EDUCATION & COMMUNITY
Status Report: May 2010 to September 2011
creativity set free
H.E. Sheikh Nahyan Mubarak Al Nahyan
Minister of Higher Education & Scientific Research
President and Patron,
Abu Dhabi Music & Arts Foundation
The importance of art and culture in the development of our great nation has never been more vital. Through the thoughtful leadership of H.H. Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, the nation’s reputation as an international hub for creativity and innovation is now strengthened by the vision of Abu Dhabi 2030 as a bridge between cultures and civilisations around the world.

This vision of our capital has never been stronger and our efforts to spread tolerance and understanding and to promote dialogue will continue to mark Abu Dhabi as one of the first great cities of the 21st century. By looking forward and by continuously striving to develop and improve our society we are also tasked with the responsibility to protect and nurture the rich cultural heritage of our forefathers. By studying our past and respecting our customs we are armed with the knowledge that will ensure our children’s future is framed by a strong national identity and pride in their own history and traditions.

The Abu Dhabi Music & Arts Foundation continues to play an essential role in nurturing the arts in the UAE through its far-reaching and respected educational and community programmes. ADMAF is committed to spreading cultural awareness both locally and internationally from tiny grassroots projects to world-class concerts by some of the greatest artists of our time.

By using the arts as a tool to greater understanding, of both our own culture and that of others, ADMAF strives to create an environment where young talent can grow and from which society as a whole can flourish. By investing in the community and by fostering our young talent, we can be sure that our nation will continue to be blessed with prosperity and opportunity.
In the fifteen years since we launched the Abu Dhabi Music & Arts Foundation one thing has become abundantly clear to me and that is our Education and Community programmes, together, represent the beating heart of our organisation. Each year, we see greater results from investing in the youth of our nation by encouraging people to broaden their knowledge and communication skills through creativity.

By cultivating a sense of cultural awareness we hope to encourage the nation’s youth to draw on their own creative energy and to embrace the responsibility handed down generation-by-generation to safeguard their own artistic and cultural heritage. Future Emirati decision makers and cultural leaders will be innovators and thinkers as well as ambassadors for their own traditions. The spirit of Bilad Al Khayr (Land of Blessings) is at the forefront of many of our programmes; respect, tolerance and understanding are key pillars of our ideology.

Our Young Media Leaders course is one of many projects that has proven itself to be a success year-after-year and illustrates wonderfully the notion that if you give young people the right tools, the right training and the right measure of responsibility then they will prosper.

As we move forward, and as the foundation grows and reaches out to more people each year, I would like to offer my deepest thanks and admiration to H.H. Sheikha Shamsa bint Hamdan Al Nahyan for her generous support, her inspiring leadership and her belief in the arts as an example that all Emiratis can aspire to emulate. The UAE’s greatest resource is its people and by supporting and sharing knowledge throughout all our communities I am confident that we can build the very best future for all.

H.E. Hoda Al Khamis Kanoo
Founder,
Abu Dhabi Music & Arts Foundation

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H.E. Hoda Al Khamis Kanoo with H.E. Clara Martinez de Thedy and students at the Caribbean Gems concert
The Abu Dhabi Music & Arts Foundation seeks to nurture the arts, education, culture and creativity for the benefit of society and the advancement of Abu Dhabi’s cultural vision. Established in 1996 by Her Excellency Hoda Al Khamis Kanoo, ADMAF Founder, the Foundation is a not-for-profit organisation under the patronage of His Excellency Sheikh Nahyan Mubarak Al Nahyan, Minister of Higher Education and Scientific Research, ADMAF Patron and President. ADMAF’s broad programme of initiatives brings together audiences of all ages and nationalities. Through its educational and community programmes, it nurtures the creative talent of the UAE and beyond, in partnership with leading national and international institutions.

ADMAF is committed to providing support and inspiration through our many educational initiatives that run parallel with events such as the annual Abu Dhabi Festival. We firmly believe in the transformative power of art and music in assisting the intellectual nourishment and development of children and young adults. Thousands of children, across all seven emirates, have benefited from our art workshops, performances, symposia, lectures and concerts. Our community programme seeks to embed the arts and music in communities across the emirates by inspiring those who wish to learn about their own artistic heritage. ADMAF plays an important role and is extremely proactive in its goal to re-awaken traditional arts, music and poetry and to bring these cultural assets to those who will be most inspired.

www.admaf.org - www.abudhabifestival.ae
P.O. Box 245, Abu Dhabi, UAE - Tel. +971 2 651 0300 - Fax. +971 2 678 0682
Enabling people to reach their full potential is a cornerstone of Abu Dhabi Music & Arts Foundation (ADMAF) since its establishment in 1996. By delivering a year-round series of exciting initiatives in the spirit of Riwaq Al Maarifa (The Gateway to Knowledge), ADMAF uses every art form to inspire over 15,000 children and young people each year to develop their creative thinking, realise their talents, build upon the nation’s rich cultural heritage, and broaden their artistic horizons.

Since May 2010, ADMAF has continued to build a rich and diverse arts education programme that not only makes learning fun but also spurs the imagination and magnifies creative ambition. Over the last year, ADMAF Education has launched new projects and long-term initiatives. Looking forward until the end of the year, ADMAF Education shall be building upon the consistent delivery of tried-and-tested initiatives, in order to generate an ever-increasing, positive impact on the education of children and young people as well as lifelong learning in the UAE.

As Abu Dhabi strives towards becoming a cultural capital for the 21st century, career opportunities in the capital’s cultural sector will grow and expand. With this in mind, ADMAF is deeply committed to enabling young nationals to explore and pursue new career paths, so that they may become the cultural leaders of tomorrow.

The arts are proven to be an effective tool in raising levels of academic performance. Through the ‘Enhancing Education’ programme, techniques normally found in theatre, music and the visual arts are used to bring subjects such as maths, geography, language and science to life and inspire an academic appetite for learning. The UAE is a splendid example of how the people of various nations and cultures can live together in harmony. Through the ‘Cross Cultural Connections’ programme, we create opportunities to share artistic traditions. And through the ‘Treasuring Traditions’ programme, we seek to uphold age-old forms of expression by passing on the skills and techniques to the next generation.

The ‘Talent Development’ programme seeks to nurture artistic talent and develop teachers’ skills, in partnership with arts organisations from around the world. Art is for everyone and, in this spirit, the ‘Special Needs’ programme seeks to stimulate cognitive and physical development among children with special needs and offer professional development for their teachers and carers.

Learning never ends. We welcome you to join us on this educational adventure.
Partners

Abu Dhabi

- Al Ittihad School
- Al Hedaya Kindergarten
- Al Fursan Kindergarten
- Al Fateh School
- Al Bedayah School
- Al Bawadi School
- Al Asayel School
- Al Aryam School
- Al Afaaq School
- Aishah Bint Abi Baker School
- Abu Dhabi School
- Abdul Jaleel Al Faheem School
- Public Schools - Abu Dhabi
  - University of Sharjah
  - UAE University, Al Ain
  - HCT Abu Dhabi Women's College
  - Authorities
  - Partners

Al Ain

- Zayed Al Thani School
- Um Habeeba School
- Um Ammar School
- Salamah Bint Buti School
- Saffanah Bint Hatem Al Taaey School
- Omamah Bint Al Harith School
- Omair Bin Yousef School
- Musaffah School
- Maryam Bint Omran School
- Jern Yafoor School
- Ibn Sina School
- Hamoodah Bin Ali School
- Halima Al Sa'diah School
- Hafsa Bint Omar School
- Fatima Bint Mubarak School
- Darweesh Bin Karam School
- Al Taweelah School
- Al Taqaddom School
- Al Suqoor School
- Al Soroor Kindergarten
- Al Shawamekh School
- Al Samha School
- Al Qadesiyah School
- Al Nuzha School
- Al Noor School
- Al Showaib School
- Al Shiyam School
- Al Sarooj School
- Al Salamat School
- Al Qattarah School
- Al Nebras School
- Al Nakheel Kindergarten
- Al Masoudi School
- Al Marah Kindergarten
- Al Hayar School
- Al Hadharah School
- Al Durrah Kindergarten
- Al Borooj School
- Al Bayan School
- Al Badiyah School
- Al Awael Kindergarten
- Al Ain School
- Al Ahad School
- Aasem Bin Thabet School
- Public Schools – Al Ain

Al Gharbia

- Al Mottahida School
- Al Mahabbah Kindergarten
- Al Gharbiya School
- Al Falah School
- Al Deyaar School
- Al Abbas Bin Abdel Muttalib School
- Public Schools – Al Gharbia

Other Areas

- Barem Al Aqsa Private School
- Bani Yas
- Bani Yas International Private School
- Al Yasat Private School
- Al Tharawat National Private School
- Al Talae'e Private School
- Al Salam English Private School
- Al Rayyan National Private School
- Al Noor Indian Islamic School
- Al Nahda National School – Girls Private School
- Al Maali International School
- Al Iman Private School
- Al Fajr English International School
- Al Dhafra Private School
- Al Dhabiania Private School
- Al Bashair Private School
- A.B.C. Private School
- Private Schools - Abu Dhabi
  - Asian International (Zayed City)
  - Al Marfaa International School
  - Zakher Private School
  - Taiba Private School
  - Sunflower School
  - Pakistani Islamic Private School
  - Oasis Private School
  - Mohammed Bin Khaled Al Nahyan Manor Hall International School
  - Madar International School
  - Liwa International Private School
  - L'Ecole Francaise Théodore Monod
  - Ibn Khaldoun Islamic Private School
  - Grace Valley Indian School
  - Global English School
  - First Lebanon Private School
  - Emirates Private School
  - Emirates Falcon International School
  - Darul Huda Islamic School
  - Dar al Uloom Private School
  - Al Safwa Private School
  - Al Amal Private School
  - Al Deyar Private School
  - Al Ain Iranian Private School

