

# ADMAF

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## Festival ends on High Note

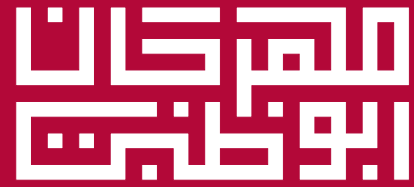
The Abu Dhabi Festival 2011 delighted more than 25,000 people during its impressive three-week run. More than 120 events over 16 days, the Festival - now in its eighth year - saw audience numbers swell from previous years. Presented under the patronage of HH General Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, the Festival brought together 400 of the world's best artists from 20 countries in a celebration of multi-disciplinary, cultural expression. It began with an unforgettable concert back in January by the World Orchestra for Peace, conducted by Valery Gergiev. Consisting of intimate performances in the Zaha Hadid Pavilion, breathtaking experiences in the Emirates Palace and myriad events in schools and community centres across the UAE, the Festival concluded with a rousing Opera Gala conducted by Nicola Luisotti and featuring the dynamic Dmitri Hvorostovsky and Ekaterina Siurina with Russian National Orchestra.

# Abu Dhabi Festival Firsts

This year, many artists chose to make their debut performance in the Middle East at the Abu Dhabi Festival: The World Orchestra for Peace, Al Jarreau, Augustin Dumay, Shakespeare's Globe, Carnegie Hall AJCW Ensemble, and Yefim Bronfman to name but a few.

Other 'Festival Firsts' in 2011 included the regional premier of the Zaha Hadid Pavilion; the first appearance of contemporary dance at the Festival; and the debut of Emirati opera singer, Sara Al Qaiwani.

Upholding the theme of 'Harmony for Humanity' and maintaining the spirit of 'Bilad Al Khayr' (Land of Blessings), the Festival welcomed 60 schools, universities and educational institutes from Abu Dhabi and Dubai, making it one of the most successful festivals ever for student engagement.



ABU DHABI FESTIVAL

## Al Jarreau kicks off The Artists' Studio



The Festival was the launch pad for a brand new ADMAF initiative - The Artists' Studio. Building on the Foundation's existing year-round arts education programmes, The Artists' Studio will enable young people to explore online the careers of many of the world's leading artists. Year-on-year, the digital library of interactive artist interviews will grow and grow, providing Abu Dhabi's next

generation the unique opportunity to exchange ideas and opinions with innovative artists during filming in the UAE capital.

During Abu Dhabi Festival 2011, 50 young Emiratis and their friends had the chance to participate in a special discussion with multi-Grammy Award winning jazz legend Al Jarreau. Moderated by the cellist and educator Matthew Barley, the session took place at twofour54 and was held in partnership with Education Without Borders, Higher Colleges of Technology and CERT. This interactive session entitled 'The Creative Spark' gave students a chance to learn more about the work of an artist and their career prospects in the creative and cultural industries.

Watch Al Jarreau in 'The Artists' Studio' on the ADMAF96 channel on YouTube now!



# Giving Back

Abu Dhabi Festival proceeds donated to women's shelter



Celebrating the spirit of 'Bilad Al Khayr' (The Land of Blessings), ADMAF donated a share of the proceeds from the 2011 Abu Dhabi Festival box office sales to Ewa'a Shelter for Women and Children. As part of the Festival's ongoing commitment and support of civil society organizations, H.E. Hoda Al Khamis Kanoo, presented H.E. Sarah Shuhail, Executive Director of Ewa'a Shelters for Women and Children with a cheque for 400,000AED during a ceremony at the Armed Forces Officers Club. An Abu Dhabi Festival nominated charity, Ewa'a is a non-profit organisation for women and child victims of human trafficking and operates under the umbrella of the UAE Red Crescent. It seeks to address the impact of human trafficking and uphold the worldwide principle of human dignity. In only the last year, more than 100 victims have passed through Ewa'a's three shelters in Abu Dhabi, Sharjah and Ras Al Khaimah.

