

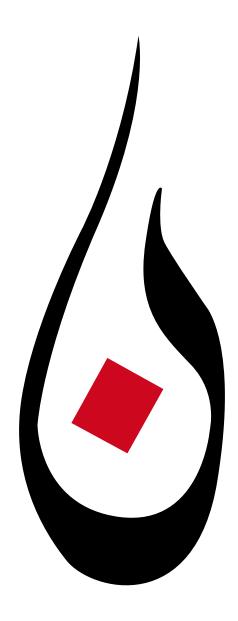


H.E. Sheikh Nahyan Mubarak Al Nahyan visits the Abu Dhabi Festival 2011 exhibition "Path of Roses" with its creator, the artist Rachid Koraichi

H.E. Sheikh Nahyan Mubarak Al Nahyan

Minister of Higher Education & Scientific Research

President and Patron, Abu Dhabi Music & Arts Foundation



H.H. Sheikha Shamsa bint Hamdan Al Nahyan

Honourable Patron Abu Dhabi Music & Arts Foundation

ADMAF is honoured by Her Highness's esteemed patronage of its Education programme in 2011

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.

^{&#}x27;Noon' represents knowledge and creativity

In homage to Her Highness Sheikha Shamsa bint Hamdan Al Nahyan, ADMAF Honourable Patron and Patron of the ADMAF Education Programme 2011 Image courtesy of Farah K Behbehani, 'The Conference of the Birds (A Study of Farid ud-Din Attar's Poem using Jali Diwani Calligraphy)'



H.E. Hoda Al Khamis Kanoo with H.E. Clara Martinez de Thedy and students at the Caribbean Gems concert

H.E. Hoda Al Khamis Kanoo

Founder, Abu Dhabi Music & Arts Foundation

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.

About Abu Dhabi Music & Arts Foundation



Dubai Drums in Ajman Special Needs Centre



Hakawati at the Abu Dhabi University Week of Welcome



Young Media Leaders workshop



Vednesday Wonders" workshop exhibition

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

Educational Endeavours: A Year in Review



Between May 2010 and September 2011, ADMAF Education will have worked with 535 schools and universities to deliver 29 initiatives to 15,610 children, young people and adults.

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 Authority for Culture & Heritage Abu Dhabi Education Council **British Council** Office of the Brand of Abu Dhabi twofour54

Abu Dhabi University HCT Abu Dhabi Women's College HCT Abu Dhabi Men's College Khalifa University New York University, Abu Dhabi UAE University, Al Ain University of Sharjah

Zaved University Public Schools - Abu Dhabi Abdul Jaleel Al Faheem School Abdul Qader Al Jazaeri School Abdullah Bin Otaiba School Abdullah Bin Rawaha School Abu Dhahi School Ain Jaloot School Aishah Bint Abi Baker School Ainadeen School Al Aasimah School Al Afaaq School Al Ajbaan School Al Amal Kindergarten Al Ameen School Al Aryam School Al Asalah School Al Asavel School Al Bahya School Al Bateen School Al Bawadi School Al Bedavah School

Al Ehsan Kindergarten Al Emam Muslim School Al Ertega'a School Al Falah Kindergarten Al Falahiya School

Al Budoor Kindergarten

Al Dhabianiah School

Al Ebtehal Kindergarten

Al Eethaar Kindergarten

Al Danah School

Al Fateh School Al Fayha'a Kindergarten Al Fursan Kindergarten

Al Ghazali School Al Hedava Kindergarten

Al Hosn School

Al Hubab Bin Al Munther School Al Ittihad School

Al Jana'en School Al Jawharah School

Al Jazeera Club Academy Al Jazeera Kindergarten Al Jeel Al Jadeed Kindergarten

Al Jeel Kindergarten Al Khatim School

Al Kindy School Al Lulu School Al Mafraq School

Al Maha School Al Marwah School Al Mawaheb School

Al Moatasem School Al Montaha School Al Morjan Kindergarten

Al Mostagbal School Al Mutanabi School

Al Muzdalifa School Al Muzoon Kindergarten Al Nassr Kindergarten Al Noor School

Al Nuzha School Al Qadesiyah School Al Qarm School Al Qemma School

Al Rahha School Al Reef School

Al Reem School Al Rudwan Kindergarten Al Ruwad School

Al Sameeh School Al Samha School Al Sammalia School

Al Shahama School Al Shamkha Kindergarten Al Shawamekh School

Al Soroor Kindergarten Al Sugoor School Al Ta'awun School

Al Tafawwoq School Al Talee'a School Al Tagaddom School

Al Taweelah School Al Thoraya School

Al Waleed Bin Abdel Malek School

Al Wathbah School Al Yarmouk School Al Yasat Kindergarten Al Za'faranah School Al Zallagah School

Atfal Abu Dhabi Kindergarten and Chinese School

Atfal Al Emarat Kindergarten Atfal Al Ma'rifa Kindergarten

Bani Yas School Bunat Al Ghad Kindergarten

Darweesh bin Karam School Fatima Bint Mubarak School Ghantout School

Hafsa Bint Omar School Halima Al Sa'diah School Hamdan Bin Mohammad School Hamoodah Bin Ali School

Hamza Bin Abdel Muttalib School Hunain School

Ibn Sina School Jaber Bin Hayyan School Jern Yafoor School Khadeejah Al Kubrah School

Khalifah Rin Zaved School Maryam Bint Omran School Mohammad Bin Al Qasem School Mohammad Bin Khaled School

