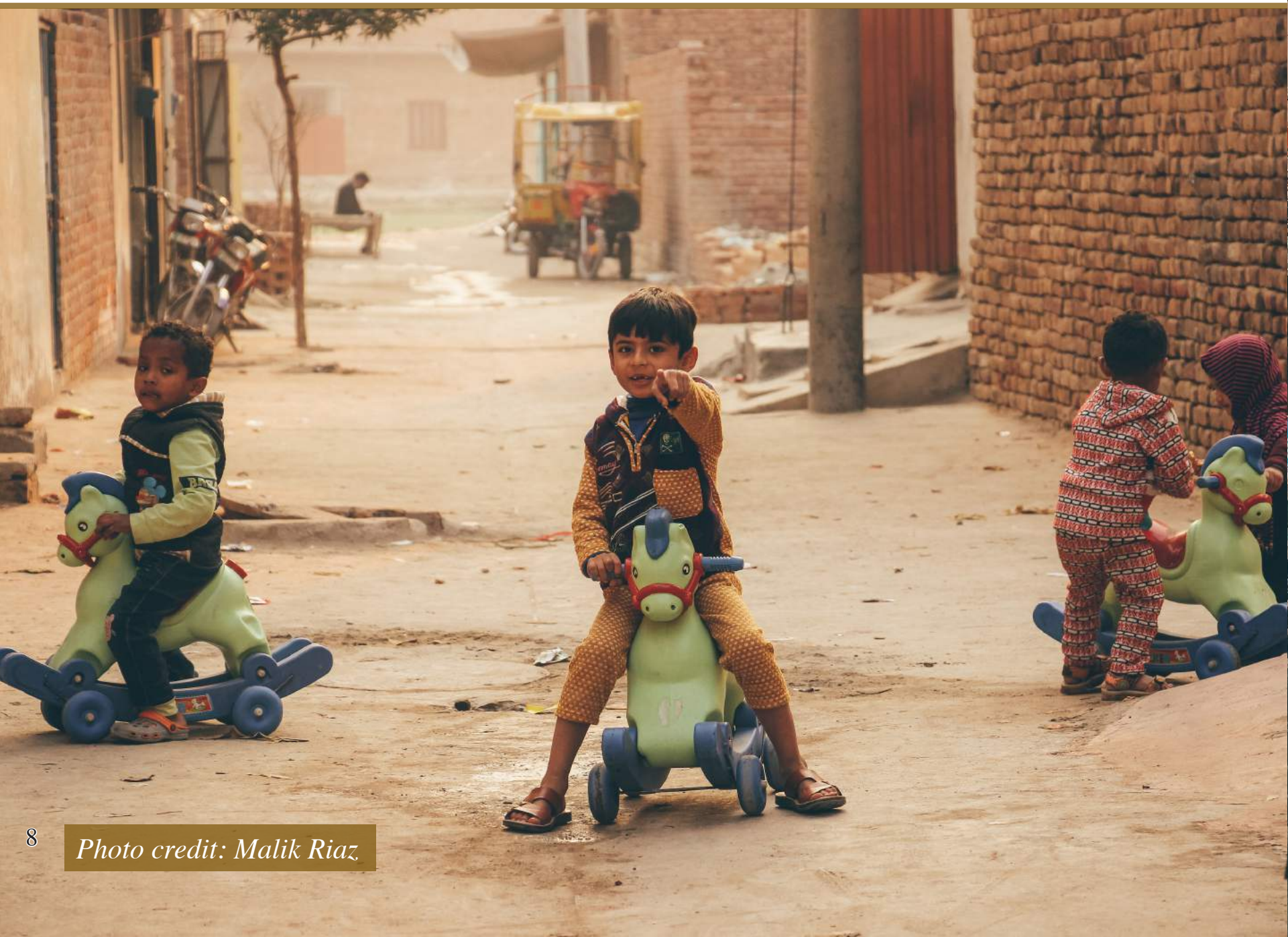


Street Life

It's a fact of life that the discoveries we make, the friendships we form, and the adventures we come across are pure testaments to how one should live life to its fullest. Life in Pakistan is no different as it promises hope, values, and endurance. The hustle and bustle of daily life on the streets, the leisure hours on snow-clad mountain peaks and the drops of sweat on the barren fields are a true description of any Pakistani soul.