Arts

- The Upper Wisdom Private School
- The Elite Private School
- The American International School in Sheikh Zayed Academy
- Pakistan Private School
- Salahuddin Private School
- Saint Joseph's School
- Private Modern School
- Lycée Louis Massignon
- International Academic School
- Indian Islahi Islamic School
- Good Will Children Private School
- Emirian Private School
- Emirates National Private School - Academy
- Dana Private Kindergarten
- Private School

Music

- Queen Elisabeth Music Chapel
- Carnegie Hall
- Stockholm Anna Tiernan Hall
- New York University – Abu Dhabi
- Queen Elisabeth Music Chapel
Talent Development

The Talent Development Programme seeks to nurture artistic talent, self-confidence and an appetite for learning among children and young people and enable teachers and tutors to develop their skills.

Comic Strip and Cartoon Arts

ADMAF Education encourages children and young people to unlock their hidden talent and expand the boundaries of artistic expression using the ninth art form: the comic strip and cartoon arts. Initiated as far back as 2007 with The International Comic Strip & Cartoon Festival, ADMAF Education in 2011 held a series of 10 comic art master classes with secondary school pupils in Abu Dhabi led by the prolific UK comic artist Kev Sutherland, who worked with students to create their own comic strips.

Participation & Attendance: 307 students (ages 7-14 years)

Digital Photography Workshops

February 2011

ADMAF Education delivers workshops in photography on an annual basis. In 2001, Bassam Lahoud, Lebanese American University Lecturer, Chair of the United Nations’ ESCWA Arts Council and President of the Lebanese House of Photography worked with students of UAE University - Al Ain to compose and create original photographic artworks using the camera facility on their mobile phones. The week-long series of workshops included theory on photography techniques as well as practical sessions, which resulted in an exhibition. The project aimed to increase students’ awareness of line, shape, colour, pattern and composition; to enable them to define, recognize, and show understanding of each of the five elements of art; and merge current technology use with creative thinking and artistic expression.

Participation & Attendance: 35 students (ages 18-22 years)
During every Abu Dhabi Festival, ADMAF Education stages Young Artists’ Day, a culmination of months of rehearsals that brings together schools from across Abu Dhabi. Student musicians (soloists, chamber groups, choirs, bands and orchestras) are selected to perform onstage at Emirates Palace during the day. This is followed by an evening performance of an original composition, written by selected young musicians from Abu Dhabi during a residential course led by the UK cellist and music educator, Matthew Barley, and his ensemble Between the Notes. Through Young Artists’ Day, ADMAF Education seeks to engage the young in cross-cultural dialogue through music; nurture a competitive spirit of musical excellence among the schools of Abu Dhabi; encourage young musical talent; and motivate higher educational performance.

Participation & Attendance: 1,342 (ages 4-6; 6-15; 17-20 years)

“...the young players are talented, creative, ready for a challenge and naturally communicative. It is a great symbol for our times to see so many youngsters of different nationalities and backgrounds making music together in harmony and peace.”

Matthew Barley, Music Educator

Each year, the Abu Dhabi Festival Education programme gives internationally acclaimed artists the chance to inspire and inform the students of Abu Dhabi. Highlighting ADMAF Education’s year-round commitment to music education, Back to School supports classroom teaching and encourages students to create and critique; understand the historical and cultural context of music; and embrace the process of creative thinking. During the 2011 Festival, the initiative – which was supported by Mubadala – delivered a series of mini-performances, demonstrations and master classes to six schools. Jordanian vocalist, Macadi Nahhas, explored Middle Eastern heritage and folklore through a lecture-performance. Cellist Jean-Guichen Queyras gave an exclusive solo performance for students. Lebanese vocalist Soumaya Baalbaki gave a lecture about Tarab the art of transcendence in Middle Eastern singing followed by a mini-performance. The renowned composer and pianist, Oussama Rahbani shared his musical education experience and explained to students how a composer works and how music is arranged. Ballet stars Maxim Beloserkovsky and Irina Dvorovenko delivered a ballet master class to the students of Fatima bint Mubarak Ladies Sports Hall. Soprano Ekaterina Siurina demonstrated her operatic vocal technique and musicianship followed by a Q&A with students. Finally, members of The Russian National Orchestra explained a few of the instruments that make up an orchestra to students, and answered questions about the life of an orchestral musician.

Participation & Attendance: 431 students (4-16; 18-24 years)
The Rewarding Excellence Programme seeks to celebrate outstanding creative achievements among students and recent graduates in a variety of art forms.

**Abu Dhabi Festival Award**

The Abu Dhabi Festival Award in association with Chopard is presented each year to one or more national university students who have made a significant contribution in the fields of film, literature (poetry, fiction or journalism) or the visual arts (painting, graphic design or photography).

The 2011 Abu Dhabi Festival Award was presented to 9 students from the Higher Colleges of Technology – Abu Dhabi Women’s Interior Design course for their work on the set design, costume, and make-up for Bourdonnard – ADMAF Education’s children’s opera (which also won the 2010 ADMAF Creativity Award).

**ADMAF Creativity Award**

Established in 2004 to support young national talent from Abu Dhabi’s universities and recent graduates in visual and performing arts, literature and film. The award, is given to students who have demonstrated outstanding creativity in a project. In 2010, ADMAF awarded two groups of young Emirati students from the Higher Colleges of Technology - Abu Dhabi Women’s College with the ADMAF Creativity Award, in recognition of the motivation, artistic brilliance and creativity they demonstrated. The first group to receive the award consisted of 17 students from the College’s Applied Media Department for 'Desert Rose 2010: The Start', an exhibition of a wide range of works spanning graphic design, multimedia, photography and video at the Ghaf Art Gallery in Abu Dhabi. The recipients of the second award consisted of 9 HCT Interior Design students, who contributed to ‘Bourdonnard’, ADMAF Education’s children’s opera by designing the production’s masks, costumes and set.

**Faisal Al Saari**

Case Study

The Background:

Faisal Al Saari represents the new generation of national artists; highly educated, informed and in tune with his own cultural identity. Faisal first came to the attention of ADMAF in 2009 when he won the Abu Dhabi Festival Award and the ADMAF Creativity Award for his outstanding short film “Story of a Nation”. This engaging documentary traced the cultural roots of the UAE from the 1930s to the present day through the medium of music and poetry, and featured music composed by the director himself. Faisal began his musical journey in 1986 when he met Yemeni oud master Ahmed Fathi in Sharjah. He studied both the oud and phonetics with the teacher Riyadh Hassan and received a diploma in music. He composed his first musical piece in 1992 and worked with various singers in UAE and other Gulf countries such as Adel Al Khomayyes, Abdullah Hamida and Fayez Al Saeed. He studied both western solfege and opera singing with master Sultan Al Khatib and Eastern solfege alongside traditional Arab music: Al Qudud, Al Muwashhat and Al Kulthomyat with the late masters Radwan Rajab and Riyadh Hassan.

The Impact:

Faisal Al Saari recently graduated from the prestigious Arabian Oud House (Bait Al Oud Al Arabi) in Abu Dhabi where he was marked as a great future talent. Speaking after his graduation Naseer Shamma, Oud Master and Supervisor of the Bait Al Oud said "When Faisal began studying with us, we presented him with a plan that would enable him to realise his dreams to the highest point of professionalism, essential to a graduate of Beit Al Oud. I encouraged him to undertake research in the field of music as I knew of his passion in that regard. He has proven himself to be worthy of all the trust I had placed in him." ADMAF is proud to have recognized Faisal Al Saari so early in his career and will continue to champion and support local artists to ensure that young talent does not go unsupported.
The Special Needs Programme aims to provide a consistent series of arts activities that stimulate cognitive and physical development among children and young people with special needs. Alongside the student learning programme the project also offers professional development for teachers, tutors and primary carers.

**Wednesday Wonders**

- **December 2010 & January 2011**
  - A series of workshops in conjunction with the START programme, providing an opportunity for children with special needs to practice their drawing and painting skills.

- **May 2011**
  - Trip with the Zayed Higher Organisation for Humanitarian Care and Special Needs
  - As part of the Memorandum of Understanding (MOU) with Zayed Higher Organisation (ZHO) to promote equal cultural opportunities for disabled individuals, ADMAF Education supports day-trips organised every year for children and ZHO coordinators. The event starts with 2 hours of arts activities and competitions and is followed by the distribution of presents. The event, which took place this year at the Yas Hotel, aims to encourage children's interaction, build their self-confidence, and support their ongoing psychological development.