Moza Bint Buti School Musaffah School Ohadah Rin Al Samet School Omair Bin Yousef School Omamah Bint Al Harith School

Palestine School Saad Bin Mo'aath School Saad Bin Obadah School Saffanah Bint Hatem Al Taaey School

Salamah Bint Buti School Sas Al Nakhl School Seer Bani Yas School Thee Oar School

Um Al Emarat School Um Ammar School Um Habeeba School Zayed Al Thani School Aasem Bin Thabet School

Abu Bakr Al Siddique School Abu Krayyah School Al Ahtal School Al Adel School Al Ahad School Al Ain School Al Ain Model School Al Alva'a School Al Ata'a School Al Awael Kindergarten Al Azem School

Al Badivah School Al Bayan School Al Bedaa School Al Borooj School Al Dahma'a School

Al Danat School Al Dhaher School Al Dhahera School Al Durrah Kindergarten Al Esra'a School

Al Ezdihar School Al Ezzah School Al Fagaa School Al Foaa School Al Ghad Kindergarten

Al Ghadeer Kindergarten Al Ghaith School Al Hadharah School Al Havar School Al Hemmah School

Al Hosoon School Al Jimi School Al Joori Kindergarten Al Khadhar School

Al Khaznah School Al La'alei School Al Ma'ahad Al Islami Al Ma'ali School Al Mabade School Al Manaseer School Al Magam School

Al Marah Kindergarten Al Maseera School Al Masoudi School Al Mesk Kindergarten Al Naeem School Al Nahyaniyyah School Al Nakheel Kindergarten

Al Qattarah School Al Quaa Kindergarten Al Quaa School Al Raheel School Al Ragiah School

Al Nebras School

Al Ravaheen Kindergarten Al Ref'ah School Al Resalah School Al Sa'ad School Al Sadarah School Al Salah School

Al Sanabel School Al Sariyah School Al Sarooj School Al Sawsan Kindergarten Al Shaheen School

Al Salamat School

Al Shera'a School Al Shiyam School Al Sho'aa Kindergarten Al Showaib School AlTafawwoq School

Al Tamayoz School Al Taqwa Kindergarten Al Tawheed School

Al Tayebat School Al Thabat School Al Thega School Al Tomooh School

AlTowayya Kindergarten Al Wagan School Al Yaqadha School

Al Zaherat School Al Zayediyyah Kindergarten Al Zayediyyah School Ali Bin Abi Taleb School

Ammoriyah School Amro Bin Al Aas School Atfal Al Hilal Kindergarten

Atikah Rint Abdel Muttalih School Bin Ham School

Haiar School Hessa Bint Mohammad School Hili School

Ibn Khaldoon School Khaled Bin Al Waleed School Khalifah Bin Zayed School

Makkah School Malek Bin Anas School Marvam Bint Sultan School

Mezvad School Moawiyah Bin Abi Sufian School Mohammad Bin Khalifa School

Muraijib School Nahel School

Oud Al Tawba School Remah School Salahuddin Al Ayyoubi School Salamah Bint Buti School Shaikha Bint Suroor School

Shakhbout Bin Sultan School Shamma Bint Mohammad School Sultan Bin Zayed School

Sweihan School Tahnoon Bin Mohammad School

Tariq Bin Ziad School That Al Salasel School Tifl Al Emarat Kindergarten Um Al Emarat School

Um Al Fadhel Bint Al Hareth school Um Ayman Bint Thaalabah School

Um Ghafa Kindergaeten Um Ghafa School

Um Kolthoom School Zaved Al Awal School

Public Schools - Al Gharbia Al Abbas Bin Abdel Muttalib School Al Areei Kindergarten Al Deyaar School Al Dhafrah School Al Ebtekar School Al Emarat School Al Falah School Al Farazdag School Al Farouq School Al Gharbiya School Al Hamdaniah School Al Jenan Kindergarten Al Khama'el School Al Mahabbah Kindergarten Al Marfa School Al Masha'el Kindergarten Al Moghira Bin Sho'ba School Al Mottahida School

Al Nahrawan School

Al Nukhba School

Al Ruwais School Al Sahab Kindergarten Al Selaa School Al Seraj School Al Shatha Kindergarten Al Siddique School Al Tawbah School Al Zavtoonah School Amrah Bint Abdel Rahman School Bay'at Al Redhwan School Bu Rahmah School Dalma School Dar Al Hekmah School Fatima Bint Asad School Ghavathi School Hafsa Bint Sireen School Kaah Rin Malek school Mu'tah School Omaimah Bint Abdel Muttalib School Qatr Al Nada School Shajarat Al Dour School Zayed Al Khair School

Al Rehab School

Private Schools - Abu Dhabi

A.B.C. Private School Abu Dhabi Australian School Abu Dhabi Grammar School (Canada) Abu Dhabi Indian School

Abu Dhabi International Private School

Abu Dhabi Junior Academy School Abu Mousa Al Ashaari Private School Al Bahya Private School

Al Bashair Private School Al Bateen Scientific Private School

Al Bustan Private School Al Dhabiania Private School Al Dhafra Private School

Al Ekhlass Private School Al Fajr English International School Al Iman Private School

Al Ittehad National Private School Al Maali International School

Al Manara Private School Al Manhal International

Private School Al Muna Primary School Al Murooj Scientific Private School

Al Nahda National School - Boys

Al Nahda National School - Girls Al Najah Private School Al Noor Indian Islamic School

