

ANNUAL REPORT
ABU DHABI MUSIC & ARTS FOUNDATION

Empowering the Nation

January - December 2020



ADMAF Honorary Patron

H.H. Sheikha Shamsa Bint Hamdan Al Nahyan

ADMAF Honorary Patron

H.H. Sheikha Sheikha Bint Saif Al Nahyan



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H.E. Huda I. Alkhamis-Kanoo Founder of Abu Dhabi Music & Arts Foundation
Founder and Artistic Director of Abu Dhabi Festival

Towards the Next 50

50 years ago, the founding fathers established this great nation with an innovative vision for the future. The progress and achievement that followed have been profound, and the UAE has become a beacon to the world of creativity, peace and cultural dialogue.

As we commemorate the first half century since our country's birth, we look to the legacy of the founding fathers and to our wise leadership today. Inspired by their vision for the coming years, we remain committed to investing in the future by supporting innovation and free creative thinking, as well as preserving our culture and ancient traditions.

In 2020, humanity faced its greatest challenge. As the Covid-19 virus spread across the globe, we saw that culture and art are not only something we value, they are essential to our health and well-being. The Abu Dhabi Music & Arts Foundation met the challenges of the pandemic by harnessing the power of the arts to build solidarity and guide us all through this crisis. ADMAF continued to support artists and bring dynamic performances and visual art experiences to audiences in Abu Dhabi and the world. We launched an innovative campaign with the theme Culture Is Humanity, In Solidarity, Stay Safe, a call for all people to join together in this difficult time through culture and the arts.

In response to the limitations imposed by the pandemic, we successfully transformed our programme to bring our audiences a powerful digital experience. When the cultural industry

was hit abruptly by cancellations, closures and lockdowns, we became part of its resilience by commissioning new work and co-producing world-premiere performances with the launch of our first Ramadan Series. This new annual programme highlighted the beauty and warmth of the holy month of Ramadan through deeply meaningful art and performances. At the same time, we opened new doors with cultural and strategic partners, sharing the messages of hope they brought to the world through their own programmes.

Throughout all of this, ADMAF maintained its commitment to culture and the arts that began with a dream 25 years ago. Inspired by the vision of our nation's leadership, we set out to empower our pioneering country by making culture and the arts tools for sustainable development. We established community education programmes and youth platforms to cultivate creativity and innovation at home. Abroad, we built relationships with the world's leading theatres and arts organisations, giving Abu Dhabi an important role in supporting global art and culture.

As we celebrate 25 years of sustaining artists and enriching the UAE's cultural landscape, we are connecting more people with culture than ever before. In 2020, we renewed our dedication to nurturing creativity and artistic expression. This year of great difficulty and great change only strengthened our commitment, setting the stage for ADMAF to carry the UAE's cultural vision forward into an innovative future.

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Emirati Food Culture by Maitha Al Omaira,
Abu Dhabi Festival Visual Arts Award, 2020 Winner



Abu Dhabi Festival, Emirates Palace

Vision

ADMAF advocates for a global flourishing of culture and the arts in a progressive country, where the greatest works of our time become part of the history that builds our civilisation.

Mission

Our mission is a calling to lead on creativity from the UAE and its capital, Abu Dhabi. It is a commitment to create, innovate, produce, preserve and present inspiring works of music and art. It is a promise to the youth of the nation to invest in and empower them to realize their dreams. And it is a conviction to give voice to our global presence through international partnerships that bring beauty to the world.

Strategic Pillars

1. Advancing Abu Dhabi as a Global Beacon of Arts and Culture

Through its flagship, the annual Abu Dhabi Festival, ADMAF creates rich cultural experiences at home and abroad, furthering Abu Dhabi as a leading cultural capital and positioning it as a cultural and artistic destination. This festival of firsts presents the world's greatest artists and performers to the UAE. Additionally, by partnering with prominent cultural organisations abroad, the festival expands Abu Dhabi's contributions on the global stage, strengthening the city's and the nation's presence in the international creative conversation.

Objectives

- Investing in creative potential in all art forms and advocating for cultural diplomacy
- Contributing to and taking part in the visual and performing arts at a global level
- Supporting the growth of the visual arts in the UAE and expanding our presence abroad

2. An Incubator for Arts and Creativity

As a gateway to knowledge, ADMAF invests in the youth of the nation, empowering them to realize their dreams and ambitions. In partnership with academic institutions, and through programmes that develop creative skills and free creative thinking, ADMAF drives innovation, supports artistic growth and rewards excellence to foster the development of the UAE's culture and creative industries.

Objectives:

- Providing a gateway to knowledge
- Developing creative leadership
- Rewarding excellence

3. An Active Force for Social Unity and Creative Communities

Engaging people of every background and ability in shared experiences to foster cultural expression, forge unity and support the vitality of our society.

Objectives:

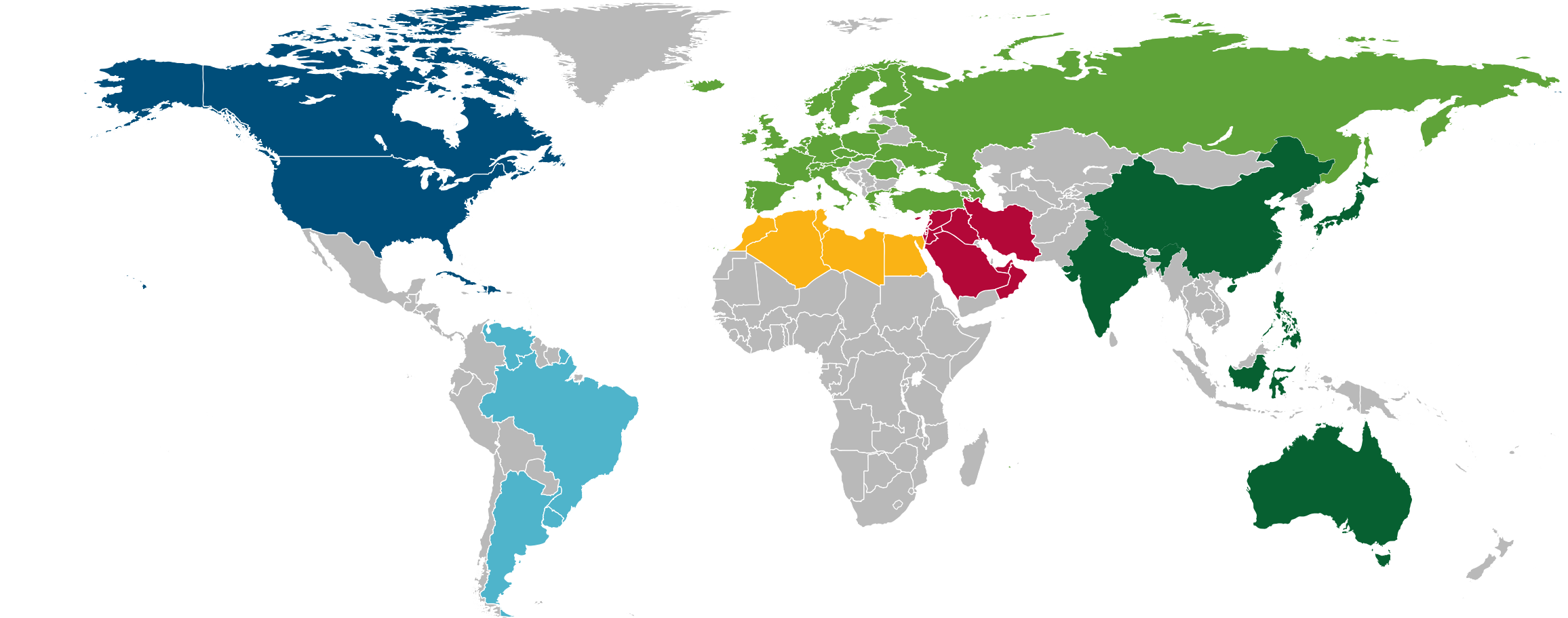
- Creating partnerships for social good and supporting health and wellness through the arts
- Providing platforms for cultural expression



H.E. Huda I. Alkhamis-Kanoo with graduates of the Cultural Excellence Fellowship

ADMAF World

Bringing the world to Abu Dhabi and taking Abu Dhabi to the world



Bahrain: Beit Al Quran; Wejdan Al Mannai (2007); Abdulla Al Muharraqi, Jamal Abdul Rahim (2008)

Iraq: Sa'di Al-Hadithi (2003); Naseer Shamma (2004/5/7/8/10/12/17/18/19/20); Mohamed Ghani Hikmat (2007); Dia Al Azzawi (2009); Zaha Hadid (2011); Hassan Massoudy, Anwar Abudragh & Maqamat (2012); Nedim Kufi & Talal Refit, Saidk Kwaish, Mahmud Obaidi (2013); Layla Al Attar, Suad Al Attar, Rafa Al Nasiri, Shakir Hassan Al Said, Khudhair Shakirji, Khadhim Haydar, Ismail Fattah, Sadik Al Fraji; Sama Al Shaib (2015); Randa Abdul Jabbar (2016)

Iran: Pari Saberi (2007); Parviz Tanavoli (2010), Sami Yusuf (2020)

Jordan: Mona Saudi (2008); Karim Said (2009); Macadi Nahhas (2011); Bassem Al Selawi, Maysoon Masalha (2014); Jordan Media Institute (ADMAF Partner)

Kingdom of Saudi Arabia: Faisal Al Samra (2007, 2015); Shadia Alem (2007,2015); Jawhara Al Saud, Sami Al Turki (2013); Manal Al Dowayan, Ayman Yossri Daydban,Reem Al Faisal, Abdulnasser Gharem, Ahmed Mater (2013,2015); Mohamed Abdo (2017)

Kuwait: Tarek Al Ghoussein (2007,2013,2015,2017); Basma Alsharif, Tamara Al Samerraei (2013); Munira Al Kazi, Jaffar Islah (2013,2014); Sami Mohammed, Khaaal Awad Qaffas (2014); Zahed Sultan (2018)

Lebanon: Dr. Walid Gholmieh; Lebanese National Oriental Orchestra (2006); Elias Rahbani, Charbel Rouhana, Tarek Atrissi (2007); Marcel Khalife (2007/8); Zeina Basbous, Zakira Project, Roger Moukarzel, Hiba Al Kawas; Nabil Al Helou (2008); Magida El Roumi (2009); Abdel Rahman El Bacha, Bassam Lahoud, Compagnie Pauline Haddad, Soumaya Baalbeki; Hiba Tawaji, Wadih Abi Raad (2011); Oussama Rahbani (2011/13); Fadel Shaker, Babel Theatre (2012); Bechara El Khoury; Ayman Baalbaki, Doris Bittar, Nadim Karam (2013); The Asil Ensemble for Contemporary Arab Music, Michel Fadel; Chafic Abboud, Saliba Douaihy, Nabil Nahas, Paul Guiragossian (2014); Mayssa Karas; Nabil Samer Mohdad, Camille Zakharia (2015); The Foundation for Arab Music Archiving & Research, Baalbeck International Festival; Tarek Yamani (2017); Bechara Moufarrej; Sami Clark (2018)

Oman: Royal Oman Symphony Orchestra (2003); Hassan Meer (2007,2013,2015); Anwar Sonja (2007)

Palestine: Kamanjati (2007); Laila Shawa (2008); Edward Said National Conservatory of Music (2010); Hazem Harb (2015,2017); Ashtar Theatre; Suleiman Mansour (2014); Ahmed Jadallah, Steve Sabella (2015); Faris Amin (2017). Omar Kamal & Big Band, United Strings of Europe (2018/19/20).