**The colours they choose reflect their moods and sometimes their pictures say more than they could possibly manage in words. Plus, it is a real confidence boost for them to achieve something. It makes them really proud and encourages them to do more.”**

Nicola Lee, START volunteer

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**‘Ahlan’ Future Centre for Special Needs 10th Anniversary**

- **May 2010**
  - ADMAF Education enjoys a long and fruitful partnership with the Future Centre based on a shared set of common goals – to create a positive learning environment and enable people with special needs to discover their talent, reach their full potential and realise a better future. Over the years, the Future Centre’s students have shown just how much they cherish the chance to play and to sing. In turn, their teachers have witnessed the tremendous impact music can have on pupils’ physical and cognitive development. Live Music Now, the leading music organisation from the UK, returned to Abu Dhabi to run a series of workshops with the students, which resulted in a magical musical theatre production ‘Ahlan’ that celebrated the Centre’s 10th anniversary. The performance at the Abu Dhabi National Theatre before a packed audience of parents and dignitaries was a symbol of hope, strength and incredible promise.

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Participants & Attendees: 730

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**Art on the Outside: Zayed Higher Organisation Day-trip**

- **December 2010 & January 2011**
  - A series of workshops in conjunction with the START programme, providing an opportunity for children with special needs to practice their drawing and painting skills.

- **May 2011**
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  - As part of the Memorandum of Understanding (MOU) with Zayed Higher Organisation (ZHO) to promote equal cultural opportunities for disabled individuals, ADMAF Education supports day-trips organised every year for children and ZHO coordinators. The event starts with 2 hours of arts activities and competitions and is followed by the distribution of presents. The event, which took place this year at the Yas Hotel, aims to encourage children's interaction, build their self-confidence, and support their ongoing psychological development.

Participants & Attendees: 32 students (ages 10-40 years)
Cross Cultural Connections

ADMAF Education’s Cross Cultural Connections programme gives children and students the opportunity to share and exchange artistic traditions, learn about the rich diversity of cultures resident in the UAE, and broaden their perspectives and possibilities.

Duke Ellington Big Band Jazz Project
May 2010

Duke Ellington (1899-1974) was one of the greatest figures in the history of jazz. The Duke Ellington Big Band, now run by his granddaughter Mercedes Ellington, delivered a series of daytime workshops and live evening concerts with ADMAF Education at the UAE University in Al Ain and the American Community School in Abu Dhabi. The aim of the project was to give students an enjoyable and informative introduction to the musical genre of jazz, its history and its practice.

Participation and Attendance: 200 (12-18 years); 150 (aged 19-24 years); 940 audience

The Artists’ Studio
Ongoing from March 2011

Launched during Abu Dhabi Festival 2011, the year-round ADMAF Education initiative seeks to build an online library of artist interviews to inspire and inform young people. The Artists’ Studio seeks to raise youth understanding around the role of the artist and highlight career potential in the creative and cultural industries. Filmed before a live student audience at twofour54’s studios in Abu Dhabi and broadcasted to the world, The Artists’ Studio seeks to explore and encourage creativity in the UAE.

The inaugural programme in The Artists’ Studio series featured the inspirational jazz musician, Al Jarreau. The 20-minute programme, consisting of a moderated studio interview, audience Q&A, and footage from Jarreau’s Abu Dhabi Festival concert explored Jarreau’s career, the role music has played in his life, and his commitment to the universal power of music. To view the programme, visit www.admaf.org

Estimated attendance: 40 students (plus future online audience)

Bourdonnardin Opera for Children
November 2009 - May 2010

The aim of this project was to create an exchange between French and Arabic cultures. Over six months, 40 students from Lycée Louis Massignon and Lycée Theodore Monot who formed the choir and actors rehearsed with David Godfroid, Director of the Children’s Chorus from Le Capitole Opera House in Toulouse, France. Students from the Higher Colleges of Technology Women’s Campus designed the set, made all the costumes and applied the make-up for the 40 performing students. Arabic instrumentation was integrated into the production’s original score with Beit al Oud’s Ahmed Shamma who played alongside young musicians from The British School - Al Khubeirat. The experience of creating and presenting such a work not only facilitated cultural exchange between two distinct cultures but also gave children in Abu Dhabi the opportunity to develop their language skills, the ability to work as part of a team, and their musicianship.

Participation & Attendance: 40 (aged 9-12 years); 865 audience

H.H. Sheikh Mansour Bin Zayed Al Nahyan and H.E. Hoda Al Khamis Kanoo with the cast and crew of Bourdonnard
Carnegie Hall Weill Music Institute Partnership

March 2011

In January 2011, ADMAF signed a Letter of Cooperation with the landmark New York music hall, Carnegie Hall, signaling the beginning of a long-term partnership with ADMAF Education to elevate the level of music education in Abu Dhabi schools.

Carnegie Hall’s Ensemble ACJW and Sara Al-Qaiwani

Musicians from The Carnegie Hall Academy programme, The Juilliard School and The Weill Music Institute in partnership with the New York City Department of Education, presented a concert at the Zaha Hadid Pavilion as part of the Abu Dhabi Festival 2011 Education programme. The performance featured the talented young Emirati opera singer, Sara Al-Qaiwani, reflected ADMAF’s commitment to investing in national talent.

Attendance: 146 people

Carnegie Hall’s Ensemble ACJW meets Abu Dhabi Schools

Musicians from The Carnegie Hall Academy programme, The Juilliard School and The Weill Music Institute in partnership with the New York City Department of Education conducted workshops with students and a special performance for participating schools nominated by Abu Dhabi Education Council (ADEC). This broad-reaching music education project plays a central role in ADMAF’s commitment to making great music accessible through creative musical interaction and inspirational learning.

Participation & Attendance: 77 students (ages 14-17 years)

Following the Academy Alumni Fellow residency (workshops and performances) during Abu Dhabi Festival 2011, ADMAF Education will continue its partnership with Carnegie Hall over the next three years across Abu Dhabi’s schools.

The musical exchange programme in 2011 aims to elevate music education in the UAE capital; enhance music curriculum in private and public schools; engage and inspire better educational performance among students; embed music appreciation through the development of talent and team-building skills; and nurture the creative potential of the next generation.

Estimated attendance: 150 students

“Our mission is directly aligned with ADMAF, making it a perfect partnership of unlimited possibilities with the potential to introduce a broader audience to the power of music.”

Sir Clive Gillinson, Executive and Artistic Director of Carnegie Hall
Case Study

Creative Leadership

The ADMAF Education Creative Leadership programme enables young nationals to discover and pursue career development in the creative and cultural industries.

Young Media Leaders

Annual: September to June

The Young Media Leaders (YML) programme empowers young Emiratis with knowledge and training to help them become key players in future media industries. The nine-month vocational programme trains and mentors a core group of Emirati students and young professionals in news reporting, magazine production, photography, copywriting and editing, and all aspects of TV and radio broadcasting. There is also an increasing focus on online journalism, social networking, blogging, and mobile communication, as they continue to impact the modern media landscape. Since the programme’s inception five years ago, ADMAF has provided 95 students nine media workshops held at twofour54 with ongoing academic training, overseas study trips, media internships, and the experience of producing their own newsletter ‘MyNews’ and its website, www.mynews.ae.

Participation & Attendance (2010/11 academic year): 14 students (aged 18-24 years)

The Opportunity:

ADMAF’s Young Media Leaders (YML) began in 2007, offering national university students the chance to understand the role of media and gain first-hand experience. In order to develop the initiative further, ADMAF established a relationship in 2009 with twofour54, a regional creative centre facilitating the development of Arabic media content. YML is part of the ADMAF Education Programme, which helps shape creative thinking, discover young talent, and open new artistic and educational horizons with the world. Together with twofour54’s training centre, Tadreeb, a 9-month series of workshops and seminars was created covering all aspects of the media profession including topics such as: website design and development, photojournalism, writing, and TV presentation skills. Taught by resident tutors as well as leading media figures, participating students were also able to gain practical experience. By reporting and presenting their work on the YML website (www.mynews.ae) and the YML magazine, they gained extensive field experience.

The Impact:

YML gives students insight into today’s media industry, offers them an outlet for their creative ability, and allows them to master their language skills (spoken and written) both in English and Arabic. In the 2009/2010 academic year, 35 students from UAE University, Zayed University and the Higher Colleges of Technology (men and women campuses) took part in YML, each receiving a certificate accredited by the Thomson Reuters Foundation, twofour54 and ADMAF. In 2010/2011 academic year, an additional 14 students went through the course. To date, over 90 young nationals have gained the necessary skills for launching a career in media.

Renowned broadcaster Turki Al Dakheel with YML students

"Young Media Leaders allows young Emirati nationals to prepare and take advantage of the rising opportunities that have been created as a result of positioning Abu Dhabi as the media content creation hub for the region. The Young Media Leaders graduates will certainly be in a great position to work in this industry as a result of this educational opportunity”

Sheikh Sultan Sooud Al Qassemi
Chairman of Young Arab Leaders – UAE
Treasuring Traditions

The Treasuring Traditions programme aims to encourage children and young people to understand, appreciate and uphold the traditional forms of cultural expression of the UAE.

Mother Language Day

March 2011

The International Mother Language Day, launched by UNESCO in 1999, promotes linguistic and cultural diversity and multilingualism. To celebrate Mother Language Day and promote the Arabic language (Fus'ha), ADMAF Education organises an annual series of initiatives in Abu Dhabi’s schools and universities.

