

Press Information
March 2010

**Under the Patronage of
His Highness General Sheikh Mohamed bin Zayed Al Nahyan
Crown Prince of Abu Dhabi and Deputy Supreme Commander
of the UAE Armed Forces**

Mission

Abu Dhabi Festival endeavours to reflect the determination of the UAE capital to take the lead in cultural understanding.

Vision

It seeks to contribute to Abu Dhabi's vision as a global destination of cultural enlightenment, respect and tolerance. Through new commissions as well as international and regional premieres, it pushes the boundaries of artistic excellence and creative innovation.

Abu Dhabi Festival reinforces the capital's profile as an international arts metropolis; embedding art, education, culture and creativity into the heart of the Emirate. The festival is a strong advocate of cross-cultural understanding and plays a major role in cultivating the new artistic renaissance across the Middle East.

History

Abu Dhabi Festival was established in April 2004 under the patronage of HE Sheikh Abdullah bin Zayed Al Nahyan, then Minister of Information and Culture. In 2007, the festival was granted 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. Today, it is the largest classical arts event in the UAE and has achieved international status.

Commissions

Abu Dhabi Festival regularly stages world premieres and commissions new works, often in partnership with other international festivals. Rapidly becoming an anchor for the cultural elite, the festival reaches out to the world in the hope of greater mutual understanding. Dedicated to furthering inter-cultural dialogue, the festival invites the greatest talents to perform in the UAE capital.

Education

Abu Dhabi Festival enhances the growing cultural legacy of the UAE. Its intensive educational programme is dedicated to bringing together participating artists, school,



college and university students from across the UAE. It also helps in the positioning of the capital as a place where the world's leading cultural minds meet and exchange ideas through public, life-long learning initiatives.

Community

'Bilad Al Khayr' (The Land of Blessings) sits at the foundations of the festival, and is a celebration of the UAE as a land of tolerance, respect and enlightenment. Through its deeply rooted community programme, the festival is committed to making the arts accessible to everyone across the seven emirates.

Awards

The Abu Dhabi Festival Award is presented each year to participating national university students who have excelled in the fields of performing and visual arts, music, film, literature and communication.

Structure

Abu Dhabi Festival is presented annually by the Abu Dhabi Music & Arts Foundation (ADMAF), a not-for-profit organisation that has been advancing arts, education, culture and creativity in Abu Dhabi since 1996.

ADMAF Patron and President:

H.E. Sheikh Nahyan Mubarak Al Nahyan
Minister of Higher Education & Scientific Research
Founder & Artistic Director: Hoda Al-Khamis Kanoo

Festival Advisors: Advisors of ADMAF

Executive Committee: All members involved in festival logistics, with representation from Official Protocol, ADMAF and Abu Dhabi Authority for Culture and Heritage.

For more information:

Aimee Peters / Houry Mayissian
Four Communications
Tel+ 971 55 980 6698 / +971 55 9024706
Email: admaf@fourcommunications.com

Marilyne Morin
Communications Manager
Tel: +971 50 8182304
Email: mmorin@admfae.ae