Al Rabeeh School LLC Al Rayyan National Private School

Al Salam English Private School Al Shohub Private School Al Sorouh American School

Al Taawan Private School Al Talae'e Private School Al Tharawat National Private School Al Wathba Private School

Al Worood Academy Private Schools Al Yasat Private School Al Yasmina School American Community Private School

Ashbal Al Quds Private Secondary School Asian international Private School Badr Al Kohra Private School Bani Yas International Private School

Baraem Al Ain Private School -Bani Yas Barem Al Agsa Private School Beit Al Maqdes International

Canadian International School Castle Private School Choueifat International Private (Ruwais) Crescent international Private School Dana Private Kindergarten Dar Al Uloom Private School **Emirates Future International** Academy Emirates National Private School -

Private School

Al Nahyan Emirates National Private School -

Emirates Private School Emirates Private School - Bani Yas First Steps School GEMS American Academy

German International School Glenelg School of Abu Dhabi Good Will Children Private School Gulf Buds Private School Horizon Private School

Indian Islahi Islamic School Indian Modern Science School International Academic School International Community

Kindergarten International Community School International Jubilee Private School Islamia English School Islamic International School

Japanese Private School Leens Private School & Kindergarten Little Flower Private School Lycée Louis Massignon Merryland Dalton's System of

Kindergarten Merryland International School Middle East Private School Our (English) Secondary Private

Pakistan Community Welfare School Pearl Primary School Philippine National School PISCO Private School Private International English School Private Modern School Raha International School Raowdaty Private Kindergarten

Rawafed Private School Rosary Private School Saint Joseph's School Salahuddin Private School Shaikh Khalifa Bin Zayed Bangladish

Islamia Private School Sheikh Khalifa Bin Zaved Arab Pakistan Private School Sheikh Zaved Academy Sunrise English Private School

The American International School in Abu Dhabi The British International School The British School - Al Khubairat

The Cambridge High School The Elite Private School The Giggles English School The International School of Choueifat The International School of Choueifat

The Iranian Private School The Model Private School - Boys The Model School for Girls The National Torches Private School The Upper Wisdom Private School

- Khalifa A

Lycée Theodore Monod Twenty First Century Private Academy Vision Private School

Ain Al Khaleej Private School Al Adhwa Private School Al Ain American Private School Al Ain English Speaking School Al Ain Iranian Private School Al Ain Juniors Private School Al Amal Private School Al Andalus Private Academy Al Awa'il Private School Al Danat Private School Al Dar Private School Al Dhafra Private Schools Al Ettehad Private School Al Hamadanya Grand Private School

Al Isra'a Private School Al Ittihad National Private School Al Khalil International Private School Al Manahil Private School Al Nash'e Assaleh Private School Al Saad Private School Al Safwa Private School Al Sanawbar Private School Al Seddeeg Private School Al Yaher Private School Baraaim Al Ain Private School Dar al Uloom Private School

Darul Huda Islamic School **Emirates Falcon International** Private School **Emirates National School Emirates Private School** First Lebanon Private School

Future International Academy Future International School Global English School Grace Valley Indian School

Ibn Khaldoun Islamic Private School Indian School International Private School International School of Choueifat

L'Ecole Française Théodore Monod d'Al Ain Liwa International Private School Madar International School Madar International School - Al Hayer Manor Hall International School

Mohammed Bin Khaled Al Nahvan Generations School New Al Hilal Private Schoolv New Indian Model School Oasis Private School Our Own English High School Pakistani Islamic Private School Palestine Private School Scientific Distinction Private School

Sunflower School Taiba Private School Tawaam Model Private School The Gulf International Private

Academy Universal Private School Zahrat Al Madain Private School Zakher Private School

Al Marfaa International School Ambitions Private (AlTumooh) Asian International (Zaved City) Asian International Private (Rowais) Glenelg School Abu Dhabi

International Community Kindergarten Manar Al IIm Western Private Model School

Al Khaleej National School American School Cambridge School Deira International School Dubai American Academy Dubai British School Dubai College Dubai Gem Private School Emirates International School **English College** Greenwood International School Jebel Ali Primary School Jumeirah College Jumeira English Speaking School Latifa School for girls Rashid School for boys Raffles School Regent School Repton School Royal Dubai School The Millenium School The Westminster School Universal School Wellington Gems School

H.H. Sheikha Fatima bint Mubarak ladies sports hall Reit Al Oud House of Arts Noah's Ark Institute Ministry of Culture, Youth, and Community Development Elite Music Institute Expressions of Dance and Drama Katarina Peers Music School Fantasia Ballet Marielle River Music School

Special Needs Centres

International Music Institute

Future Centre The Zayed Higher Organization for Humanitarian Care, Special Needs and Minors Affairs Special Care Centre

International Partners

Carnegie Hall Fondazione Arena di Verona Manchester International Festival 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

January 2011

Ug_1a_Jig_stallU_v_bouldersean
Abu Drub Muse & Arts Foundaries

Students from various schools in Abu Dhabi attending the Kev Sutherland Comic Art Masterclasses

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 201



Bassam Lahoud directs the Digital Photography Workshop and Exhibition with students form UAEU AI Ain

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)

Young Artists' Day



Young Artists Day - afternoon performance

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 Barlev. Music Educator





Back to School with Mubadala



Back to School with Macadi Nahhas at Al Yasat School

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 yearround 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-Guihen 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)





Rewarding Excellence

The Rewarding Excellence Programme seeks to celebrate outstanding creative achievements among students and recent graduates in a variety of art forms.