Riding shotgun.
Karachi, Sindh



8 Photo credit: Malik Riaz



At the crossroads.
Jhelum, Punjab

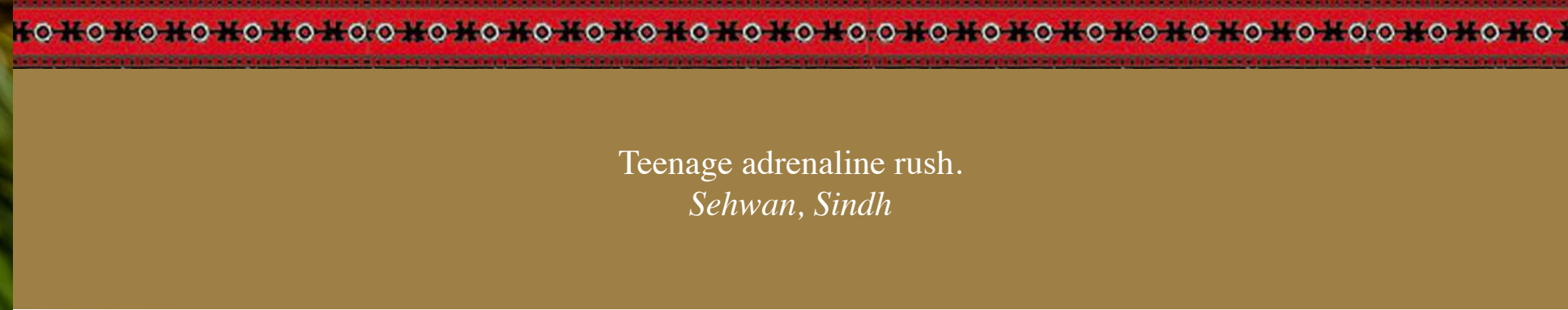
9 Photo credit: Muhammad Shehryar





Photo credit: Bilal Qasim

From adolescence to innocence.
Gilgit-Baltistan



Teenage adrenaline rush.
Sehwan, Sindh



Photo credit: Dileep Permar



A walk to freedom.
Zahrān, Balochistan



Photo credit: Rasheed Ahmed





Nomadic living.
Panjgur, Balochistan



14 *Photo credit: Baseer Ahmad*

Nostalgia revisited.
Kurram, Khyber Pakhtunkhwa



Photo credit: Irfan Ali 15

Venerating the roots.
*Arang Kel,
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Photo credit: Kanwar Daniyal



A multi-faceted street.
Lahore, Punjab

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Photo credit: Hassan Pasha



Photo credit: Irfan Ali

Aiming for the skies.
Kurram, Khyber Pakhtunkhwa

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In a country so diverse that the terrain changes every few miles, the lives of Pakistanis, their occupations, and their preoccupations are as varied as the fragments of a kaleidoscope. We offer a slice of life, from the resilient, weather-hardened individuals in the mountainous North and the sun-beaten village folk of the plains, to the urban dwellers lost in shrines and labyrinthine streets of sprawling cities.

Slice of Life



Photo credit: Baseer Ahmad

The day has come to rest.
Panjgur, Balochistan





Awaiting the fresh leaves to brew.
Nagarparkar, Sindh



Equestrian proving his
metal.
Sargodha, Punjab

Photo credit: Muhammad Hassan Talal





Photo credit: Qammer Wazir

*In the shadows of the grandeur.
Gilgit-Baltistan*

*A mystical journey.
Islamabad,
Federal Capital*



Photo credit: Mehwish Qamas Khan





Protecting the lineage.
*Rupal Village,
Gilgit-Baltistan*





Photo credit: Kamran Baig

*Infusing the skills into the blood line.
Gojal Valley, Gilgit-Baltistan*



*Searching for livelihood.
Gwadar, Balochistan*



Photo credit: Meer Bahad





Photo credit: Saqib Moghal

Hand in hand.
Multan, Punjab



A family fortitude.
Multan, Punjab



Photo credit: Saqib Moghal



The marvels of deep sea.
Karachi, Sindh



32 *Photo credit: Zoral Naik*



Photo credit: Khalid Amin

An animal's eyes have the power to speak a great language.
Khuzdar, Balochistan

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Culinary Romance

The gastronomical mosaic in Pakistan is as interesting and exciting as the culture of this country. The traditional food recipes being passed on from one generation to another is a testament to the respect and honour that the people of Pakistan give to its culinary culture. It has always been a matter of pride of for any Pakistani household to laden a table for their guests, with the best food they can offer! From Khyber to Karachi, Gwadar to Gilgit Baltistan, the Epicurean tastebuds are onboard to savour different traditional mouthwatering delicacies representing each province with its own unique taste and flavours as the journey of discovery continues.

