



**ATHA**  
AWARDS

**HONORING IMPACT-DRIVEN ENTREPRENEURS  
AROUND THE WORLD**

**ATHR** AWARDS



# ATHR AWARDS

2022 was the year when ATHR came to life!

Marking the 10th-year milestone, Passion Point decided to extend the invitation of passionate living to the whole world.

ATHR is a symbol of passion, faith, and impact.

A recognition of passionate spirits who make the world a better place.

Honoring those who live each and every day in service doing what they love.

We extended that invitation because...

We believe that genuine living legends exist among us unnoticed.  
We believe that untold success stories can have a miraculous impact.

We believe that...  
Every day there is ATHR in the making.





## THE GLORIOUS TROPHY!

It all started with passion. We might even say that passion was the designer, the real creator of this trophy!

Inspired by the oldest civilization the world has ever known: the ancient Egyptian civilization. A civilization that has always crowned passion as the real king.

This iconic design tells a different story from every perspective:

The pharaonic face gazes at the sky and aims at a world full of potential.

The human figure is fueled by vision and dreams to power the wings to fly.

The mighty wings demonstrate the execution power of passion-driven ideas.

The image features a golden trophy against a black background. The trophy is a stylized, winged figure, possibly representing a person or a spirit, with its arms outstretched. The figure is made of a polished, reflective material, likely gold, which catches the light and creates bright highlights and shadows. The wings are large and spread wide, with a segmented, feather-like texture. The figure's head is tilted back, and its mouth is open, as if in a moment of triumph or discovery. The overall design is sleek and modern, with clean lines and a sense of dynamic movement.

## ATHR trophy

meets its base in a single point to demonstrate  
the passion discovery moment;  
The leap of faith and determination that is charged by the  
greatest motive: "Doing what you love".

This timeless piece of art connects the glory of the past  
with the glamour of the future.  
With modern abstract lines, the ATHR trophy's streamlined  
design shows freedom, flexibility, and unmatched harmony  
between mass & space.

This trophy belongs to those who do what they love, and  
leave ATHR

# PASSION POINT

## The Origin Of Your **LEGEND**

Passion Point is a multi-award-winning organization that specializes in entrepreneurship development.

Since 2012, we've been helping unfulfilled employees become successful entrepreneurs by turning their passions into profitable businesses. Over 5000 clients across the Middle East have worked with Passion Point.

Our innovative business accelerators helped people launch & grow their own passion-driven businesses in every field you can think of from coffee to astronomy!

Our programs are highly recommended by the world's leading entrepreneurship gurus, like Michael E. Gerber, bestselling author of The E-Myth.

Our dream is to transform the state of unfulfilled employees worldwide...  
...To empower ambitious people to live with passion and leave **ATHR!**

[www.passionpoint.co](http://www.passionpoint.co)





# RAMSES HERODES

## Trophy Designer

Ramses is a passionate and resourceful entrepreneur and artist who thrives on the challenge of finding and creating value. He is an angel investor, sculptor, a photographer, a father of two beautiful kids, and a designer of highly compelling experiential retail spaces.

Among the fields in which he has been actively involved as an executive, board member, or investor: interior design, galleries, construction, green buildings, maintenance, facility management, media production, music production, event management, sustainability consulting, and many others.

Ramses is a dynamic individual who never forgets a name. It's been said his greatest strength is the ability to identify talent and surround himself with good people.

Ramses earned his bachelor's degree in fine arts in 1998 and since then he has demonstrated a profound commitment to quality craftsmanship.

[www.ramsesherodes.com](http://www.ramsesherodes.com)

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LEAVE



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