



OVER 3000 VISITORS TO THE ADMAF PAVILION AT ABU DHABI ART



Last November 14th – 17th, over the course of the 2018 Abu Dhabi Art Fair, hundreds of local and international visitors were welcomed to the Abu Dhabi Music & Arts Foundation (ADMAF) Pavilion. Celebrating the Year of Zayed with the nation, the ADMAF Pavilion focused on Zayed the Soft Power, illustrating five core values of His Highness the late Sheikh Zayed through the work of inspiring Emirati and UAE resident artists.

ZAYED: THE SOFT POWER

The Abu Dhabi Music & Arts Foundation (ADMAF) exhibited eight artworks by Emirati and UAE resident artists inspired by five of the core values of Sheikh Zayed: Unity, Wisdom and Peace, Respect and Tolerance, Sustainability and the Environment, Knowledge & Human Development.

ARTISTS IN CONVERSATION

The Seven Featured Emirati and UAE Resident Artists



Maha Ali Abdulla



Dr. Ahmed Al Faresi



Hussain AlMoosawi



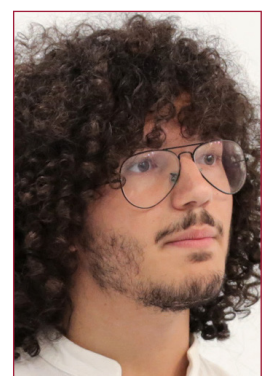
Patricia Millns



Nayef AlBlooshi



Ranim Orouk



Abdelghani Al Nahawi

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EIGHT ARTWORKS EXHIBITED BY EMIRATI AND UAE RESIDENT ARTISTS



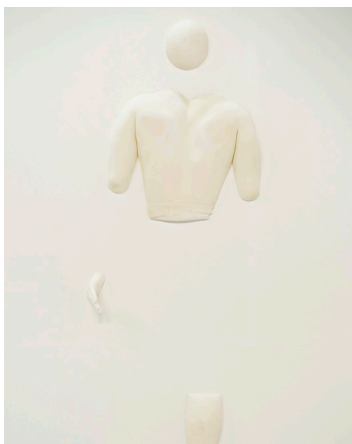
Maha Ali Abdulla, *Surrounding the Sarood*, 2018
Acrylic on wood, various sizes
Courtesy of the artist
Part of The Abu Dhabi Music & Arts Foundation Art Collection
© ADMAF

Unity



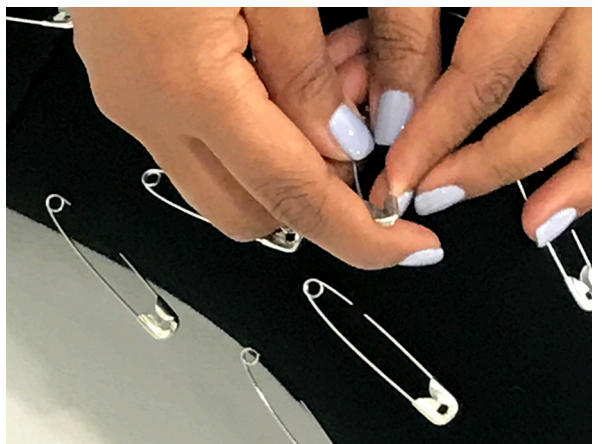
Patricia Millns, *Silence*, 2018
Handmade stitched feathered books on acrylic base, space specific installation
Courtesy of the artist

Wisdom & Peace



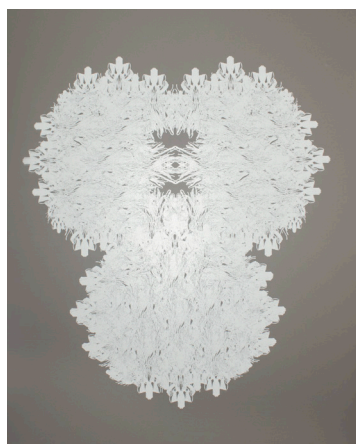
Abdelghani Al Nahawi, *In and Out of Phase*, 2018
Installation of wood, plaster, charcoal, silicon silicate
Courtesy of Salama bint Hamdan Emerging Artists Fellowship