ADMAF Creativity Award

Annua



HCT Women students with H.E.Hoda Al Khamis Kanoo and Mrs Cordula Peters

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.

Participation & Attendance: 26 students (ages 20-24 years)

EXPERIENCE OF TRANSPORT

Abu Dhabi Festival Award

Annua



H.E. Sheikh Nahyan Mubarak Al Nahyan, H.E. Khaldoon Al Mubarak, H.E. Jos Chabert, H.E. Anick Van Calster and H.E. Hoda Al Khamis Kanoo present the 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 makeup for Bourdonnard - ADMAF Education's children's opera (which also won the 2010 ADMAF Creativity Award).

Participation & Attendance: 9 students (ages 22-24 years)





Faisal Al Saari Nurturing future talent

Case Study



HE Sheikh Nayhan Mubarak Al Nahyan presents the Abu Dhabi Festival 2009 Award to winner Faisal Al Saari

The Background:

The young Emirati 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 Muwashahat and Al Kulthomiyat 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 nor opportunities missed.

Special Needs

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.

'Ahlan' Future Centre for Special Needs 10th Anniversary

May 2010



Children celebrating the 10th Anniversary of the Future Centre for Special Needs

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.

Participants & Attendees: 730





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.

Launched in March 2007 by Art Dubai and Al Madad Foundation, START brings art into the lives of children in need. Organised by ADMAF Education and delivered by START, the series of 4 visual art workshops and exhibitions gave practical arts education to children with special needs from Zayed Higher Organisation (ZHO), Special Care Centre and the Future Centre. The annual project seeks to stimulate cognitive and physical development, help develop confidence and communication skills, and assist in training carers and teachers in the application of arts education.

Participation & Attendance: 18 children (ages 7-14 years)

"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

Art on the Outside: Zayed Higher Organisation Day-trip

May 20



Trip with the Zayed Higher Organization 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.

Participation & Attendance: 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.

Bourdonnard Opera for Children



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

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



Duke Ellington Big Band Jazz Project The Artists' Studio



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

Ongoing from March 2011



Matthew Barley & Al Jarreau at the first recording of The Artists' Studio

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)







Carnegie Hall Weill Music Institute Partnership

March 2011



Emirati soprano Sara Al-Qaiwani performs with ACJW at the Zaha Hadid Pavilion 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)

Upcoming event

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

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



Renowned broadcaster Turki Al Dakheel with YML students

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, copy writing 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 magazine' and its website, www.mynews.ae.

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









Young Media Leaders Giving the next generation the tools to tell their story

Case Study



YML students at Sheikh Zayed Mosque

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.

"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.

Disorientalism: Middle East Contemporary Art Now

November 2010



Work by Dia Al Azzawi, pioneer of Arab Art

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)



Mother Language Day

March 20°



"1001 Stories" an original play by Pauline Haddad

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)



Paper Fashion

April 2011



Artist Isabelle de Borchgrave presenting her lecture

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

Islamic Arts Workshop Series

May 20



Workshop dedicated to the revival of traditional Islamic arts practice

Upcoming event

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, nabatio 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)





Enhancing Education

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

January to April 2011



Ballet Gala Open Rehearsal

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)





In Focus: Caribbean Gems

February 201



Maestro José Antonio Molina with members of the Dominican Symphony Orchestra at the Caribbean Gems Open Rehearsal

ADMAF Education is committed to music education in the UAE. Under the Patronage of H.H. Sheikha Shamsa Bint Hamdan Bin 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

Pre-Concert Talk Series

January to April 2011



Pre-concert talk with Matthew Barley and Nicola Luisotti

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

The 2011 Pre-ConcertTalk 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 Gotgelf (Principal cellist, Russian National Orchestra); Nicola Luisotti (Guest Conductor, Russian National Orchestra).

Participation & Attendance: 223 people





Ways of Seeing

March 2011



Walkthrough with Rachid Koraichi

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 Ghaf 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

Riwaq Al Fikr: Culture & Diplomacy

March 2011



From left to right: Mr. Paul Dujardin, Dr. Cynthia Schneider, Mr. Martin Newland, H.E. Anick Van Calster, H.E. Zaki Nusseibeh

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: 55 people (14+ years)

Globe Education - Macbeth

March 2011



Globe Education at the Lycée Louis Massignon

During Abu Dhabi Festival, ADMAF Education highlighted the value of arts-based teaching to improve student learning around of 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)

"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

Big Bang

March 201



Big Bang - Feel the Force

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 math's 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)

"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

















MoU's & Grants

Empowering individuals and institutions to enhance learning and development through the arts in the academic syllabus; extracurricular 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.

Zayed University

May 2010 - September 2017



Photojournalism exhibition by Zayed University students at Ghaf Gallery

ADMAF began a relationship with both Zayed University's College of Communication and Media Sciences and the College of Art and Design in the Fall of 2007. Ever since, the two entities have been working hand-in-hand to develop the arts at the University through a series of concerts, guest lectures, international projects and exhibitions.



College of Communication and Media Studies: Photojournalism Exhibition 21st - 26th May 2011

For the fifth consecutive year, ADMAF supported young photojournalism talent with an exhibition of students' works at the Ghaf Art Gallery. The exhibition of 70 photographs by students of photojournalism from Zayed University, is a result of a series of courses led by professional photographers, who have been enlisted to help teach the required skills and share their expertise and years of knowledge.