Syria: Rasha Arodaky (2004); Khalid Al-Saai (2007); National Symphony Orchestra (2009, 2011); Safwan Dahoul (2013); Ahmed Nashat Al Zuaby, Mahmoud Hammad, Louay Kayyali, Fateh

Moudarres (2014);Ammar Al Beik, Tammam Azzam (2015); Ashraf Kateb, Hamsa Juris Al Wadi (2016), Kinan Azmeh, Damascus Festival Chamber Players, Syrian Expat Philharmonic Orchestra (2017); Ranim Orouk (2017)

Turkey: Istanbul Chamber Orchestra (2006); The Ottoman Court Collection from Dolmabahce Palace (2006); Göksele Baktagır (2012)

Qatar: Yousef Ahmed (2007,2013); Khalifa Al-Obaidly, Fatima Al Shebani, Ali Hassan (2007); Sheikh Khalid Bin Hamad Bin Ahmed Al Thani (2015)

UAE: Abdulla Al Saadi, Mohammed Ahmad Ibrahim, Mohammad Yousuf Ali (2007); UAE Philharmonic Orchestra; Abu Dhabi Choral Group, The Voices of Harmony (2009); Moazza Mattar (2011); Ali Obeid and Takht Al Emarat (2013); Abdul Qader Al Rais (2014,2016); Lamyia Gargash; Khalil Abdul Wahid (2013,2015,2016); Ali Al Abdan (2013,2014); Hassan Sharif, Hussain Sharif; Hamdan Al Shamsi, Mohammed Al Messabi, Farah Al Qasimi, Sarah Ibrahim Nasser, Maryam Al Suweidi, May Rashid Al Shamsi, Dana Al Mazrouei, Samira Musabih Al Noaimi, Mahmoud Ahmed, Saeed Khalifa, Afra Al Hamed; Maitha Demaithan, Ebtisam Abdulaziz, Hamdan Buti Al Shamsi (2013); Sara Al Agroobi, Ammar Al Attar, Khalid Al Banna, Amna Al Dabbagh, Eman Al Hashemi, Saeed Al Madani, Fatema Al Mazrouie, Hind Bin Demaithan, Mohammed Ahmed Ibrahim, Aisha Juma, Layla Juma, Lateefa Bint Maktourm, Khalid Mezaina, Salama Nasib, Khalid Shafar; Zeinab Al Hashemi, Afra Bin Dhaher, Obaid Suroor, Ahmed Yousef, Mohamed Aljneibi; Afra Atiq (2016); Abdul Aziz Al Fadli; Abdul Aziz Al Musallem; Abdul Rahim Salem; Abdul Rauf Khalifan; Ahmed Zain; Ali Al Saloom; Amal Al Agroobi; Amel Al Marzooqi; Amna Al Fard; Azza Al Qubaisi; Dana Al Mazrouei; Aisha Bilkhair; Ebtisam Abdulaziz; Emirates Youth Symphony Orchestra; Faisal Al Sari; Farid Al Rais; Fatma Lootah; Hamdan Al Abri; Hamdan Buti Al Shamsi; Jalal Luqman; Karima Al Shomali; Khawla Darwish; Mattar Bin Lahej; Mohammad Al Madani; Mohamed Al Buraiki; Mohamed Al Mazrouie; Mohammed Al Astad; Mohammed Al Harmoudi; Mohammed Al Hashimi; Mohammed Kazem; Nabeel Al Mehairibi; Najat Makki; Noor Al Suwaidi; Nujoom Al Ghanem; Qais Sedki; Rawia Abdullah; Resuscitation Theatre; Saeed Salmeen Al Murry; Saoud Al Dhaheiri; Shamsa Al Omaira; SAMA Quartet; Sara Al Nuami; Sara Al Qaiwani; Sougha; START; Sultan Al Amimi; Summayah Al Suwaidi; Takht Al Emarat; Yousif Al Harmoudi, Barjeel Art Foundation, among others; Zayed University, New York University Abu Dhabi, UAE University, Higher Colleges of Technology, Sharjah University, UAE Red Crescent (ADMAF Partners); Shaikha Al Mazrou, Amer Aldour; Mohammed Fairouz (2017); Ihab Darwish; Mohammed Mandi (2018); Dia'a Allam (2020)

Yemen: Boushra Al Mutawakel (2015)

Algeria: Hamza Bounoua (2008); Rachid Koraichi (2011); Ammar Bouras, Driss Quadahi (2013); Baya, Mohammed Issiakhem (2014);Contemporary Ballet of Algiers (2014)

Egypt: Al-Oyoim Group Takht Orchestra; Nazih Girgis (2004); Cairo Symphony Orchestra; Hassan Sharara (2007); Susan Hefuna, Khaled Selim; Saeed Kamal (2008); Ahmed El Saedi; Bait Al Oud, Egyptian Philharmonic Society Orchestra, Adam Henein (2010); Sherine Tohamy & Najmaat Women's Ensemble, Dina El Wadidi; Armen Agop, Adel Siwi (2013); Abdul Hadi El Gazzar, Farghali Abdel Hafiz, Inji Efflatoun, Youssef Kamel, Kamel Moustafa, Hamed Nada, Mohammed Naghi, Effat Naghi, Mahmoud Said, Mohammed Sabry, Seif Wanly; Hosni Mojahed (2014); Khaled Hafez, Hazem Taha Hussein, Huda Lutfi, Youssef Nabil (2015); Nesma Abdul Aziz (2018); Sheikh Mahmoud Tohamy (2020)