In 2011, ADMAF Education held a series of 3 projects to encourage creative thinking in the native language. The specially commissioned production ‘The Little Arabic Superstar’ was performed at the Sheikh Zayed Academy for Girls by a Lebanese theatre company led by playwright and director Pauline Haddad. The company also delivered a series of mime workshops for students, encouraging students’ use of Fus’ha and inspiring them to improve their language skills while upholding their linguistic heritage and cultural identity.

Finally, renowned calligrapher-artist Khaled Al Saai introduced the art of Arabic Calligraphy to students through a series of interactive workshops at UAE University in Al Ain and Zayed University.

Participation & Attendance: 615 students (Primary 7-11 years, University 18-22 years)

Islamic Arts Workshop Series

May 2011

ADMAF Education enjoys a partnership with the Prince’s School of Traditional Arts (PSTA), which was founded in 2004 by HRH The Prince of Wales in the UK. It specializes in teaching, researching and promoting traditional arts and crafts. In November 2009, ADMAF Education joined forces with PSTA to deliver a series of Islamic arts workshops to the students of Zayed University, HCT (Abu Dhabi Women’s College), Sheikh Zayed Academy for Girls, and Al Shouhub School for Girls. For the second visit of PSTA, ADMAF has arranged a series of workshops exploring Islamic geometry, nabati ornamentation, brushwork, and traditional manuscript illumination for around 150 participants from universities, schools and women’s groups in Abu Dhabi. The annual initiative seeks to safeguard artistic traditions for the next generation.

Estimated Participation & Attendance: 150 students (6-15; 19-25 years)

Paper Fashion

April 2011

As part of a long-term project to uphold the textile traditions of the UAE, the acclaimed Belgian paper-artist Isabelle de Borchgrave presented a fascinating lecture during the Abu Dhabi Festival 2011 on how she intricately recreates the historical dresses in paper. The talk and accompanying exhibition offered Abu Dhabi’s students and general public the unique opportunity to understand and appreciate the importance of costume history, and how the visual arts can be used to preserve cultural heritage.

ADMAF Education plans to work with de Borchgrave on a two-year project to research the rich and diverse history of traditional dress in the UAE. The collaboration, which will include a commission and a residency and involve Emirati students from ADMAF’s university partners, will result in a collaborative exhibition featuring Emirati traditional dresses. The project seeks to preserve and uphold the knowledge and practice of UAE; embroidery techniques; engage with young nationals in asserting their cultural identity and heritage; and teach new techniques and methods of creation.

Participation & Attendance: 150 people

Disorientalism: Middle East Contemporary Art Now

November 2010

ADMAF Education partnered with the auction house Sotheby’s to deliver a seminar to students of Zayed University on Middle Eastern Contemporary art. Presented by Lina Lazaar, a London-based specialist at Sotheby’s Contemporary Art Department, ‘Disorientalism: Middle East Contemporary Art Now’ gave an overview of the different movements in the Middle Eastern Contemporary art scene. The illustrated lecture sought to elevate the level of understanding and appreciation for contemporary expression created by visual artists from the UAE and the wider Arab world.

Participation & Attendance: 25 students (aged 19-21 years)
The Enhancing Education programme advocates the arts as a tool to enhance educational performance and complement learning in several subjects across the curriculum.

**Festival in Focus**

As part of ADMAF Education’s commitment to arts education, The Abu Dhabi Festival Education programme annually features a series of open rehearsals; giving students unique insight into a variety of art forms represented in the festival’s main performance programme at Emirates Palace.

During Abu Dhabi Festival 2011, students from nine schools and one university in Abu Dhabi went behind-the-scenes to watch and meet the following artists at work:

Maestro Valery Gergiev and the World Orchestra for Peace (classical music); The Royal Chamber Orchestra of Wallonia, Augustin Dumay & Abdel Rahman El Bacha (classical music); Oussama Rahbani (contemporary music); Yefim Bronfman & The Russian National Orchestra (classical music); The principal dancers of the Mariinsky, Bolshoi and American Ballet Theatre (ballet); Al Jarreau (jazz); and Dimitri Hvorostovsky and Ekaterina Siurina, Maestro Nicola Luisotti and The Russian National Orchestra (opera).

Participation & Attendance: 878 students (aged 6-17; 22-24 years)

**Pre-Concert Talk Series**

ADMAF Education is committed to music education in the UAE. Under the Patronage of H.H. Sheikha Shamsa Bint Hamdan Bn Mohammed Al Nahyan, the Embassy of the Dominican Republic and ADMAF presented Caribbean Gems, a classical Meringues concert on the occasion of the 167th anniversary of the Dominican Republic’s independence. Caribbean Gems fused the unique talents of the National Symphony Orchestra of the Dominican Republic and the Syrian National Symphony Orchestra, conducted by Maestro José Antonio Molina. As part of the concert, students from Abu Dhabi’s schools and universities attended an open rehearsal to gain behind-the-scenes experience of this unique collaboration of eastern and western musical styles and traditions. The session, which was followed by a Q&A with Maestro José and members of the orchestra, encouraged students’ understanding and appreciation of classical music from two diverse cultures, and sought to inspire their interest in music.

Participation & Attendance: 610 students (aged 9-22 years)

Primary, Secondary, University HCT Western Region

ADMAF Education seeks to provide yearround lifelong learning experiences for the general public, regardless of age or experience.

The 2011 Pre-Concert Talk Series began in January with a presentation by the Director and Patron of the World Orchestra for Peace prior to the prelaunch concert of the Abu Dhabi Festival. During the Abu Dhabi Festival itself, the audience was given an invaluable opportunity to hear from the participating artists, specialist commentators and guest speakers from the fields of opera, ballet and music and gain a fascinating insight into each performance. The 2011 Festival series featured Bernard de Launoit (Executive President, Queen Elizabeth Music Chapel, Belgium); Suzanne Walker, (Executive Producer, Sadler’s Wells, UK); Alexi Bruni (Concertmaster) and Alexander Gogof (Principal cellist, Russian National Orchestra); Nicola Luisotti (Guest Conductor, Russian National Orchestra).

Participation & Attendance: 223 people
During Abu Dhabi Festival, ADMAF Education highlighted the value of arts-based teaching to improve student learning around a variety of curriculum subjects.

In order to enhance studies in English language, English literature and History, ADMAF Education invited the world-class theatre-in-education company Globe Education at Shakespeare's Globe to present a specially commissioned production of 'Macbeth' by William Shakespeare. The performances and accompanying workshop programme formed part of the Playing Shakespeare project and offered many students in Abu Dhabi their first experience of live theatre.

Participation & Attendance: 4,684 students (aged 11-23 years)

During Abu Dhabi Festival, ADMAF Education highlighted the value of arts-based teaching to improve student learning around a variety of subjects, such as mathematics, physics, science and geography.

The UK-based organisation Big Bang (part of Engineering UK), presented three programmes. 'Carbon Trading Challenge', the high-impact maths road-show for 11-19 year olds, featured learning in a simulated oil-trading environment, analysing and reacting to market news, and managing budgets, which helped students apply their maths and enterprise skills. It also taught them how to work effectively as a team while making the most of our most precious non-renewable resource! 'Feel the Force' was fast-moving and entertaining demonstration exploring forces and motion. The show introduced Isaac Newton's laws of motion and explained magnetism, gravity, friction, air resistance, up-thrust and lift through lively demonstrations and audience participation. Finally, 'Punk Science - Climate Change' fused stand-up comedy with serious science lecture to explain what and how our climate is changing. Students learnt how extreme weather really affects us in a demonstration about hurricane strengths. And, most shockingly of all, how global warming actually makes us colder and wetter.

Participation & Attendance: 3,170 students (aged 8-18 years)

Riwaq Al Fikr: Culture & Diplomacy

The Abu Dhabi Festival Education programme offers students and the general public the chance to meet, discuss and learn from the artist behind the Festival’s specially commissioned visual art exhibition. In 2011, the pioneering Algerian artist, Rachid Koraïchi undertook two guided tours of the installation ‘Path of Roses (Tariq al Ward)’ for students, members of the public and fellow artists from the UAE. Demonstrating his commitment to art education, Koraïchi delivered a workshop for students of Zayed University at Ghal Gallery, and also delivered a fascinating lecture exploring his artistic career and influences at the Zaha Hadid Pavilion in association with Alliance Française.

Participation & Attendance: 254 people

Globe Education - Macbeth

Riwaq Al Fikr is ADMAF’s annual series of panel discussions, which bring together leading experts and the public to discuss issues of cultural relevance.

Reinforcing the theme of the Abu Dhabi Festival, ‘Harmony for Humanity’, the discussion focused on the role and experiences of various forms of cultural expression can play in forging bi-lateral relations and leading to greater understanding between nations. The panel consisted of leading members of the national and international diplomatic sector, including the Ambassador of Belgium to the UAE; the Cultural Advisor to the President of European Commission; the Distinguished Professor in the Practice of Diplomacy of Georgetown University; the UAE Presidential Advisor & Vice Chairman of the Abu Dhabi Authority for Culture & Heritage. The session, which was moderated by the Editorial Director of The National, discussed in depth this fascinating and highly relevant issue, which was followed by a lively Q&A with the audience.