Participation & Attendance: 24 students (aged 21-24 years)

New York University – Abu Dhabi

May 2010 - September 2011



Qais Sedki, Dez Skinn and Charles Kochman at the Middle Eastern Comics and their place in the 21st Century

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)



UAE University - Al Ain

May 2010 - September 2011



Since the signing of the Memorandum of Understanding (MoU) between ADMAF and UAE University in February of 2009, ADMAF has worked closely with the University's College of Humanities and Social Sciences to promote free and creative thinking among

students, as well as foster a greater interest in the arts at all levels. Supporting and development of arts workshops, study trips abroad for students, and student exhibitions are among the projects we encourage and support among the students of UAE University.

City University of New York Theatre - in - Education Course

Case Study



UAEU Al Ain creative arts training trip at City University of New York

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."

Higher Colleges of Technology

May 2010 - September 2011



Artworks by HCT Woman students at the Desert Rose Exhibition

ADMAF entered into a partnership with the Abu Dhabi Women's College in March of 2007 in order to solidify the relationship between the two entities, which had begun some years earlier. The two partner institutions continue to work together to provide the students of ADWC 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)

College of Applied Media (Abu Dhabi Women's Campus): Desert Rose

Desert Rose 2011 is the 10th annual student exhibition showcasing the best works produced by the students throughout their three years of college education in graphic design, video, audio, journalism, multimedia and photography. The exhibition highlighted the students' achievements to the local community, the media industry and prospective employers.

Desert Rose is an initiative aiming to nurture the creative ambitions of the nation's next generation by fostering originality and innovation. The exhibition showcases the work of seventeen students currently enrolled in the third year of the Applied Media programme.

Participation & Attendance: 17 students (aged 22-25 years)



Master's of Creative and Cultural Industries

Case Study



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, language training and cultural visits. ADMAF also encourages creativity amongst the students of the college. In 2009 ADMAF began one of its most ambitious projects with HCT yet - the funding for the development of a new and innovative Master of Creative and Cultural Industries programme which was launched in the fall of 2009.

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 Saddiyat 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



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.

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 AI 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.

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.

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.



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 instil 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 Maraya Arts Centre, Sharjah

Ajman Special Needs Centre

Al Diar Elementary School for Boys

American Women's Association

Ajman Department of Culture and information

Al Ain Wildlife Park and Resort

Abu Dhabi University

Abu Dhabi Cross Culture Group

Artnetwork

Bead Palace

Dubai American Academy

Desert Islands Education Centre

Delma Special Needs Centre

Dar Zayed for Family Care

Dubai Drums

Dubai Foundation for Women and Children

Delma Elementary School for Girls

Emirates Marine Environmental Group

Emirates Youth Symphony Orchestra

Embassy of Ireland

Emirates NBD

Fujairah Festival

Fujairah Culture and Media Authority

Gems American Academy, Abu Dhabi

Hakawati Theatrical Group

Higher Colleges of Technology (HCT) - Sharjah

JamJar

Kidz Art

Mafrag 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

Affair- 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.

'Just Voices' Concert



Just voices acapella concert

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

Emirates NBD Painting Competition

November to December 2010



Winners of Emirates NBD painting competition honoured in Abu Dhab

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 and Children (DFWAC) & Children (DFWAC)

January 2011



Artwork by the women and children at DFWAC

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 twohour 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 Foundation for Women

March 2011



ADMAF brought Kidz Art to Dubai Foundation for Women and Children for a fun-filled workshop of canvas and mural painting

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







Artnetwork - Singing Sensations!

March 2011



Signing sensations at Beach Rotana Hote

During the Abu Dhabi Festival, ADMAF Community highlighted its year-round support of community music initiatives by staging a series of concerts by three talented Abu Dhabi-based community a capella (without accompaniment) groups. The Abu Dhabi Choral Group, Blue Fever and Voices of Harmony are part of a larger, Abu Dhabi-based, community music organisation called Artnetwork. The mini concert, held at the Beach Rotana Hotel, brought together a wide range of expatriate residents under the umbrella of music. It provided a public platform for grassroots cultural expression and exchange and offered an accessible musical experience for the general public.

Community Participation & Attendance: 150 people

The Picasso Project at Ewa'a Shelter

March 2011



Picasso Project - A workshop at Ewa'a Shelter in Abu Dhabi

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

Art at Dar Zayed

April 2011



Children from Dar Zayed creating artwork with recycled materials

During the Abu Dhabi Festival, ADMAF Community advocated the importance of the arts in child development by facilitating an arts day delivered by Kidz Art and The Picasso Project at Dar Zayed orphanage in Al Ain. The session enabled the children to develop new arts techniques, experiment with recycled material, and enjoy a fun filled drama workshop involving arts-based exercises, role-play and improvisation. The day addressed some of Dar Zayed's key personal and social development objectives for the children in its care, namely; interpersonal communication, concentration, teamwork, initiative, creative thinking, self-confidence and discipline.

Community Participation & Attendance: 50 people

Ewa'a Visual Arts Empowerment & Auction

September to December 2011



Upcoming event

Every resident of Ewa'a Shelters for Women & Children shall be given the opportunity to create their own works of art using professional artists

materials supplied by the ADMAF Community Programme. Alongside other forms of assistance provided by Ewa'a, the creative process hopes to help these victims of abuse and human trafficking regain their voice, their strength and their self-esteem. The accumulated works will be presented in an exhibition and silent auction at Ghaf Gallery in aid of Ewa'a. The project seeks to motivate as well as build self-confidence among marginalised individuals; and support the basic human right of cultural expression.