Libya: Ali Omar Ermes (2008); Arwa Abouon (2013)

Morocco: Asma Almonaoar (2008); Aisha Redouane (2010); Sidi Larbi Cherkaoui (2012); Mahi Binebine; Safaa Erruas, Mounir Fatmi, Najia Mehadij, Zakaria Ramhani (2013); Farid Belkahia, Ahmed Cherkaoui, Mohammed Melehi (2014); Hicham Benohoud, Lalla Essaydi, Hassan Hajjaj (2015); Yann'sine (2016)

Tunisia: Anouar Brahem (2003); Nja Mahdaoui (2008); Latifa Arfaoui (2009); Meriem Bouderbala, Nadia Kaabi-Linke, Nicene Kossentini (2013); eL Seed (2020)

Sudan: Mohammed Omar Khalil (2013); Ibrahim Salahii (2014)

Canada: Gary Hoffman (2004); Russell Maliphant (2011); Michael Schade (2014); Jan Lisiecki (2015); Janet Belloto (2017); Louis Lortie (2018)

Cuba: Carlos Acosta, Alfredo Rodriguez (2016)

Dominican Republic: National Symphony Orchestra; José Antonio Molina (2011); Aisha Syed Castro (2015)

Panama: Billy Cobham (2012)

Puerto Rico: Ana Maria Martinez (2013)

USA: Rosamund Mack, Neil Rutman (2003); David Korevaar (2005); Waleed Howrani (2006); CATCJUNY (2009); Wynton Marsalis Ensemble (2010 and 2017); Cleveland Clinic Arts & Medicine Institute (since 2010); Wayne Marshall (2010); Al Jarreau; Michael Ching; Ensemble ACJW, Margaret Wolfson, Kevin Spacey, Yefim Bronfman (2011); Christo (since 2011); Natalie Cole, Declassified Ensemble; Miles Jaye (2012); Quincy Jones, Dominick Farinacci, Joshua Bell; Eugene Kohn (2013); Decoda Ensemble, Bill Fontana, Herbie Hancock, Renée Fleming, American Ballet Theatre (2014); Chicago Shakespeare Theater (2015); FotoFest International (2015); Yo-Yo Ma (2017); Deborah Voigt (2018); Pink Martini (2018); Dennis Russell Davies (2018); Benjamin Shwartz, Manuel Palazzo, Joyce DiDonato, Justin Kauflin (2019); Carnegie Hall, Jazz at Lincoln Center (2020); American Ballet Theatre, The Metropolitan Opera (2020)

Argentina: Fernando Suarez Paz (2007); Escolaso Guitarra Tango Trio (2008); Gorosito-Cataldi-De La Vega Trio (2008)

Brazil: Gilberto Gil (2013); Sérgio Mendes (2015)

Colombia: Edmar Castañeda (2012)

Peru: Juan Diego Florez (2015)

Uruguay: Erwin Schott (2008); Héctor Ulises Passarella (2018)

Venezuela: Gustavo Dudamel & The Simon Bolivar Symphony Orchestra of Venezuela; Simón Bolívar Music Foundation (2014); Jose Antonio Abreu (2014)

Armenia: Hasmik Leyloyan (2010); Sergey Khachatryan (2016)

Austria: Ambassade Orchestra Vienna (2007); Salzburg Marionettes (2010); Sascha Goetzel (2014); Cori O'La (2018)

Azerbaijan: Azerbaijan Opera (2003); Azerbaijan State Symphony Orchestra (2005)

Belgium: José Van Dam (2009); Orchestre Royal de Chambre de Wallonie, Isabelle de Borchgrave (2011); Julien Libeer (2015); BOZAR & Queen Elisabeth Music Chapel (ADMAF Partners)

Bulgaria: Victoria Vassilenko (2018)

Cyprus: Cyprien Katsaris (2003)

Czech Republic: Gudni Emilsson (2004); Premier College Youth Symphony Orchestra (since 2010); Czech Philharmonic, Jiri Belohlávek (2013); Anna Fusek (2019)

Denmark: Nikolaj Znaider (2008)

Estonia: Kristjan Järvi (2010); Paavo Järvi (2016)

France: French Art Festival, La Semaine Francophone (2008); Jean-Yves Thibaudet (2008/9); Roberto Alagna (2009); Le Capitole Opera (2010); Augustin Dumay, Sylvie Guillem, Jean-Guihen Queyras (2011); Ibrahim Maalouf (2012); Gautier Capuçon (2014); Natalie Dessay & Laurent Naouri, Thierry Escaich, Xavier Phillips, Orchestre de Paris (2016); Frank Braley, Joquin Otal, Jonathan Fournel; Gilles Chuyen (2018); Institut du Monde Arabe, Institut Français (ADMAF Partners); Paris Opera Ballet (2019)

Germany: Roswitha Lohmer (2003); Susanne Calgeer (2004); Patrick Simper, Deutsches Symphonie-Orchester Berlin (2006); Kunst Museum Bonn (2007); Jonas Kaufmann, Andreas Gursky (2009); Arabella Steinbacher (2010); SemperOper Ballet, NDR Radiophilharmonie Hanover (2012); Dresden Philharmonic (2014); Anne-Sophie Mutter; Á la cARTe Choir (2015); Hendrik Wahl (2017)

Greece: Vasilis Saleas (2012)