Photo credit: Ali Abbas

Smoking adour.
Islamabad, Federal Capital



Photo credit: Afifa Nisar

A spread of good health.
Gilgit-Baltistan



Photo credit: Ali Nawaz

Yummy yams.
Multan, Punjab





Photo credit: Ali Nawaz

*The day's energizer.
Multan, Punjab*



*A nutritious life on display.
Karachi, Sindh*



Photo credit: Dania Ali



A deep sea business.
Peshawar, Khyber Pakhtunkhwa



40 Photo credit: Maham Naeem



Photo credit: Urooj Fatima

The golden pearls of
plains.
Karachi, Sindh



Photo credit: Zaigham Sajid

*A maestro at work.
Gujar Khan, Punjab*



Photo credit: Ehtisham Ahmad Farooqi

*Enticing flavours await,
those who explore
Hangu,
Khyber Paktunkhwa*





The Midas touch of jaggery.
Multan, Punjab



Seasons are periods of the year with distinct weather conditions and day lengths. Pakistan is blessed with four distinct seasons which vary in characteristics and climatic changes. Spring heralds the emergence of flowers, birds chirping early in the morning and bees buzzing good night, whereas winter varies in severity and intensity, bringing a visible change in appearances due to warm fashion attire. Autumn starts with the autumnal equinox and ends with winter coldness. Nature looks much cleaner with the shedding of leaves and grass, which changes its colours and brings out the inner beauty on display. Despite the hot temperatures, the summer season is looked forward to. The wait to savour the flavours of organic vegetables and fruits comes to an end, thus marking the arrival of the pièce de résistance, the king of the fruits, “the mango,” considered to be the best in quality all over the world.