Community Participation & Attendance (projected): 170 people













Cultural & Heritage Expression

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



Hakawati at the Abu Dhabi University Week of Welcome

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 Emiratis undergraduates to appreciate and engage with their cultural heritage.

Community Participation & Attendance: 400 people



National Youth Orchestra of Ireland

March 201



National Youth Orchestra of Ireland

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

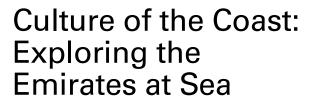
March 2011



Storytelling workshops with Margaret Wolfson

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 Abla 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



April 2011



Exploring the coastal heritage of the UAE

The Abu Dhabi Festival is a time when ADMAF Community encourages expatriate 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







Empowering The 7 Emirates

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.

Emirates Youth Symphony Orchestra in Concert

June 2010



Emirates Youth Symphony Orchestra performs in Fujairah

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



الإصارات العربية التعمل ورارة المقطلية والفيسية والتعرب الالتحادث

Mirfa Cultural Festival

February 201



ADMAF participates in the Mirfa Cultural Festival

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

Hakawati - Western Region Tour

March 201'



Hakawati and his talented group performs for the community of the Western Region including Madinat Zayed, Mirfa and Ghayathi.

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)





Al Hakawati:

Telling tales through the beauty of the Arabic language

Case Study



Hakawati performance in Abu Dhabi

The Opportunity:

Fus'ha, also known as Literary Arabic, is the literary standard across the Middle East and North Africa, and one of the official six languages of the United Nations. As opposed to colloquial Arabic, Fus'ha is not used on a daily basis. Not everyone learns the traditional form of their language at school; and those who do only encounter it when reading. Without Fus'ha, the people of the vast Arab-speaking region are at risk of losing a vital part of their identity - and in turn - losing touch with the traditional oral storytelling techniques upon which the heritage of the Arab world has been built. Abu Dhabi Music & Arts Foundation (ADMAF) promotes Fus'ha through a particular form of theatre, Al Hakawati (The Storyteller), which tells the story of Arabia through folktales originating from the history of the Arab world and the Golden Age of the Islamic Empire.

The Impact:

In 2009, ADMAF presented the Arabic storyteller Alia Al Zougbi in a cross-cultural event for 50 students (8-11yrs) from primary schools across the city of Manchester, UK, as part of the Manchester International Festival. According to Madeleine Grove, a UK-based storyteller, "This [was] a really imaginative initiative. Our hunger and thirst for story unites us across all boundaries of race, religion, and even age." A few months later, back in the UAE, it continued to engage the people of the Emirates with two successful performances of the play 'Al Jawhara' by actors with special needs in Abu Dhabi, Sharjah and Ras Al Khaimah. In 2010, the Community Programme of the Abu Dhabi Festival revisited the age-old art form with a tour, which performed to audiences across the UAE. A troupe led by traditional storyteller Ahmed Yousef presented a series of oneact plays, inspired by tales from both East and West such as '1001 Nights' and 'The Emperor's New Clothes'. The Hakawati initiative reflects the spirit of the UAE otherwise known as 'Bilad Al Khayr' (The Land of Blessings). It brings together different communities and nations through a shared love of culture. Hakawati is an opportunity to exchange knowledge, language and cultural values. It opens the path between the East and West, and celebrates the rich spoken heritage of the Arab World.

Storytelling Workshops Music Festival

/larch 2011



Margaret Wolfson holding her storyteller's art workshops in various Emirates in a lively and interactive format.

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)

7th Emirates International Peace Music Festival

March – April 2011



Riad Kudsi conducting the orchestras in Abu Dhabi

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)











Arts & Health

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

May 2010



Dr. Mariam Matar, Dr. Maitha Salem Al Shamsi and HE Mrs. Hoda Al Khamis Kanoo

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

March 201



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

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 (500, Abu Dhabi; 200, Al Ain)







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

March 2011



ADMAF Community panel discussion at the Abu Dhabi Centre for Care & Rehabilitation in Mafraa

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

April 2011



Dubai Drums in Ajman Special Needs Centre

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)









Arts & Environment

The Arts & Environment Programme uses the arts to raise awareness about the preservation and protection of the environment as well as educate and encourage the community to have greater respect for their surroundings.

Children's Art Tent

January 2011



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!

March 2011



Dubai Drums taking part in a global call for environmental action

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







The Ideas Hub

Through The Ideas Hub, ADMAF Community seeks to encourage the exchange of ideas, opinions, knowledge and experiences within the UAE Community.

Arab Bloggers' Forum

June 2010



The first Arab bloggers conference – Aiman 2010

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



Ajman Arab Culture Forum

November 2010



Abu Dhabi Music & Arts Foundation at the Arab Culture Forum in Ajman

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 - Storytelling Forum

March 2011



The Cross-Culture Group storytelling forum

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.