Holland: Tübingen Chamber Orchestra (2004); Bernadeta Astari (2008); Rem Koolhaas (2015)

Hungary: Gabor Takacs-Nagy; Ivan Fischer; The Budapest Festival Orchestra (2015)

Iceland: Vladimir Ashkenazy (2014)

Ireland: Sir James Galway (2009); National Youth Orchestra of Ireland (2011)

Italy: Armonia Quartet (2005); Daniela Lojaro (2007); Amato Ionata Organic Jazz Band (2008); Andrea Bocelli (2009); Puccini Festival Opera & Orchestra (2010); Nicola Luisotti (2011); Cesare Picco (2012); Riccardo Muti & the Luigi Cherubini Youth Orchestra (2015); Roberto Lopardo (2017); Orchestre dell'Accademia Nazionale di Santa Cecilia – Rome, conducted by Sir Antonio Pappano with Beatrice Rana (2018); Vittorio Grigolo; Il Pomo D'Oro Orchestra (2019)

Latvia: Elina Garanča (2008); Kristine Opolais (2019)

Lithuania: The Lithuanian Chamber Orchestra (2008)

Montenegro: Miloš Karadaglić (2014)

Norway: Leif Ove Andsnes (2015)

Poland: Katarina Peers (2003); Tomek Setowski (2007); Wojciech Czepiel; Franciszek Ryszard Mazurek (2008); Krzysztof Jablonski, The National Polish Radio Symphony Orchestra; Krzysztof Penderecki (2010); Szymon Brzóska (2012); Beethoven Academy Orchestra (2018/19/20); Maciej Pikulski (2016); Polish Radio Choir (2018)

Portugal: Mariza (2017)

Romania: Angela Georghiu; Ion Marin (2009)

Russia: Anastasia Khitruk; Olja Kaiser (2006); State Hermitage Orchestra, Russian Youth Chamber (2007); Alexander Vernikov; Vladimir Jurowski, Anna Netrebko; Pavel Sorokin (2008); The Bolshoi Ballet & Orchestra (2008/9); Nina Kotova, Pavel Klinichev (2009); Maxim Beloserkovsky & Irina Dvorovento, Dmitri Hvorostovsky, Valery Gergiev, ; Russian National Orchestra conducted by Ovs Yanikov; Nikita Borisov-Glevsky; Ekaterina Siurina (2011); Maxim Vengerov, St Petersburg Philharmonic, Yuri Temirkanov (2012);Victoria Yastrebova; The Mariinsky Orchestra conducted by Boris Gruzin; Irina Kohn (2013); Sergei Redkin (2018); Maxim Emelyanychev (2019); Mariinsky Theatre (ADMAF Partner)

Slovakia: Eugen Prochac (2005); The Keleman Trio (2007)

Spain: Musica Antigua (2004); En Dos Palabra (2006); Angeles Blancas Gulin; Maestro David Gimenez; José Carreras (2007); José Maria Gallardo del Rey, Evru, Miguel Trillo, Miguel Oriola (2008); Niño Josele (2012); Plácido Domingo (2013); Juan Pérez Floristán, Tomatito (2017); MACBA; Compañía Nacional de Danza (2018); Queen Sofia College of Music, Grand Teatre del Liceu (ADMAF Partners); Sara Baras (2019)

Sweden: Daniel Propper (2006); Mats Liljefors; Swedish Radio Symphony Orchestra (2007)

Switzerland: Luzia von Wyl (2016)

Finland: In Time Quintet (2007)

UK: Karel Marc Chichon; British Philharmonic Orchestra conducted by Roderick Dunk (2006); London Philharmonic Orchestra (2008); Matthew Barley & Between the Notes (2008/10); English National Ballet (2009); Live Music Now (2009/10/13); Birmingham Stage Company, London Symphony Orchestra, Sir Colin Davies (2010); Globe Education at Shakespeare's Globe (2010-13); The World Orchestra for Peace (2011); October Gallery (2011-12); Anoushka Shankar; David Coleman; Antony Gormley (2012); Big Bang; Kev Sutherland, Dez Skin; Engineering UK (2011); Scottish Opera (2012/13); Tim Rhys-Evans; Oily Cart, Trevor Kweku Blackwood (2014); Hugh Grant, Nick Lloyd Webber & James D. Reid; Marcus Nand (2015); The Heritage Orchestra conducted by Simon Lee; Ministry of Science Live!; Richard Saxel (2016); Nicola Benedetti and The Orchestra of The Age of Enlightenment (2018), European Union Youth Orchestra, University of London SOAS, Prince's School of Traditional Arts; Manchester International Festival, Edinburgh International Festival, Royal Opera House, British Council, Shubbak Festival, Southbank Centre; Nicola Benedetti Orchestra of the Age of Enlightenment (2018); Bryn Terfel (2013/19); Sinfonia Cymru conducted by Gareth Jones, Cór Choir (2019)

Ukraine: The National Symphony Orchestra of Ukraine (2007/13); Christia Hudziy & Maxim Ryzanov (2011); Volodymyr Sirenko (2013)

Australia: Slava & Leonard Grigorayan (2005); Claudia Zorbas (2007); Sydney Opera House (2015)

China: Yi Zhang, Haochen Zhang, Siqing Lu (2004); Monks from the Shaolin Temple (2012); YUNDI (2013); Lang Lang (2016), China's National Centre for the Performing Arts Orchestra (2017)

India: Anjali Srinivasan (2017); Rajeev Kumar; Raghu Dixit; Merchants of Bollywood; Tausree Shankar Dance Company; Ustad Amjad Ali Khan (2018)

Japan: King Gonta; Tokue Hisako (2007); Nobuyuki Tsujii (2010); Maki Namekawa (2018)

South Korea: Sarah Chang (2008); Ah Ruem Ahn (2015), Kyung Wha Chung; Korean National Ballet; Korean Symphony Orchestra; Special Olympics Korea Ensemble; Sumi Jo; Chi-Yong Chung, Jae-Hyuch Cho (2019)

Philippines: Bayanihan National Folk Dance (2007)

Indonesia: Joey Alexander (2016)

ADMAF Partners

Corporate Partners

An association with creative excellence and national identity offers an effective way to address a corporate social responsibility agenda and stand out in a competitive marketplace.

