



a company for children's education & family entertainment



welcome to ideacrate an edutainment company

A multi-faceted company with a vision to create a niche in both Children's Education & Family Entertainment industry. Ideacrate Edutainment Company is a multi-faceted company with a vision to create a niche in both Children's Education & Family Entertainment industry. The Company aims at operating paramount schools, nurseries, indoor/outdoor play areas, and amusement centres.



our mission

To revolutionise the 'edutainment' and wellbeing offerings to children and families in the region and in the globe with its unrivalled brands.

our vision

The mission is to provide the very best learning and entertaining experiences to our young and young at heart patrons, leveraging on our efficacious team members – a team of highly qualified professionals from around the world – chosen for their commitment to excellence and dedication.

A unique one-stop educational and entertainment centre for the whole family.

[More details](#)

Orange Spin is the futuristic take on the activity of play for the entire family.

[More details](#)

the founder

An established entrepreneur and a mother, SHIFA was already juggling numerous businesses (Director of S&S Retail & Director of Sands Infobuild, India) when she noticed the gap in the market for quality facilities and services in 'edutainment'.

Shifa dares to break the trend of highly pronounced and extremely populated Education and Entertainment industry by embracing both traditional business practices with innovation, ingenuity and inspiration. Graduating with a Bachelor in Business Administration, business and entrepreneurship is already in her DNA! She is the youngest daughter of Mr. Yusufali M.A., the Managing Director of Lulu Group, which ranks among the top business personalities in Asia.

Confident that we will achieve excellence in the educational and edutainment industry.

Shifa Yusufali founder & CEO



events and activities

SUMMER CAMP

ENJOY THIS SUMMER WITH ORANGE WHEELS

Booking started!

SHARING IS CARING

SATURDAY 24TH JUNE 6:00 PM - 8:00 PM

Bring your old toys, books and clothes and put in our sharing & caring Donation box.

In the news

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our location

- Sharjah
- Abu Dhabi
- Ajman
- Dubai
- Fujairah
- Al Ain
- Ras Al Khaimah
- Umm al-Qawain
- Hajar Al-Bakrah



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