Community Participation & Attendance: 90 people

Al Ghadeer



Upcoming event

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 plilar 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

13th

Thalassemia Awareness Campaign -Emirates Palace, Abu Dhabi

Just Voices Concert - Armed Forces Officers Club & Hotel, Abu Dhabi

Duke Ellington Performances -

UAE University, Al Ain Desert Rose - HCT ADWC YMI (2009/10) Workshop 8

Desert Rose - HCT ADWC

Future Centre 10th Anniversary -Abu Dhabi National Theatre

Duke Ellington Performances -American Community School Desert Rose - HCT ADWC

Desert Rose - HCT ADWC Bourdonnard, Abu DhabiTheatre

Desert Rose - HCT ADWC

Desert Rose - HCT ADWC

Desert Rose - HCT ADWC

Emirates Youth Symphony Orchestra -Cultural Theatre, Fujairah

Arab Bloggers Forum -Kempinski Hotel, Aiman

Arab Bloggers Forum -Kempinski Hotel, Ajman

YML Magazine released YML (2009/10) End of Year Ceremony

September

Hakawati at Abu Dhabi University Welcoming Week - Abu Dhabi

Ajman Arab Culture Forum -Kempinski Hotel, Aiman

Wednesday Wonders begins

YML (20010/11) Workshop 1

Emirates NBD Painting Competition - Abu Dhabi

"Amal" Film Production

January

Festival in Focus: Open Rehearsals -World Orchestra for Peace

Festival in Focus: Open Rehearsals -World Orchestra for Peace Pre-Concert Talk: World Orchestra for Peace

Wednesday Wonders

YML (2010/11) Workshop 2

12th Wednesday Wonders: Workshop 1

Camping with Dubai Foundation for Women & Children - Dubai

Wednesday Wonders: Workshop 2

Digital Photography Workshops -UAE University, Al Ain

Comic Strip & Cartoon Workshops with Key Sutherland & Dez Skinn

ADMAF Children's ArtTent - Al Ain Wildlife Zoo & Resort, Al Ain

Comic Strip & Cartoon Workshops with Kev Sutherland & Dez Skinn

ADMAF Children's ArtTent -Al Ain Wildlife Zoo & Resort, Al Ain

Comic Strip & Cartoon Workshops with Kev Sutherland & Dez Skinn

Middle Eastern Comics & their Place in the 21st Century - NYU-Abu Dhabi

ADMAF Children's Art Tent - Al Ain Wildlife Zoo & Resort, Al Ain

Comic Strip & Cartoon Workshops with Kev Sutherland & Dez Skinn Wednesday Wonders: Workshop 3

ADMAF Children's ArtTent -Al Ain Wildlife Zoo & Resort, Al Ain

Comic Strip & Cartoon Workshops with Key Sutherland & Dez Skinn

ADMAF Children's ArtTent -Al Ain Wildlife Zoo & Resort, Al Ain

ADMAF Children's ArtTent -Al Ain Wildlife Zoo & Resort, Al Ain

February

Wednesday Wonders: Workshop 4

Mirfa Cultural Festival - Mirfa City, Abu Dhabi Western Region

Mira Cultural Festival - Mirfa City, Abu Dhabi Western Region

Digital Photography Workshop: Day 1 - UAE University, Al Ain

Digital Photography Workshop: Day 2 - UAE University, Al Ain

Digital Photography Workshop: Day 3 - UAE University, Al Ain

YML Workshop 3

Digital Photography Workshop: Day 4 - UAE University, Al Ain

Mother Language Day Calligraphy Workshon - Al Ain 'The 99' - NYU-AD, Abu Dhabi

Mother Language Day Calligraphy Workshop - Al Ain

Mother Language Day Calligraphy Workshop - Al Ain Young Artists' Day: Residency

Workshop 1

Young Artists' Day: Residency Workshop 2

Young Artists' Day: Residency Workshop 3

In Focus: Caribbean Gems Open

Mother Language DayTheatre Performance and Workshop

Mother Language DayTheatre Performance and Workshop

YML Workshop 4

National Youth Orchestra of Ireland -

MadinatTheatre, Dubai

National Youth Orchestra of Ireland -Municipality Theatre, Al Ain

National Youth Orchestra of Ireland -Paris-Sorbonne University, Abu Dhabi Artnetwork - Singing Sensations -Beach Rotana Hotel, Abu Dhabi

Festival in Focus: Mozart Masterpieces VMI Attendance at Events Pre - ConcertTalk: Mozart Masterpieces

Hakawati: Ali Baba and the 40Thieves - UAF University Al Ain

Artist's Walk Through: Rachid Koraichi - Emirates Palace Macbeth Performances & Workshop -Abu Dhabi Theatre

Carnegie Hall at British School

YML Attendance at Events

Riwag Al Fikr: Culture & Diplomacy

Painting at Dubai Foundation for Women and Children - Dubai Storytelling Workshops - New Indian School Umm Al Ouwain & Dubai American Academy Dubai

Macbeth Performances & Workshop -Abu Dhabi Theatre Carnegie Hall at British School YML Attendance at Events

Storytelling workshops, GEMS American Academy, Abu Dhabi Music in Hospitals - Mafrag Hospital. Abu Dhabi

22nd

Macbeth Performances & Workshop -Abu Dhabi Theatre YML Attendance at Events Young Artists' Day, Workshop 1 Artist's WalkThrough: Rachid Koraichi - Emirates Palace Carnegie Hall AJCW - Zaha **Hadid Pavilion**

Storytelling Workshops - Zayed University, Abu Dhabi Music in Hospitals - Mafraq Hospital, Abu Dhabi The Cross Culture Group: Storytelling

Forum - National Theatre, Abu Dhabi

Macbeth Performances & Workshop -Abu Dhabi Theatre Back to School: Macadi Nahhas -Al Yasat Private School Carnegie Hall AJCW Workshop British School YML Attendance at Events Young Artists' Day, Workshop 2 Pre- Concert Talk: PUSH Student Workshop: Rachid Koraichi