ADMAF has partnered with many businesses since its establishment in 1996. In 2020, it enjoyed collaborations with several companies operating in the UAE, from year-round educational programmes and award support, to major partnerships that make Abu Dhabi Festival possible, reaching across the seven Emirates and the world.

Mubadala remained ADMAF's largest corporate partner, supporting a range of activities for all ages and levels of creative ability. from initiatives to recognise and support emerging creative talent, to engaging educational activities for children.

Dolphin Energy returned as Education and Community partner, supporting a range of activities across the seven Emirates. They were joined by Gulf Capital and Total, who focused on professional development of young Emiratis innovations and achievement. Chopard continued as the Abu Dhabi Festival Award partner in 2020.

These visionary businesses are ensuring that ADMAF's impact on society continues to flourish.

Strategic Partners

Abu Dhabi Music & Arts Foundation celebrates our corporate partners. Sponsorship from Abu Dhabi Festival 2020 directly supports our Youth Platforms & Community Programmes. We depend greatly on your support to ensure the youth of today become the future leaders of a prosperous UAE tomorrow!



UNITED ARAB EMIRATES
MINISTRY OF FOREIGN AFFAIRS
& INTERNATIONAL COOPERATION



UNITED ARAB EMIRATES
MINISTRY OF CULTURE &
KNOWLEDGE DEVELOPMENT



Lead Partners



Community & Education Partners



Education Partners



Award Partner



Official Venue



Official Media Partners



National Strategic Education Partners

Abu Dhabi Music & Arts Foundation (ADMAF) enjoys official partnerships with a range of educational institutions in the UAE. These arrangements allow students and faculties bespoke access to ADMAF initiatives as well as ADMAF financial support for departmental projects that complement academic studies.



UAEU



International Strategic Cultural Partners

ADMAF's global network aims to generate long-term benefits for the UAE's creative and cultural industries.



Artist Christo Vladimirov Javacheff, more popularly known as Christo and famed for his environmental works of art, signed a Letter of Cooperation with ADMAF in 2018, formalising many years of collaboration through the Christo & Jeanne-Claude Award. The partnership focuses on joint educational activities that foster learning and development of the visual arts, particularly for students and young people of the UAE.



ADMAF has engaged in two co-commissions with the world's first festival of original, new work and special events, which takes place biennially in the UK. The Zaha Hadid Pavilion portable performance space was premiered in Manchester in 2009 and in Abu Dhabi in 2011. Music Boxes was premiered in Manchester in 2011 and in the UAE capital in 2012.

CARNEGIE HALL

ADMAF has worked with the New York music landmark since 2010. In 2011/12, Ensemble ACJW delivered workshops and performances, reaching over 500 Emirati pupils. The Declassified ensemble followed in 2013 accompanied by Carnegie Hall Executive and Artistic Director, Sir Clive Gillinson, who delivered the Festival lecture at Zayed University. Since 2014, Carnegie Hall affiliated ensembles have run an annual, highly successful residency with a concert performance during the Abu Dhabi Festival.



Signed in the presence of the Lord Provost of Edinburgh in August 2012, ADMAF's historic partnership with one of the most exciting (and oldest) arts festivals in the world, is expected to lead to the commissioning of new works, education and vocational development opportunities for Emirati undergraduates and graduates, as well as cross-marketing collaboration.



London's festival of contemporary Arab culture joined the network in 2015 to collaborate on more co-commissions, as well as audience development and arts education in the future. July 2015 saw three co-commissions by the Abu Dhabi Festival revealed: Burda, Homage to Sami Al Shawa and THE NOMAD. Abu Dhabi Festival collaborated with Shubbak once again in 2017 to deliver co-commissions and events: Tarek Yamani Trio, Woman at Point Zero and Four Arab Composers.



The UK opera house and performing arts venue became a valued partner in 2011, which led to the commissioned revival of the 2009 production *Beloved Friend* for the 2012 Abu Dhabi Festival. The partnership is expected to continue to flourish in the form of commissions as well as education and vocational opportunities for young Emiratis.



AMERICAN BALLET THEATRE

The New York City classical ballet company with an annual season at the Metropolitan Opera House joined ADMAF in 2011 and made its debut appearance in Abu Dhabi at the 2014 Festival. In 2020, ABT partnered with Abu Dhabi Festival to produce a series of digital performances by ABT dancers.



Founded in Paris in 1980 by 18 Arab countries, IMA joined forces with ADMAF at the end of 2011. The first manifestation of the partnership was the exhibition 25 Years of Arab Creativity at the 2013 Abu Dhabi Festival.

The Metropolitan Opera

HD LIVE

ADMAF has been a partner of the New York City opera house's network since 2010, and has screened productions at the Abu Dhabi Festival: Gounod's *Hamlet* (2011) and Wagner's *Ring Cycle* (2012). In 2020, the Met and Abu Dhabi Festival co-produced Wagner's *The Flying Dutchman*.



Sharing a common goal to foster youth musicianship, the two parties signed an agreement upon the debut appearance of the EUYO at the Abu Dhabi Festival in March 2015.