Wisdom & Peace



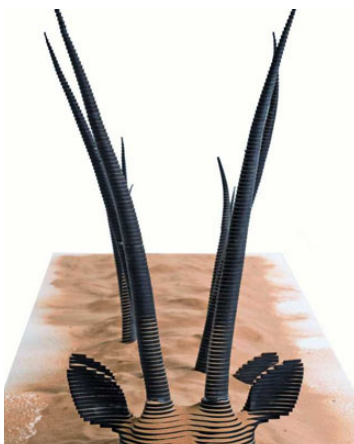
Ebtisam Abdulaziz, *A Safe Person to Approach*, 2018
Performance video, 7min 51sec
Courtesy of the artist
Produced with the support of Abu Dhabi Music & Arts Foundation (ADMAF)

Respect & Tolerance



Dr. Ahmed Al Faresi, *Unity*, 2018
Digital transfer on polyurethane, 104 x 205 cm
Courtesy of the artist

Respect & Tolerance



Ranim Orouk, *The Rebirth*, 2018
Stacked wood and sand, 70 x 200 x 60 cm
An ADMAF Commission 2018
Courtesy of the artist
Part of The Abu Dhabi Music & Arts Foundation Art Collection
© ADMAF

Sustainability & The Environment



Hussain AlMoosawi, *Growth*, 2018
Diptych, Digitally displayed photographs
Courtesy of the artist
Part of The Abu Dhabi Music & Arts Foundation Art Collection
© ADMAF

Knowledge & Human Development



Nayef AlBlooshi, *Machine No 003*, 2018
Digital augmented reality installation
An ADMAF Commission 2018
Courtesy of the artist
Part of The ADMAF Art Collection © ADMAF

Core values

A MESSAGE FROM THE FOUNDER OF ADMAF

During Abu Dhabi Art 2018, ADMAF was proud to participate with its Pavilion, which featured eight unique and diverse masterpieces inspired by five of the Founding Father core values: Unity, Wisdom and Peace, Respect and Tolerance, Sustainability and the Environment, Knowledge and Human Development. The Foundation's unwavering support and nurturing of Emirati and UAE-based talent continues to be a force for good in delivering on the promise of culture.

H.E. HUDAI I. ALKHAMIS-KANOO
Founder, Abu Dhabi Music & Arts Foundation



ADMAF AT ABU DHABI ART: HIGHLIGHTS

ADMAF’s founder with H.E. Sara Shuhail, General Director of Ewa’a Shelters for Victims of Human Trafficking, and the artwork *Skittles* produced by the artist Jennifer Simon. Crafting these pieces proved to be an effective tool in the victims’ healing process, and such activities are at the core of Silent Voices – a project that has, for six years, been a collaboration between Ewa’a and ADMAF.



VISITORS TO THE ADMAF PAVILION



H.E. Sheikh Nahayan Mubarak Al Nahayan, Minster of Tolerance with Emirati artist Maha Ali Abdulla



H.E. Khaldoon Al Mubarak, Chairman of the Executive Affairs Authority, Abu Dhabi viewing Emirati artist Maha Ali Abdulla’s Artwork titled *Surrounding the Sarood*



H.E. Sulaiman Hamid Almazroui, UAE Ambassador to the United Kingdom



H.E. Zaki Nusseibeh, UAE Minister of State with Emirati artist Maha Ali Abdulla



H.E. Antonio Alvarez Barthe, Spanish Ambassador with his wife Mrs. Maria Jose Rodriguez

MORE THAN 150 STUDENTS WELCOMED FROM SIX OF THE UAE’S LEADING UNIVERSITIES AND COLLAGES

Abu Dhabi Art provides the perfect opportunity each year for ADMAF to activate its Visual Arts Educational Outreach programmes for young people, emerging artists and the community. The ADMAF Pavilion programme includes:

Artists in Conversation – engaging with visitors, sharing their insights and talking about their artistic practices

Photo Walks – describing

new ways in which to capture contemporary art through the medium of smartphone photography.

Seven Guided Tours – introducing the community to a variety of inspirational artworks within the ADMAF Pavilion and elsewhere in the art fair.

Hosting Students – ADMAF engaged with more than 150 students from six different UAE universities and colleges.



PR AND MEDIA OVERVIEW

During Abu Dhabi Art, the ADMAF Pavilion welcomed local, regional and international media, resulting in extensive coverage on television, radio, online and in print magazines and newspapers. More than 40 feature articles were published across all media in both Arabic and English, with outlets including The National, Al Ittihad, Kaleej Times, The Gulf Today, Abu Dhabi World and Emarat Television.

The results were impressive, with a reach of more than 115,000, engagement of over 6,200 unique users and in excess of 1,500 live video views.

FAREWELL FROM ADMAF PAVILION AT ABU DHABI ART 2018



ADMAF TEAM

Thank you!

ADMAF PAVILION AT ABU DHABI ART