Participation & Attendance: 95 people (14+ years)

"The students connected their experience at the theatre to the workshop, and will have memories of Macbeth, Shakespeare and professional drama for a lifetime. What an amazing experience!"

Stephanie Turnbull, Abu Dhabi Grammar School

"The quality and breadth of UK artists taking part in this year’s ADMAF programme shows that cultural relations between the two countries are alive and prospering."

Martin Davidson, Chief Executive, British Council
Empowering individuals and institutions to enhance learning and development through the arts in the academic syllabus; extra-curricular programme; and capital initiatives.

ADMAF MoU and Grants Scheme seeks to empower cultural expression in the UAE. By providing financial assistance as well as skills support, it enables institutions, individuals and groups to embark on artistic and cultural projects that add value to arts education in the UAE and would otherwise not be possible.

ADMAF Education have signed Memoranda of Understanding (MoU) with 5 educational institutions in Abu Dhabi, which means that they receive regular support to undertake activities that add value to the quality of teaching, education in the arts, and the future of the cultural and creative industries in the Emirate of Abu Dhabi.

NYU-AD has been established in Abu Dhabi as a university with fully integrated liberal arts and science college. New York University (NYU) and New York University Abu Dhabi (NYUAD) form the backbone of an organically connected Global Network University. The Memorandum of Understanding signed in November 2009 between ADMAF and NYU foresees the development of common educational initiatives in the fields of arts, culture and creativity. With this MoU, ADMAF takes another step towards its goal to expand the scope of its educational programme, which seeks to provide young Emiratis with the tools and opportunities to enhance their skills.

NYU-AD Institute Series: “Middle Eastern Comics & their place in the 21st Century”

ADMAF and NYU-AD presented a panel discussion with three leading comic experts from across the globe: Multiple award-winner Dez Skinn, editorial director and comic festival organiser from the UK; Qais Sedki, author of ‘The Gold Ring’, a Manga style Arabic comic and Winner of the Sheikh Zayed Book Award, from the UAE; and Charles Kochman, Executive Editor of Abrams ComicArts from the USA.

Participation & Attendance: 140 attendees (aged 18+ years)

NYU-AD Institute Series: “Repositioning Islam through The 99”

ADMAF and NYU-AD presented a lecture by the Kuwaiti clinical psychologist and creator of The 99, Dr. Naif Al Mutawa. The 99 is the first group of comic superheroes born of an Islamic archetype. It received positive attention from the world’s media and has been named as one of the top 20 pop culture trends sweeping the globe by Forbes.

Participation & Attendance: 120 attendees (aged 18+ years)
Theatre in Education (TIE) is the umbrella term for any theatre work that takes place in schools. Its primary aim is to use theatre and drama as a teaching stimulus across the curriculum. With a great deal of participation and interaction with the audience, teachers include elements of performance, role play, improvisation and other techniques to motivate pupils, build life skills, enhance their understanding and create a positive learning environment.

The Opportunity:
Drama is not currently taught in schools in the UAE but theatre is beginning to be adopted as an effective classroom technique by a growing number of teachers, many of whom are English Literature graduates of United Arab Emirates University (UAEU), Al Ain. Their inspiration? A residential TIE course taken at City University of New York (CUNY), which was facilitated by ADMAF. In 2010, the Creative Arts Team (CAT) at CUNY hosted 12 aspiring Emiratis for a whirlwind, two week residential TIE course. The trip marked the third such exchange between CUNY, CAT and UAEU. The partnership began in 2008 with a visit to UAEU by two CAT teaching artists and continued last year with a two week residency at CAT by 12 UAEU students. The 2010 contingent were all students and recent graduates of UAEU, the largest public university in the United Arab Emirates. Seven of the 12 participated in the previous exchange and returned for an advanced course of study. The women experienced 40-hours of hands-on workshops led by CAT's senior staff and guest artists and took in museum visits, sports events, and performances. Certificates for participation in the programme were awarded by the CUNY School of Professional Studies.

The Impact:
The teachers returned at the beginning of the 2010/11 academic year with renewed enthusiasm and a fresh set of techniques. Convinced of the effectiveness of TIE, the young English Literature teachers have started to see a marked improvement after only six months. One such teacher employed storytelling (an art form embedded in UAE tradition) to bring Grade 6 pupils together and develop their enthusiasm for set texts. “Once we began to act out the chapters and even perform them in costumes they made, the pupils’ interest in English literature grew and grew,” she says, “Their vocabulary has improved as well as their understanding of the stories.”

TIE has also been used to channel the energies of disruptive and difficult students. Another English teacher covering Grades 9 to 11, applied TIE to take control of her classes. “I indirectly use drama in the lessons,” she explains, “initially, the children thought it was rather strange, but they soon started to have fun. Their discipline and motivation has increased to such an extent that they are using their initiative and thinking creatively.”

Other alumni of the CAT CUNY residential courses now run theatre, puppetry and art workshops in their schools, and have even established after school drama clubs in order to complement conventional teaching methods and enhance the personal and social development of pupils. ADMAF will continue to support these and other teachers across the UAE in the development of the study and application of Theatre in Education.

“...These women are honing their craft to become drama professionals. They are also bringing back their experiences and sharing that which they have learnt with others here in the UAE.”

Dr James Mirione, Professor of English Literature, UAEU
The Background:
The Higher Colleges of Technology is the largest higher educational institution in the United Arab Emirates with the current enrolment exceeding 16,000 students, all UAE nationals. Since the signing of the Memorandum of Understanding with ADMAF in March 2007, the two partner institutions have worked together in order to provide students with international opportunities through exposure to travel, art, music, educational and cultural workshops and visits with internationally recognised guest lecturers. ADMAF also encourages creativity amongst the students of the college by regularly supporting student exhibitions.

"Just as water quenches a thirsty traveller in the desert, so ADMAF quenches a student's thirst for inspiration and motivation."

- Dr Rudi de Lange, HCT Abu Dhabi (Women's College)

The Opportunity:
Graduates of the Master's of Creative and Cultural Industries in other parts of the world have gone on to a wide range of roles in the cultural and creative industries including arts administration in local government, art marketing for major cultural institutions, arts journalism in leading magazines and television, and researching for industry regulators.

Further career paths have included performing arts management, museum and gallery management, arts funding, cultural industries development, film distribution, freelance research and creative business development, as well as academic research. HCT has worked with Goldsmiths College, University of London (UK) to develop the MA which has been designed with the needs of employers in mind, above all the major new cultural institutions (such as the new Guggenheim and Louvre museums) being constructed in a multi-billion pound development on Saadiyat Island. The course covers arts administration and the cultural and creative industries, and it is anticipated graduates will eventually form the core of key strategic decision-makers in the industry, while serving society through engaging in collaborative practice, quality instruction and entrepreneurial development.

The Impact:
As Abu Dhabi strives towards becoming a vibrant cultural capital for the region and the world, it is essential that investment is made in training young Emiratis. In years to come, it is these men and women who will take their rightful place at the helm of leading cultural institutions in the UAE capital. ADMAF is committed not only to encouraging artistic talent and cultural understanding among young nationals, but also in providing them with the necessary skills, knowledge and experience as arts managers. Abu Dhabi's future museums, galleries and arts organisations depend on it.
A Commitment to Community: A Year in Review

Since May 2010, the Abu Dhabi Music & Arts Foundation (ADMAF) has continued to build a nationwide programme of community arts initiatives that reflect the vision of Abu Dhabi. ADMAF believes that by enabling access to the arts by and for a wide variety of social groups across the UAE, regardless of age, class, ability, or location, the community of the UAE can learn from each other, build stronger bonds, maintain important forms of cultural expression, and empower themselves and society to attain greater success.

In the spirit of Bilad Al Khayr (The Land of Blessings), ADMAF aims to reach out across the seven Emirates and give a voice to everyone, including the less privileged and those living in remote areas. Today, over 12,000 people across the UAE watch, participate and create a plethora of arts activities with ADMAF and its partners. By encouraging the right of cultural expression, we bring together people from different backgrounds, countries and cultures so that the bonds of society will strengthen ever further.

As the only independent cultural foundation in the Arab world with a dedicated community arts team, we use the arts to engage, empower and encourage. Through our ‘Social Unity’ programme, we bring communities together; while our ‘Cultural and Heritage Expression’ initiative gives them the resources to share diverse forms of traditional dance, theatre and music.

We believe that the arts are tools that can not only break down barriers but with the right expertise, improve the health of the nation. Through our ‘Arts & Health’ initiative, we advocate the impact of the arts on patient recovery and on the quality of life for those in hospitals. Similarly, the arts can help reinforce key social messages such as environmental awareness.

Through the power of music and art, we echo the calls to action initiated by organizations such as the EWS-WWF. Safeguarding traditional handicrafts, and reaching those who live far beyond the major cities of the UAE, are the objectives of ‘Empowering the 7 Emirates’, an initiative that uses the arts to celebrate Bilad Al Khayr (The Land of Blessings) and bridge the distances that divide us. Finally, ‘The Ideas Hub’ encourages creative innovation and entrepreneurial skills to flourish.

The arts are the roots of society. Feed them well and the health of the nation shall blossom.