“ We can only meet our goals with donations and this contribution [by Abu Dhabi Festival] will help to transform the lives of our women and children. ”

H.E. Sarah Shuhail,  
Executive Director, Ewa'a



## The Path of Roses paves the way

Seldom exhibited, 'The Path of Roses (Tariq Al Ward)' enjoyed its regional premiere at the Abu Dhabi Festival this year. The culmination of 15 years of exploration, the installation by the prolific artist Rachid Koraïchi is justly regarded as a masterpiece of contemporary Arab art and was opened by ADMAF President & Patron, H.E. Sheikh Nahyan Mubarak Al Nahyan. It celebrates the Islamic concept of safar (travel and transcendence) and pays homage to the great 13th century poet and mystic, Jalal ad-Din Rumi.

To accompany the exhibition, Abu Dhabi Festival and October Gallery released a major publication entitled 'Rachid Koraïchi: Eternity is the Absence of Time'. During the Festival, the artist gave guided tours, held workshops with university students, and delivered the Festival Lecture in the stylish surroundings of the Zaha Hadid Pavilion.

# Unconventional Mubadala

An exhibition featuring a fascinating selection of contemporary Emirati art was held in the atrium of Al Mamoura Building in Abu Dhabi for two weeks during May, as part of the long-standing partnership between Abu Dhabi Festival and Mubadala Development Company. Curiously entitled 'Unconventional', the exhibition curated by Summayyah Al Suweidi was created to foster an appreciation of national artistic expression and to nurture creative thinking among Mubadala employees and visitors. It presented works by a selection of UAE artists spanning no less than three generations. 'Unconventional' marked the culmination of a successful partnership between Mubadala and Abu Dhabi Festival, which facilitated greater community access and helped to embed the arts in society by inspiring and encouraging artistic expression.



## And the Winners Are...

No less than nine students from the Higher Colleges of Technology took to the stage of the Emirates Palace alongside dignitaries, guests and sponsors to receive The Abu Dhabi Festival Award in association with Chopard. Presented each year, the award is given to one or more national university students who have made a significant contribution in the fields of film, literature or the visual arts.

The 2011 Abu Dhabi Festival Award went to students of HCT-Abu Dhabi Women's Campus Interior Design course for their work on the set design, costume, and makeup for Bourdonnard, the first ever children's opera to be staged in Abu Dhabi back in November.



## HRH Princess Rym of Jordan

### meets Young Media Leaders



Students from ADMAF's Young Media Leaders programme (YML) found themselves at Emirates Palace last month tasked with interviewing HRH Princess Rym of Jordan.

Five Young Media Leaders were granted an audience with the Princess, a former CNN correspondent. The Princess shared some of her more hair-raising experiences as a war reporter as well as explained the responsibilities and values required of a professional journalist. Princess Rym is also the Founder of the Jordan Media Institute which offers students practical one-year Master's degrees in Journalism. During the YML programme, students regularly meet and interview key media figures from local and international fields as part of an initiative that aims to inspire as much as educate.

“

I have been very impressed by the quality of work and the dedication shown by the YML students. Journalism requires a great deal of dedication and I see this quality in these students.

HRH Princess Rym of Jordan

”

## Photojournalism

### A Focus on The Future

In May this year ADMAF helped organize an exhibition showcasing striking photographs by the talented students from Zayed University's College of Communication and Media Studies. For the 5th consecutive year, ADMAF supported young photojournalism talent with the exhibition of students' works at the Ghaf Art Gallery, as a result of a series of courses led by professional photographers enlisted to help teach the required skills and share their expertise and years of knowledge.

## Desert Rose Blossoms

WE CAN DO IT! Desert Rose Exhibition 2011 was the 10th annual student exhibition for the seniors of Applied Media at the Higher Colleges of Technology - Abu Dhabi Women's College. The exhibition, held annually in partnership with ADMAF, showcased the best works produced by the students during their three years of studies in graphic design, video, audio, journalism, multimedia and photography. It is an initiative that aims to nurture the creative ambitions of the nation's next generation by fostering originality and innovation. Desert Rose highlighted the students' achievements to the local community, the media industry and prospective employers.