Storvtelling Workshops -Al Maraya Arts Centre, Sharjah

Carnegie Hall AJCW meets Abu Dhabi Schools VMI Attendance at Events Young Artists' Day, Workshop 3 Rachid Koraichi Lecture - Zaha Hadid Pavilion

A Night with a Storyteller: Sharing Stories, Telling Tales - Abu Dhabi Theatre Abu Dhabi

Young Artists' Day - Emirates Palace YMI Attendance at Events Young Artists' Day, Workshop 4

Earth Hour: Switch off your lights! -Al Sahil Maydan, Corniche Beach, Abu Dhabi

Young Artists' Day -**Emirates Palace** YML Attendance at Events

Riwag Al Fikr: Music & Special Needs - Bringing out the Brilliance - Zaved Higher Organisation, Abu Dhabi Centre for Care and Rehabilitation, Mafrag Area, Abu Dhabi

Big Bang Performance & Workshop -Abu Dhabi Theatre Back to School: Soumava Baalbaki -Al Fajer English School; Jean-Guihen Queyras - Al Yasmina School; YML Attendance at Events YML Festival Newsletter

Abu Dhabi Theatre

Hakawati - Ali Baha and the 40 Thieves - Ghavathi, Abu Dhabi Western Region 7th Emirates International Peace Music Festival - CNN Building, Media City, Dubai

Big Bang Performance & Workshop -

YML Attendance at Events Back to School: Ousama Al Rahbani Hakawati - Ali Baha and the 40 Thieves - Cultural Centre, Madinat

Zayed, Abu Dhabi Western Region

Hakawati - Ali Baba and the 40 Thieves - Mirfa City, Abu Dhabi Western Region 7th Emirates International Peace Music Festival - GEMS World

Academy Auditorium, Dubai

Big Bang Performance & Workshop -Abu Dhahi Theatre YML Attendance at Events Festival in Focus - Oussama Rahbani

Big Bang Performance & Workshop -Abu Dhabi Theatre YML Attendance at Events Festival in Focus: Bronfman and Brahms Open Rehearsals Back to School: Ballet Gala - Fatima bint Mubarak Ladies' Sports Hall

Music in Hospitals - Tawam Hospital,

Al Ain 7th Emirates International Peace Music Festival - Abu Dhabi Theatre Picasso Project at Ewa'a Shelter - Ewa'a Shelters for Women and

Children Abu Dhabi

Big Bang Performance & Workshop -Abu Dhabi Theatre YML Attendance at Events Back to School: Nicola Luisotti

7th Emirates International Peace Music Festival - Fujairah Amphitheatre, Fujairah Art Activities at Dar Zaved -Al Ain Rotana Hotel, Al Ain

Festival in Focus: Ballet Gala YML Festival Newsletter YML Attendance at Events Pre- Concert Talk: Ballet Gala

2nd

7th Emirates International Peace Music Festival - GEMS Wellington International School Dubai Culture of the Coast: Exploring the Emirates at Sea - Ghantoot Coastal Marine Reserve, Abu Dhabi

Pre- Concert Talk: Bronfman & Brahms Paper Fashion Exhibition - Emirates Palace YML Attendance at Events The Artists' Studio: Al Jarreau

7th Emirates International Peace Music Festival - Shariah Higher Colleges of Technology, Sharjah Dubai Drums in UAE Special Needs Centre - Ras Al Khaimah Special Needs Centre, Ras Al Khaimah

Festival in Focus - Al Jarreau Back to School: Ekaterina Siurina -**HCT ADWC** Paper Fashion Exhibition - Emirates

Dubai Drums in UAF Special Needs Centre - Ajman Special Needs Centre, Ajman/Delma Special Needs Centre, Delma Elementary School For Girls, Al Diar Elementary School for Boys, Delma Island, Western Region

Festival in Focus: Opera Gala Back to School: Bussian National Orchestra - British School Paper Fashion - Al Mamoura, Abu Dhabi YML Festival Newsletter Pre-Concert Talk: Opera Gala

2nd

YML Workshop 6

YMI Workshop 7

Desert Rose: Opening Prince's School of Traditional Arts Workshop Series 2011

Desert Rose: Exhibition

Desert Rose: Exhibition

Desert Rose: Exhibition Prince's School of Traditional Arts Workshop Series 2011

Prince's School of Traditional Arts

Prince's School of Traditional Arts

Desert Rose: Exhibition

Prince's School of Traditional Arts Workshop Series 2011 - HCT Women

YMI Workshop 8 Prince's School of Traditional Arts

Prince's School of Traditional Arts Workshop Series 2011 - Zayed

University

Prince's School of Traditional Arts Workshop Series 2011 - Zayed YML Attendance at Events University

YML Workshop 5

Art on the Outside: Zayed Higher

21st Photoiournalism Exhibition

22nd

23rd

Prince's School of Traditional Arts Workshop Series 2011

Prince's School of Traditional Arts Workshop Series 2011

Workshop Series 2011

Workshop Series 2011 - HCT Women

Workshop Series 2011 - HCT Women

YML Workshop 9

University New York (month-long September - December 2011 Ewa'a Art Empowerment, Ewa'a Shelters for Women and Children

Al Ghadeer Documentation

Theatre-in-Education course - City

YML End of Year Celebration

Education

Between May 2010 and September 2011, ADMAF Education will have worked with 535 schools and universities to deliver 29 initiatives to 15,610 children, young people and adults

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



مجموعة أبوظبى للثقافة والغنون Abu Dhabi Music & Arts Foundation

Wednesday Wonders Exhibition

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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