Between May 2010 and September 2011, ADMAF Community will have worked with 45 community groups and organizations to deliver 48 initiatives and events to 12,505 children, young people and adults.
Partners

ADMAF Community collaborates with a wide range of civil society, public sector, educational and community-based organisations to ensure that as many members of society as possible engage and access the arts. Since May 2010, ADMAF Community has been working with the following entities:

**Ewa’a Shelters for Women and Children**
The Ewa’a Shelters in Abu Dhabi was established in 2008 and became operational in January 2009. It provides temporary shelter for up to 60 women and children victims of human trafficking and offers psychological, medical, and legal assistance as well as support in rehabilitation. Ewa’a recently opened new centres in Sharjah and Ras Al Khaimah. In general, Ewa’a seeks to address the impact of human trafficking and uphold the worldwide principle of human dignity.

**Emirates Wildlife Society World Wildlife Fund (EWS-WWF)**
Emirates Wildlife Society is a national (UAE) environmental non-governmental organization. EWS is established under the patronage of HH Sheikh Hamdan bin Zayed Al Nahyan, Ruler’s Representative in the Western Region and Chairman of Environment Agency - Abu Dhabi (EAD). EWS works in association with WWF, one of the world’s largest and most respected independent conservation organizations, with more than 5 million supporters and a global network active in over 100 countries. EWS-WWF has been active in the UAE since 2001 and has initiated and implemented several conservation and education projects in the region. The mission of EWS-WWF is to conserve the natural heritage of the UAE and to promote sustainable lifestyles.

**Marriage Fund**
The Marriage Fund was established in 1992, to complement and integrate with the social policies of the UAE developed by His Highness Sheikh Zayed bin Sultan Al Nahyan. The ultimate objective of the Marriage Fund is to work with the young Emiratis to create a society that works towards developing and improving the country and its citizens, and to instill a sense of civic responsibility. The next phase will involve addressing the on-going development of society in the UAE, not only by providing financial aid to new couples getting married, but also by creating many new initiatives, providing guidance and solving problems related to family and marriage issues.

**Al Ghadeer**
Al Ghadeer is a UAE Red Crescent micro-financing initiative that seeks to empower underprivileged women using indigenous arts and crafts. By giving them the skills and resources to create unique handcrafted gifts, Al Ghadeer helps to create a much-needed additional source of income. Al Ghadeer products are inspired by the rich heritage, culture and tradition of the UAE.

**Al Maraya Arts Centre, Sharjah**
**Desert Islands Education Centre**
**Ajman Special Needs Centre**
**Delma Special Needs Centre**
**Al Diah Elementary School for Boys**
**Dar Zayed for Family Care**
**American Women’s Association**
**Dubai Drums**
**Ajman Department of Culture and Information**
**Dubai Foundation for Women and Children**
**Al Ain Wildlife Park and Resort**
**Delma Elementary School for Girls**
**Abu Dhabi University**
**Emirates Marine Environmental Group**
**Abu Dhabi Cross Culture Group**
**Emirates Youth Symphony Orchestra**
**Artnetwork**
**Embassy of Ireland**
**Bead Palace**
**Emirates NBD**
**Dubai American Academy**
**Fujairah Festival**

Fujairah Culture and Media Authority
Gems American Academy, Abu Dhabi
Hakawati Theatrical Group
Higher Colleges of Technology (HCT) - Sharjah
JamJar
Kidz Art
Mafraq Hospital
Ministry of Culture, Youth, and Community Development
Madinat Zayed Cultural Centre
New Indian School, Umm Al Quwain
Prague Youth Philharmonic Orchestra

Picasso Project
Ras Al Khaimah Special Needs Centre
Tawam Hospital
The Fridge
UAE University
Western Region Municipality, Departments of Municipal Affairs – Mirfa & Ghayathi
Zayed University, Abu Dhabi
Zayed Higher Organisation for Humanitarian Care, Special Needs & Minor Affairs
Social Unity

Through the Social Unity Programme, ADMAF Community seeks to bond, build and bridge ties between social groups including the less privileged across the UAE through inspiring and motivating artistic experiences.

Emirates NBD Painting Competition

November to December 2010

In line with its ongoing commitment to supporting the arts, the UAE bank - Emirates NBD - held a painting competition in partnership with ADMAF. The four-week competition sought to enhance public access to the arts, inspire creativity and encourage cultural expression among the general public. The competition marketing campaign generated an outstanding number of entries from across the Emirate with the final selection of works exhibited at the main Emirates NBD branch in Abu Dhabi. At the end of the competition the winning artists were awarded professional artists materials and equipment at a special ceremony.

Community Participation & Attendance: 50 people

Camping with Dubai Foundation for Women and Children (DFWAC)

January 2011

The arts can be used to build self-esteem, confidence and communication skills - in short, strengthen the spirit. ADMAF joined forces to provide the women and children residents of the DFWAC shelter with a one-day arts camp. This consisted of a two-hour workshop of jewellery-making, origami, painting and collage, followed by a drumming circle. The camp contributed to DFWAC’s aim to restore self-confidence and self-expression back to these women and children and used the arts to facilitate interaction and bridge building.

Community Participation & Attendance: 65 people

Painting at Dubai Foundation for Women & Children (DFWAC)

March 2011

During the Abu Dhabi Festival, ADMAF Community reinforced its commitment to empower victims of abuse and exploitation using the arts. Focusing on the children residing in DFWAC’s shelter, ADMAF facilitated a visual arts workshop delivered by KidzArt, a leader art education provider. The enriching and fun filled painting workshop brought together child residents of the DFWAC shelter, aged 2 years and upwards. In addition to giving them an important outlet through which to express themselves, the session helped them develop their interpersonal skills, concentration and team-building ability.

Community Participation & Attendance: 30 people

‘Just Voices’ Concert

May 2010

Blue Fever and Voices of Harmony, a talented jazz ensemble and an all-female barbershop group, presented a lively concert for the community of Abu Dhabi city. The two groups are part of a larger community music organisation called Artnetwork. The concert brought together members from a wide spectrum of expatriate communities and helped celebrate their musical talents. It provided a dynamic forum for grassroots cultural exchange and offered an accessible musical experience for the community. By supporting concerts such as this, ADMAF hopes to encourage other social groups to utilize their talents and artistic skills.

Community Participation & Attendance: 650 people
During the Abu Dhabi Festival, ADMAF Community upheld its commitment to empowering victims of abuse and exploitation using the arts by collaborating with its civil society partner and Abu Dhabi Festival 2011 nominated charity, Ewa’a Shelters for Women & Children. Ewa’a provides temporary shelter for women and children victims of human trafficking and offers them assistance as well as support in rehabilitation. ADMAF facilitated an art workshop delivered by The Picasso Project, where women residents had the opportunity to express themselves using a variety of materials, such as paint, charcoal, clay, pastel and sand.

Community Participation & Attendance: 30 people

“Art & Humanity are intrinsically bonded.”

H.E Sarah Shuhail, Executive Director, Ewa’a shelters for women and children
Through the Cultural & Heritage Expression Programme, ADMAF Community seeks to uphold the customs and traditions of both national and expatriate communities living in the UAE, thus enabling them to express both the uniqueness and the similarities of their distinct cultural identities.

**Hakawati at Abu Dhabi University**

September 2010

As part of ADMAF Community's commitment to the art of traditional Arabic storytelling, it presented a Hakawati performance at Abu Dhabi University during the Week of Welcome (ADUWOW), held annually to welcome new students and mark the upcoming academic year. Inspired by stories from 'One Thousand and One Nights', and integrating aspects of Emirati culture and customs, the Hakawati (or traditional Arabic storyteller) and his troupe performed a series of amusing vignettes, each carrying a moral message. The play sought to encourage the Emirates undergraduates to appreciate and engage with their cultural heritage.

Community Participation & Attendance: 400 people

**National Youth Orchestra of Ireland**

March 2011

To promote the festival spirit nationwide, ADMAF Community encouraged other organizations and institutions to stage their own arts events during the Abu Dhabi Festival. During the 2011 edition, the Embassy of Ireland joined ADMAF Community to present a series of free, public concerts by the National Youth Orchestra of Ireland and renowned Irish soloists Micheal Ó Suilleabháin and Liam O’Flynn. The concerts, which were held in Dubai, Al Ain and Abu Dhabi, offered a unique insight into Ireland’s culture and heritage.

Community Participation & Attendance: 1000 people (350 – Dubai / 450 – Al Ain / 200 – Abu Dhabi)

**A Night with a Storyteller: Sharing Stories, Telling Tales**

March 2011

During the Abu Dhabi Festival, ADMAF Community highlighted the universal art form of storytelling (which has a strong tradition in the Arab world) with a touring performance by the American storyteller Margaret Wolfson and conductor Michael Ching. Wolfson presented a series of dramatic Japanese and Greek based spoken stories that, like the great Arabian stories of Antar and Abila and Majnun Layla, have inspired countless great literary, visual, and musical masterpieces. The project sought to help revive the art of storytelling and empower people and communities to engage in reflective and creative expression.

Community Participation & Attendance: 320 people

**Culture of the Coast: Exploring the Emirates at Sea**

April 2011

The Abu Dhabi Festival is a time when ADMAF Community encourages expatiate residents and overseas festival visitors to engage with the traditions of the UAE in a dynamic and memorable way. In partnership with the Emirates Marine Environmental Group, ADMAF Community offered a truly cultural experience exploring the coastal heritage of the UAE at the Ghantoot Coastal Marine Reserve. The day included a discussion with an Emirati captain, hammour feeding, a mangrove-planting race and many other traditionally inspired activities.