MARIINSKY THEATRE

Led by Maestro Valery Gergiev, The Mariinsky Theatre is a symbol both of St Petersburg and of Russia. Since it was founded 200 years ago, the Mariinsky Theatre's glory and international fame have been grounded in three things: its Opera, Ballet and Orchestra. In 2013, Abu Dhabi Festival welcomed the Mariinsky Ballet & Orchestra in its first ever appearance in the UAE.



Southbank Centre, the world’s largest festival site, home to the Royal Festival Hall, Queen Elizabeth Hall, Purcell Room and Hayward Gallery, and four world-class orchestras, joined the network in 2018. Acknowledging common principles, goals and areas of common interest for joint collaboration in culture and education, the partnership’s inauguration was marked by a Festival Lecture by Jude Kelly, Artistic Director of the Southbank Centre.



Since 2010, QMEC has collaborated on programming such as An Evening with José Van Dam (2009); Mozart Masterpieces with Orchestre Royal de Chambre de Wallonie, violinist Augustin Dumay and Chapel laureates (2011); Julien Libeer in Recital (2015); Abu Dhabi Festival Lecture Music Transmission (2015). In 2018, esteemed pianists from the QEMC, including masters Louis Lortie and Frank Braley, returned to Abu Dhabi for The Bach Project.



The non-profit media and journalism educational institution founded by HRH Princess Rym Ali. Since 2012, ADMAF has invigilated admission exams for UAE applicants to JMI, while professors support ADMAF’s Young Media Leaders programme.



Signed in 2012, the first joint initiative launched in 2014. The Cultural Excellence Fellowship provides world-class training to emerging and established Emirati cultural managers and creative entrepreneurs. It also collaborates on the Festival’s international programme such as in 2015’s Shubbak Festival concert Burda: Asil Ensemble & Karima Skalli at the Barbican.



ADMAF signed a letter of cooperation with Daniel Barenboim Stiftung in 2017. As the first step in a long-term partnership with the Daniel Barenboim Stiftung, which includes the Barenboim-Said Akademie-ADMAF supported Palestinian cellist Faris Amin on a three-year scholarship. The Akademie’s first collaboration with a country from the Arab world, the first year of the partnership also saw a series of concerts at the newly inaugurated concert hall the Pierre Boulez Saal (opened March 2017).



The collaboration began in 2013 with the music project Debussy: Poet of the Avant-Garde featuring Emirati soprano Sara Al Qaiwani and French pianist Hugues Leclerc.



Since 2011, the collaboration with Jazz at Lincoln Centre has initiated joint programmes in music education, such as in 2015 when Dominick Farinacci (trumpet) and Richard D. Johnson (piano) ran interactive jazz workshops. It also collaborates on the programming of the Abu Dhabi Festival.



Gran Teatre del Liceu

ADMAF’s cooperation with the Barcelona opera house was initiated in 2015 and comes to fruition via performances and co-commissions. At the Abu Dhabi Festival 2018 press conference, Artistic Director Christina Scheppelmann joined the panel to announce the co-commission From Ashur to Seville: Naseer Shamma & The Bait Al Oud Orchestra, which premiered in Barcelona on 4th November 2018.



THE PRINCE’S SCHOOL OF TRADITIONAL ARTS

ADMAF and PSTA have been working together since 2009, holding annual workshops to nurture Islamic arts practice in Abu Dhabi schools and universities. In 2014, the organisations signed a partnership and continue to devise training and teaching resources for the UAE’s students and teachers.



Signed in 2013, ADMAF has established scholarships for two eligible Emiratis who wish to pursue an MA in Art & Architecture of the Islamic Middle East or Music in Development. Academic staff also participate in Abu Dhabi Festival’s Riwaq Al Fikr lecture series.



Cleveland Clinic Arts and Medicine Institute

Collaborating on symposia, lectures, exhibition and in-hospital recitals since 2009, a new era began in 2015 with the opening of Cleveland Clinic Abu Dhabi and the subsequent launch of the Alhan Recital.



The collaboration with the annual international music festival commenced with the co-commission of Kalîla wa Dimna by Moneim Adwan, which toured internationally throughout 2017.



The Queen Sofía School of Music, founded by Paloma O’Shea, partnered in 2015 on devising educational and performance opportunities which to date have benefited Emirati soprano, Sara Al Qaiwani, and award-winning South Korean pianist, Ah Ruem Ahn.



AMAR assists in the preservation of rare music archives from Egypt, Lebanon and Syria. Since 2014, the collaboration has led to album releases: Early Singers from Bilad Al Sham: Syria, Lebanon, Palestine; Sami Al Shawa: Prince of the Violin; Burda; and ‘Mohamed Al Qasabgi’ as well as Abu Dhabi Festival presentations of The Asil Ensemble of Contemporary Arab Music at the 2014 Abu Dhabi Festival and at Shubbak 2015 at London’s Barbican.



In 2018, ADMAF signed a letter of cooperation with Spain’s leading opera house, one of the most important cultural institutions in the country. The agreement acknowledges common principles, goals and areas of interest for joint collaboration in performing arts and cultural creativity, and will go on to explore opportunities in artistic productions, developmental activities and joint commissions across music and opera.



In 2019, a historic Letter of Cooperation was signed between ADMAF and Opéra National de Paris (Paris Opera) at Palais Garnier in Paris. This strategic partnership is the first for any Arab cultural organisation and will enable co-productions, co-commissions and performances with which to create new dimensions of artistic collaboration while fostering development and growth of cultural and artistic works in Abu Dhabi Festival and beyond.