Shades of the Season



Photo credit: Bilal Qasim

Heritage of vibrant colours.
Skardu, Gilgit-Baltistan

Highway to Heaven.
Skardu, Gilgit-Baltistan



Photo credit: Abrar Ali Khawaja

A walk in the clouds.
Thandiani,
Khyber Pakhtunkhwa



Photo credit: Safi Uddin



Photo credit: Muhammad Irfan

Hello Autumn!
Skardu, Gilgit-Baltistan

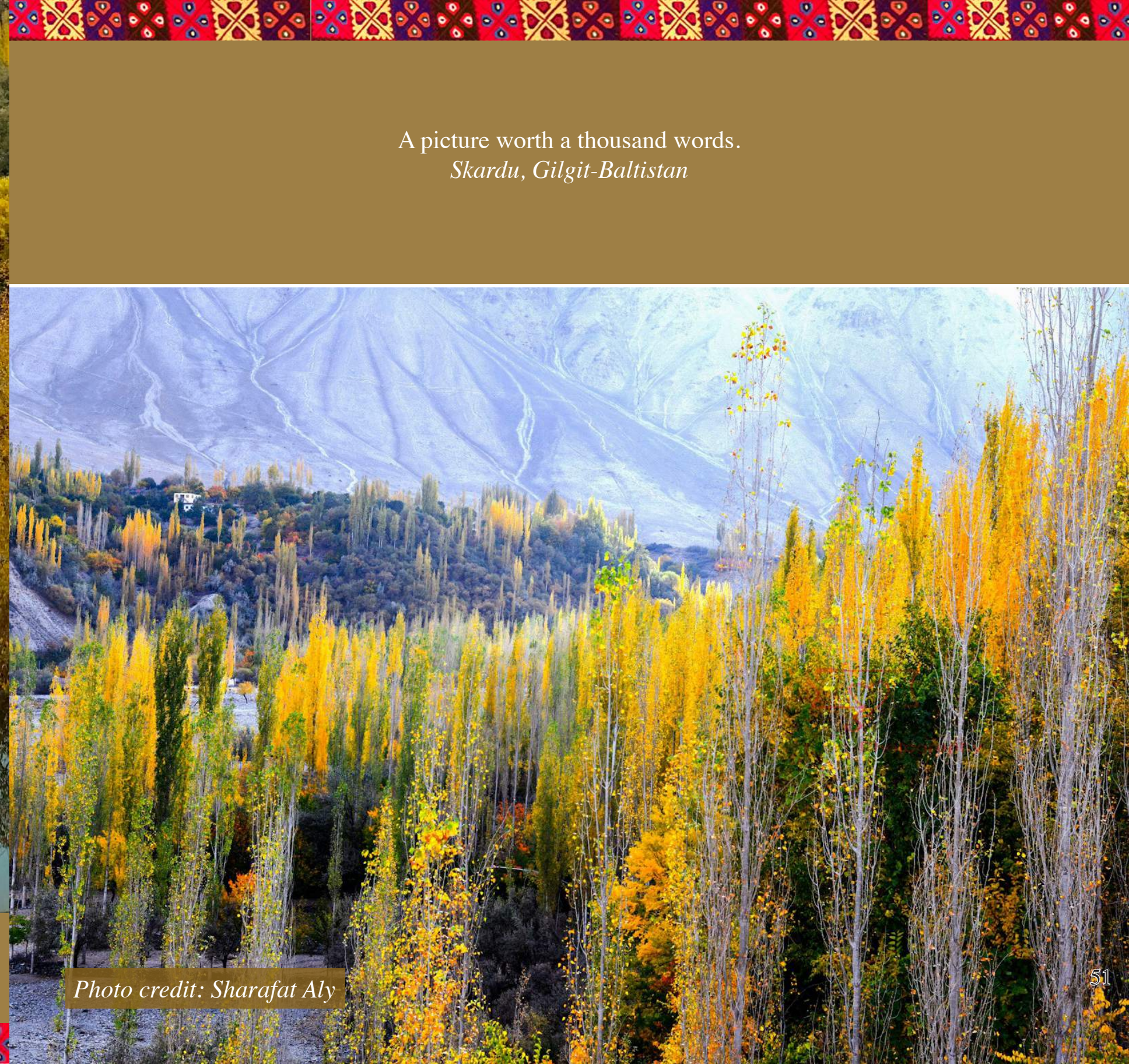


Photo credit: Sharafat Aly

A picture worth a thousand words.
Skardu, Gilgit-Baltistan

Logging the logs.
Rahim Yar Khan, Punjab



Photo credit: Abdul Raphy





Photo credit: Imtiaz Hussain

Living the life to its fullest.
Skardu, Gilgit-Baltistan

Fiesta

Pakistan, being a youth-dominated country, leaves no opportunity to celebrate events or festivals with great fervour and zeal. These are moments of rejoicing and an expression of society's cultural, religious, and historical identity. Festivals in Pakistan are as diverse and colourful as its people. Be it a religious festivity, harvesting season, or spiritual gatherings, one will find light, music, and food as omnipresent features on these occasions.



Photo credit: Ali Abbas

*Romancing with the chords.
Islamabad, Federal Capital*



Photo credit: Faisal Farooq

*Fly like a kite.
Rawalpindi City, Punjab*



Playing with fire.
Skardu, Gilgit-Baltistan



Dexterous delight.
*Islamabad,
Federal Capital*



Gaiety at work.
Hunza , Gilgit Baltistan



Photo credit: Muhammad Bilal

A cultural extravaganza.
Hunza, Gilgit-Baltistan



The family forms the foundation of society in Pakistan and encompasses a wide range of relationships. The elderly too play an anchoring role in society as they are repositories of knowledge and experience. The fabric of Pakistan's households is very multigenerational, and the care and support of the elderly is seen as a privilege. The rural folks work from dawn to dusk along with their better halves, who not only take responsibility behind the stove and raise the children but can also be seen working hand in hand in the fields, lending support whenever it is needed.

Dawn to Dusk



Photo credit: Dania Ali

A herd community.
Domail, Gilgit-Baltistan





Photo credit: Hameed Khan

*A hard-earned living.
Sibi, Balochistan*



*Labour of love.
Kot Addu, Punjab*



Photo credit: Shahbaz Ahmed





Photo credit: Muhammad Reza

In salutation to the Almighty.
Lahore, Punjab



A day's hard-earned
money.
Multan, Punjab

Photo credit: Saqib Moghal



Photo credit: Raja Shad

*A peasant's first love.
Mithi, Sindh*



Photo credit: Irfan Ali

*Teamwork.
Kurram, Khyber Pakhtunkhwa*





Photo credit: Dileep Permar

Behind the veil...is a woman
of substance.
Nagarparkar, Sindh



Photo credit: Ahmed Badini

'A bow' to the majestic mountains.
Nushki, Balochistan



Man's best friend.
Karachi, Sindh



Photo credit: Syed Kawish Ali





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HOTELS AND RESORTS
PALACES • FORTS



Islamabad Serena Hotel



Faisalabad Serena Hotel



Quetta Serena Hotel



Serena Altit Fort Residence



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Serena Shigar Fort



Serena Khaplu Palace



Swat Serena Hotel



Gilgit Serena Hotel



Hunza Serena Hotel
(Under Construction)



Sost Serena Hotel
(Under Construction)