Community Participation & Attendance: 40 people
ADMAF Community believes that the arts can help strengthen cultural identity and bring people together. The Empowering the 7 Emirates Programme seeks to ensure access to the arts for community groups across the country.

**ADMAF Community**

ADMAF Community participated in the Mirfa Cultural Festival in the Western Region (Al Gharbia). Organised by the Ministry of Culture, Youth, and Community Development to promote culture and education in the Western Region. ADMAF took part in this event by distributing educational and cultural collaterals to the Mirfa community and help raise awareness around ADMAF’s role in supporting community arts and arts education. It also gave ADMAF representatives the opportunity to strengthen relationships with key community partners in the Western Region.

**Community Participation & Attendance:** 600 people

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**Emirates Youth Symphony Orchestra in Concert**

In partnership with Fujairah Culture and Media Authority, ADMAF Community presented a classical music concert by the Emirates Youth Symphony Orchestra and young virtuoso soloists, conducted by Riad Kudsi, for the local community of Fujairah. The performance, held at the Ministry of Culture, Youth and Community Development’s Cultural Theatre in Fujairah, offered young musicians a performance platform; gave children and adults access to quality classical music; and contributed to the growth of classical music practice in the UAE.

**Community Participation & Attendance:** 350 people

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**Hakawati - Western Region Tour**

During the Abu Dhabi Festival, ADMAF Community highlighted its commitment to storytelling (Hakawati) and creating arts access for remote communities by commissioning Ahmed Yousef (Hakawati) and his troupe to undertake a tour of the Emirate of Abu Dhabi. The production, which was inspired by the stories of ‘One Thousand and One Nights’ as well as traditional Emirati culture and customs, was performed to packed audiences at centres in Al Ain and Madinat Zayed, Mirfa and Ghayathi in the Western Region. The project, which was delivered by one of the UAE’s resident theatre companies, is part of ADMAF’s plan to revive the art of storytelling and empower people and communities to engage in creative expression.

**Community Participation & Attendance:** 1870 people (300, Al Ain; 220, Ghayathi; 700, Madinat Zayed; 650, Mirfa)
American storyteller Margaret Wolfson held a series of storytelling workshops in various Emirates as part of the Community programme of the Abu Dhabi Festival. The lively, interactive sessions, which encouraged participants to explore the use of voice and gesture in storytelling, included a short performance. The project contributed to the revival of community storytelling; demonstrated the global diversity of this tradition and empowered people and communities across the UAE to engage in this specialist form of creative expression.

Community Participation & Attendance: 260 people (50, Umm Al Quwain; 40, Dubai; 120, Abu Dhabi; 50, Sharjah)

For the second year running, the Abu Dhabi Festival supported The Emirates Youth Symphony Orchestra’s (EYSO) UAE music tour in a celebration of peace and harmony. Together with an elite group of international child virtuosos, the Youth Symphony Orchestra of Premiere Music College from Prague, Czech Republic, and the EYSO conducted by Riad Kudsi and Ladislav Cigler, visited Dubai, Abu Dhabi, Fujairah and Sharjah. The tour offered young musicians a performance platform; gave the communities of the UAE access to quality classical music and contributed to the growth of the classical music practice in the UAE, and highlighted ADMAF’s strategic commitment to enhancing music education in the UAE.

Community Participation & Attendance: 1370 people (420, Dubai; 350, Abu Dhabi; 300, Fujairah; 300, Sharjah)
The Arts & Health Programme seeks to promote the use of arts and music in the health sector and advocate its impact on recipients.

**Thalassemia Awareness Campaign 2010**

ADMAF Community supported its civil society partner, The Marriage Fund in a Thalassemia Health Awareness Campaign in cooperation with the Centre for Genomic Studies. The campaign, which carried the strapline 'The choice is yours for a UAE without Thalassemia', reached out to health organizations and educational institutions across the UAE. As part of the campaign, ADMAF Community involvement was particularly focused on the production and distribution of a schools awareness video, which was subsequently screened in national schools nationwide. To generate press attention for the campaign, ADMAF held a media launch with key speakers including H.E. Dr. Maitha Salem Al Shamsi, Minister of State and Chairperson of the Board of Directors of The Marriage Fund, H.E. Hoda Al Khamis Kanoo, Founder of the Abu Dhabi Music & Arts Foundation, and Dr. Mariam Matar, Executive Director of the UAE Genetic Diseases Association.

Community Participation & Attendance: approx. 200,000 people nationwide

**Music in Hospitals**

Music offers far more than mere entertainment, particularly when it is used in hospitals. As part of a long-term ambition to embed the adoption and practice of music in hospitals, the Community Programme of the Abu Dhabi Festival presented a series of small concerts at Mafraq Hospital in Abu Dhabi and Twaam Hospital in Al Ain. The music which was performed by locally based musicians was well received by patients and medical staff alike, and has opened the door to continued provision and deeper dialogue on the merits of music and health.

Community Participation & Attendance: 700 people

May 2010

**Music in Hospitals - Talented musicians visit Mafraq Hospital in Abu Dhabi and Twaam Hospital in Al Ain to play for patients**

**Riwaq Al Fikr: Music & Special Needs - Bringing out the Brilliance**

During the Abu Dhabi Festival, ADMAF Community held a panel discussion at the Abu Dhabi Centre for Care & Rehabilitation in Mafraq to explore the transformative impact of music on children with special needs and the growth of this field in the UAE. Hosted by Zayed Higher Organisation, the public discussion welcomed speakers from Abu Dhabi Autism Centre, Live Music Now and ZHO. It attracted a significant audience of ZHO staff and parents and led to a frank and dynamic discussion around the acceptance and application of music in special needs education. The issues raised will contribute to ADMAF Community’s work in the area of special needs development.

Community Participation & Attendance: 100 people

**Dubai Drums in UAE Special Needs Centres**

The arts can be used to stimulate the senses, not only improving cognitive development but also physical development. Music, in particular, can play a beneficial role in the development of children with special needs. Abu Dhabi Festival’s Community Programme enabled three special needs centres in Delma Island, Ras Al Khaimah and Ajman (as well as two elementary schools in Delma) to experience the power of music with Dubai Drums. Using rhythm and sound, the sessions encouraged the children’s individual expression and self-confidence. It also helped them to work better in teams and interact more effectively. The activities formed part of ADMAF Community’s year-round involvement in special needs development.

Community Participation & Attendance: 510 people

(290, Delma / 100, Ras Al Khaimah; 120, Ajman)
For the second year running, ADMAF joined Al Ain Wildlife Park and Resort for a week-long project that brought together thousands of families and children of all ages. The Children’s Art Tent gave children and parents the chance to express themselves through workshops such as poetry, finger painting mural, mask making, creative canvas, cartoon and clay arts guided by expert art instructors. The resulting artworks were then exhibited at the Art Tent daily. The entertaining and educational experience proved very popular and provided a unique opportunity for members of the local community to express themselves creatively and for families to come together and enjoy a special experience.

Community Participation & Attendance: 2,100 people

Earth Hour - Switch off your lights!

During the Abu Dhabi Festival, ADMAF Community participated in Earth Hour – the global call for environmental action. In 2011, the UAE capital joined over 200 cities around the world. ADMAF brought Dubai Drums to create community drum circles on the Abu Dhabi Corniche. In partnership with civil society partner, the Emirates Wildlife Society – World Wildlife Fund and Abu Dhabi Municipality, ADMAF Community advocated Earth Hour’s energy-saving mandate, and helped spread an important environmental message through a highly memorable arts experience.

Community Participation & Attendance: 1,100 people
Through The Ideas Hub, ADMAF Community seeks to encourage the exchange of ideas, opinions, knowledge and experiences within the UAE Community.

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Arab Bloggers' Forum

Organised by the Ajman Department of Culture and Information and supported by ADMAF Community, the Arab Bloggers' Forum brought together Arab bloggers and media experts to shed light on online blogging and its influence on Arab creativity in the media, arts, literature and journalism. Under the umbrella of the League of Arab States, the conference - the first of its kind in the Arab region - sought to introduce best practice for Arab blogging with the intention of improving the quality of Arabic content on the internet. In addition to the delegates, the forum reached out to over 14,000 members of the Arab Bloggers Union.

Community Participation & Attendance: 250 people

The Arab Culture Forum, organised by Ajman Culture and Media Department and supported by ADMAF addressed the importance of literacy and literary awareness. The Forum’s objective was to increase the community’s cultural awareness and to stress the importance of books in terms of reading, education, culture, urban planning, social behavior and civil rights. This Forum also focused on developing the national identity of the UAE and to support the education of nationals. The discussion highlighted the need to promote the value of libraries and the importance of literacy in the increasingly digital age.

Community Participation & Attendance: 250 people

The Cross-Culture Group is an international group of culturally minded women that host a monthly arts related lecture. American storyteller Margaret Wolfson, led a special forum with the Cross Culture Group that discussed the intrinsic magic of storytelling as well as a brief history of storytelling in different cultures. She also touched upon the use of language in storytelling around the world. The project sought to help revive the art of storytelling; demonstrate the global diversity of this tradition; and empower people and communities to understand this important art form in greater depth.