“

I am very proud of these students who are able to accomplish such work and the wonderful projects they highlighted in this year's Desert Rose exhibition

Dr Tayeb Kamali, Vice Chancellor of the Higher Colleges of Technology

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# Partners in Arts

**ADMAF is reaching out across the world and forming strategic partnerships to ensure that the UAE capital benefits from the teaching, talent and expertise of international leaders in arts and culture for years to come.**



Manchester International Festival, UK

This partnership goes back to 2009, when a Memorandum of Understanding (MOU) was signed between the world's first festival of original, new work and special events and the

UAE capital's foremost celebration of cultural expression. Together with the Holland Festival, the three organizations co-commissioned the Zaha Hadid Pavilion. Having brought Arabic storyteller Alia Zoughbi to the Pavilion in Manchester in 2009, Abu Dhabi Festival presented the Middle East debut of this dynamic portable venue at the Abu Dhabi Festival 2011. In the grounds of Emirates Palace, the Pavilion presented a vibrant programme of Arab creativity in the architecture of the future.



Fondazione  
ARENA DI VERONA

Fondazione Arena

di Verona, Italy

In March 2010, a significant agreement was signed with Fondazione Arena di Verona, a non-profit-making Italian organization based in the historic amphitheatre of Verona, Italy, which is principally devoted to the development of musical and cultural activity and musical education. ADMAF and Fondazione Arena di Verona will be working together to develop the understanding and appreciation of classical music and opera in the UAE, to explore co-productions and to establish a student exchange program.



La Chapelle Musicale Reine  
Elisabeth, Belgium

ADMAF signed an MOU with the renowned Queen Elizabeth Music Chapel (CMRE) in Belgium during the 2010 edition of the Abu Dhabi Festival. Founded in 1929, CMRE aims to promote and develop musical talent among young musicians. Under the MOU, ADMAF will collaborate with CMRE on productions by its opera students as well as laureate prize-winning musicians and will also explore co-productions and scholastic support for promising young musicians from the Middle East. Activation of the partnership commenced in November 2009, with a concert by the acclaimed Belgian baritone Jose Van Dam with soloists from CMRE. More recently, the collaboration resulted in a specially commissioned concert for the opening gala of Abu Dhabi Festival 2011, starring Augustin Dumay and Abdel Rahman El Bacha with the Royal Chamber Orchestra of Wallonia.

#### The Mariinsky Theatre, Russia

In July 2011, the historic orchestra, opera and ballet company from Saint Petersburg in Russia signed a Letter of Cooperation (LOC) with ADMAF. It is hoped that the collaboration will enable Abu Dhabi audiences and future generations to benefit from the pre-eminent Russian organisation, which played such a prolific role in the careers of Tchaikovsky, Mussorgsky, and Rimsky-Korsakov to name but a few. The LOC was signed between HE Hoda Al Khamis Kanoo and Mariinsky conductor and general director Valery Gergiev during this year's White Nights Festival. The two parties look forward to a future filled with exciting collaborations and exchanges.



## CARNEGIE HALL

#### Carnegie Hall, USA

For over a century, it has been the dream and crowning achievement of every musician to perform at Carnegie Hall. Today, the New York landmark presents extraordinary music and musicians to bring the transformative power of music to the widest possible audience. In an historic signing ceremony during the Prelaunch of Abu Dhabi Festival 2011, ADMAF and Carnegie Hall agreed to work together to provide visionary education programs and foster the future of music in Abu Dhabi.





'The Abu Dhabi Music Festival is without doubt one of the highlights of the year...I can't wait to see what is coming next.'

**M Magazine**  
**The National**

'The triumphant finale of the eighth Abu Dhabi Festival ...Hvorostovsky's spontaneous emotional performance was a sweeping success.'

**The St. Petersburg Times**



We were overwhelmed by the reception from the public and the generosity of our hosts. Abu Dhabi really is a paradise!

**Max Beloserkovsky – American Ballet Theatre**



Want to learn more about Abu Dhabi Festival? Go to [www.abudhabifestival.com](http://www.abudhabifestival.com)

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