Community Participation & Attendance: 90 people

The first Arab bloggers conference – Ajman 2010

Established in 1994, The Cross-Culture Group is an international group of culturally minded women that host a monthly arts related lecture. American storyteller Margaret Wolfson, led a special forum with the Cross Culture Group that discussed the intrinsic magic of storytelling as well as a brief history of storytelling in different cultures. She also touched upon the use of language in storytelling around the world. The project sought to help revive the art of storytelling; demonstrate the global diversity of this tradition; and empower people and communities to understand this important art form in greater depth.

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Community Participation & Attendance: 90 people

Al Ghadeer

Al Ghadeer is a UAE Red Crescent micro-financing initiative that seeks to empower underprivileged women by encouraging traditional arts and craft techniques in the production of local handicrafts. ADMAF Community plans to help Al Ghadeer increase its income by working with them to establish an e-commerce platform and a quality publication. By investing and promoting Al Ghadeer as an inspirational grassroots initiative, ADMAF hopes to encourage the preservation and continuation of traditional crafts that form a pillar of the UAE’s intangible heritage.
Grants

ADMAF Grants is a targeted initiative to assist in the promotion, protection, revitalisation and upholding of Emirati traditions, heritage and contemporary expression. ADMAF offers grants in a number of categories to assist individuals and organisations to achieve these shared goals, including Community Arts.

‘Amal’ – An Emirati Film Production

Reflecting its long-term commitment to support the UAE film sector, ADMAF Community has supported the production of a 60-minute film entitled ‘Amal’, written by Amal Howaija and Nujoom Alghanem who also directed. The filming took place in the UAE and tells the story of a middle-aged woman and her internal struggle with her life, theatre and art. Nujoom Alghanem is a prominent Emirati writer, who has published many books such as Indescribable, Angels of Distant Yearning and Heavy Night on the Night. She has also directed multiple films, such as Al Mureed (which also received an ADMAF grant) and Between Two Banks. Amal will be released later this year.
2010 2011

2010

9th Thaiamor Awareness Campaign - Emirati Palace, Abu Dhabi
21st Just Venice Concert - Armed Forces Officers Club & Hotel, Abu Dhabi
23rd Dubai Ellington Performance - UAE University, Al Ain
Desert Rose - HCT ADCW YML (2010/11) Workshop 8
23rd Desert Rose - HCT ADCW Future Centre 10th Anniversary - Abu Dhabi National Theatre
25th Dubai Ellington Performance - American University of Sharjah
Desert Rose - HCT ADCW
27th Desert Rose - HCT ADCW Boudoomart, Abu Dhabi Theatre
28th Desert Rose - HCT ADCW
30th Desert Rose - HCT ADCW
3rd June

4th Emirates Youth Symphony Orchestra - Cultural Theatre, Dubai
8th Arab Bloggers Forum - Kempinski Hotel, Ajman
9th Arab Bloggers Forum - Kempinski Hotel, Ajman
21st YML Magazine released YML (2010/11) End of Year Ceremony

September

25th Rehearsals at Abu Dhabi University Welcoming Week - Abu Dhabi University

October

5th YML Workshop 1 - Kempinski Hotel, Ajman
10th YML Festival Newsletter
13th YML Workshop 2 - Kempinski Hotel, Ajman
21st YML Festival Newsletter
25th YML Festival Newsletter

November

10th YML Workshop 3 - Kempinski Hotel, Ajman

December

10th YML Workshop 4 - Kempinski Hotel, Ajman
13th YML Workshop 5 - Kempinski Hotel, Ajman

January

16th Festival in Focus: Open Rehearsal - World Orchestra for Peace
16th Festival in Focus: Open Rehearsal - World Orchestra for Peace - Pre-Concert Talk: World Orchestra for Peace
18th Wednesday Wonders 19th YML (2010/11) Workshop 2
19th Wednesday Wonders 20th Wednesday Wonders Workshop 1 - Kempinski Hotel, Ajman
20th Wednesday Wonders Exhibition
21st Festival in Focus: Mozart Masterpieces
24th Festival in Focus: Mozart Masterpieces - Pre-Concert Talk: Mozart Masterpieces
27th Wednesday Wonders Exhibition 4
28th Wednesday Wonders Exhibition 4

February

20th Festival in Focus: Mozart Masterpieces - Pre-Concert Talk: Mozart Masterpieces

March

20th Mira Cultural Festival - Mira City, Abu Dhabi Western Region
26th Mira Cultural Festival - Mira City, Abu Dhabi Western Region
30th Digital Photography Workshop 1 - UAE University, Al Ain
14th Digital Photography Workshop 1 - UAE University, Al Ain
14th Digital Photography Workshop 2 - UAE University, Al Ain
15th Digital Photography Workshop 2 - UAE University, Al Ain
15th Digital Photography Workshop 2 - UAE University, Al Ain
15th Digital Photography Workshop 3 - UAE University, Al Ain
16th Digital Photography Workshop 3 - UAE University, Al Ain
17th Mother Language Day Calligraphy Workshop - Al Ain
21st Mother Language Day Calligraphy Workshop - Al Ain
22nd Mother Language Day Calligraphy Workshop - Al Ain
22nd Mother Language Day Calligraphy Workshop - Al Ain
23rd Mother Language Day Calligraphy Workshop - Al Ain
23rd Mother Language Day Calligraphy Workshop - Al Ain
24th Young Artists’ Day: Residency Workshop
24th Young Artists’ Day: Residency Workshop
24th Young Artists’ Day: Residency Workshop
25th Young Artists’ Day: Residency Workshop
27th Young Artists’ Day: Residency Workshop
30th Young Artists’ Day: Residency Workshop

April

2nd Young Artists’ Day: Residency Workshop
4th Young Artists’ Day: Residency Workshop
7th Mother Language Day Theatre Performance and Workshop
10th Mother Language Day Theatre Performance and Workshop
14th Mother Language Day Theatre Performance and Workshop
16th Mother Language Day Theatre Performance and Workshop
17th National Youth Orchestra of Ireland - Pre-Concert Talk: Opera Gala
17th National Youth Orchestra of Ireland - Pre-Concert Talk: Opera Gala
18th National Youth Orchestra of Ireland - Pre-Concert Talk: Opera Gala
21st National Youth Orchestra of Ireland - Pre-Concert Talk: Opera Gala
22nd National Youth Orchestra of Ireland - Pre-Concert Talk: Opera Gala
23rd National Youth Orchestra of Ireland - Pre-Concert Talk: Opera Gala
24th National Youth Orchestra of Ireland - Pre-Concert Talk: Opera Gala
25th National Youth Orchestra of Ireland - Pre-Concert Talk: Opera Gala
26th National Youth Orchestra of Ireland - Pre-Concert Talk: Opera Gala
27th National Youth Orchestra of Ireland - Pre-Concert Talk: Opera Gala
29th National Youth Orchestra of Ireland - Pre-Concert Talk: Opera Gala

May

2nd YML Workshop 5 - Kempinski Hotel, Ajman

June

11th Festival in Focus: Open Rehearsal - World Orchestra for Peace
11th Festival in Focus: Open Rehearsal - World Orchestra for Peace - Pre-Concert Talk: World Orchestra for Peace
17th Festival in Focus: Open Rehearsal - World Orchestra for Peace
17th Festival in Focus: Open Rehearsal - World Orchestra for Peace - Pre-Concert Talk: World Orchestra for Peace
25th Festival in Focus: Open Rehearsal - World Orchestra for Peace
27th Festival in Focus: Open Rehearsal - World Orchestra for Peace
27th Festival in Focus: Open Rehearsal - World Orchestra for Peace - Pre-Concert Talk: World Orchestra for Peace
30th Festival in Focus: Open Rehearsal - World Orchestra for Peace
1st Festival in Focus: Open Rehearsal - World Orchestra for Peace - Pre-Concert Talk: World Orchestra for Peace
3rd Festival in Focus: Open Rehearsal - World Orchestra for Peace - Pre-Concert Talk: World Orchestra for Peace
5th Festival in Focus: Open Rehearsal - World Orchestra for Peace - Pre-Concert Talk: World Orchestra for Peace
7th Festival in Focus: Open Rehearsal - World Orchestra for Peace - Pre-Concert Talk: World Orchestra for Peace
9th Festival in Focus: Open Rehearsal - World Orchestra for Peace - Pre-Concert Talk: World Orchestra for Peace
25th Festival in Focus: Open Rehearsal - World Orchestra for Peace - Pre-Concert Talk: World Orchestra for Peace
27th Festival in Focus: Open Rehearsal - World Orchestra for Peace - Pre-Concert Talk: World Orchestra for Peace
29th Festival in Focus: Open Rehearsal - World Orchestra for Peace - Pre-Concert Talk: World Orchestra for Peace
31st Festival in Focus: Open Rehearsal - World Orchestra for Peace - Pre-Concert Talk: World Orchestra for Peace
Special thanks:

H.E. Sheikh Nahyan Mubarak Al Nahyan
Minister of Higher Education & Scientific Research
President and Patron, Abu Dhabi Music & Arts Foundation (ADMAF)

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