During July 2019, ADMAF Founder, H.E. Huda I. Alkhamis-Kanoo, signed a Letter of Cooperation (LoC) with Quincy Jones, one of the music world’s most iconic figures and a long standing friend of the Foundation and Abu Dhabi Festival. Jones received the Abu Dhabi Festival Award in 2014 and mentors a number of previous Festival performers, while this LoC makes our partnership official, paving the way for exciting future collaborations.



In 2017, Abu Dhabi Festival supported Salaam to Syria. with Lubana Al Quntar, soprano; Kinan Azmeh, clarinet; Jihad Jazbeh, violin; Olsi Leka, cello; members of the Belgian National Orchestra; conducted by Ghassan Alaboud. at The Centre for Fine Arts in the heart of Brussels. In future, the partnership is expected to include co-commissions, as well as cross-marketing and educational initiatives for students and graduates.



At the press conference for Abu Dhabi Festival 2019, a Letter of Cooperation (LoC) was signed between ADMAF’s Founder, H.E. Huda I. Alkhamis-Kanoo and CEO of Special Olympics World Games Abu Dhabi, Peter Wheeler. This LoC underlined the importance of inclusion between the arts world and institutions that help People of Determination, opening up opportunities for them to show the world their many talents.



In its pursuit to assist with the career development of UAE National artists and designers, in March 2019 ADMAF partnered with L’Ecole Van Cleef and Arpels for the new Design Fund award – a prestigious initiative that utilises ADMAF’s global and local connections and partnerships across art, design, and business to take start-ups and medium-sized design-focused enterprises on a transformative journey that offers creative design talents the opportunity to grow their businesses and showcase their creativity.



ABU DHABI FESTIVAL 2020

2020: TOWARDS THE NEXT 50

Abu Dhabi Festival 2020

Abu Dhabi Festival returned in 2020 with a stunning and diverse array of performances set to hit the capital from late March until early April. The Festival was launched by a successful press conference in late 2019 that resulted in 34 articles covering the upcoming headline programme.

The Festival planned to present the most prestigious local and international cultural institutions and major international artists, with a headline programme of 43 events in 15 venues, with more than 380 international artists and over 20 composers from 11 participating countries, in 3 co-productions and commissions, 3 co-productions and commissions, four Arab World debuts, 3 world premieres and 2 world tours. The festival achieved a highly significant first-ever collaboration between Cleveland Orchestra and the American Ballet Theatre, with the Cleveland Orchestra's first performance in the Arab world.

ADMAF's Founder spoke at the press conference about the late Sheikh Zayed's pioneering vision of culture and enlightenment as main pillars supporting the renaissance of UAE society.

She talked about Abu Dhabi Festival emerging from this foundational idea of culture as a cornerstone of the UAE and the Festival's theme being Towards the Next 50, paying tribute to 49 years of the UAE's achievements on a path of sustainable cultural renaissance as a country united for the future.

In the midst of the Festival's programme, it was postponed due to the Covid-19 pandemic.

Abu Dhabi Festival 2020

These planned Abu Dhabi Festival 2020 events were unable to take place due to Covid-19 restrictions. We look forward to welcoming the artists in the future.



Sir Simon Keenlyside



The Cleveland Orchestra

THE CLEVELAND ORCHESTRA WITH SIMON KEENLYSIDE

In its first-ever performance in the Arab World, The Cleveland Orchestra was to begin Abu Dhabi Festival's performance programme. Described by the New York Times as "America's greatest orchestra," the ensemble is renowned for their expansive repertoire and technical excellence. Seasoned British baritone Simon Keenlyside was to join them on the Emirates Palace stage.



Yo-Yo Ma

YO-YO MA RETURNS

After 2017, where he was joined by The Silk Road Ensemble, the celebrated Chinese-American cellist would have returned to Abu Dhabi Festival. Backed by The Cleveland Orchestra, Ma was set to perform Dvorak's *Cello Concerto in B Minor, Opus 104* and Schubert's *Symphony No. 9 in C Major 'The Great', D 944*.



Romeo and Juliet

THE AMERICAN BALLET THEATRE PERFORMS 'ROMEO AND JULIET'

American Ballet Theatre planned to bring its version of Shakespeare's *Romeo and Juliet* to Emirates Palace to perform the masterful version created by the late British choreographer Kenneth Macmillan. Full of sumptuous sets and the kind of technique that makes the American Ballet Theatre one of the best dance companies in the world, the ballet would have been accompanied by the excellent Cleveland Orchestra.



Emirates Youth Symphony Orchestra

ABU DHABI FESTIVAL YOUTH ORCHESTRA: EMIRATES YOUTH SYMPHONY ORCHESTRA

Established in 1994 by Syrian-Czech violinist Riad Kudsi, the ensemble was one of the earliest classical music groups in the UAE and has performed at various festivals over the years. The prestigious conservatory's outstanding young musicians were to perform a concise series of beloved works including Maurice Ravel's *Bolero* and Beethoven's *Violin Concerto in D major* at New York University Abu Dhabi's Red Theatre.



Gregory Porter

GREGORY PORTER AN EVENING WITH A JAZZ MASTER

With over 20 million streams, modern jazz star Gregory Porter's 2014 Grammy award-winning album *Liquid Spirit* remains one of the most streamed jazz albums of all time. His warm baritone has helped the American vocalist become the genre's biggest crossover star, selling out London's famed Royal Albert Hall, and he was set to bring to the Emirates Palace stage an intimate performance of a wide selection of songs from his career.

Successful 2020 Abu Dhabi Festival Events

In an exciting line-up of pre-festival events, Abu Dhabi Festival made a tremendous impact on the international cultural landscape through hugely successful events attracting worldwide attention.



The Flying Dutchman by Wagner

Arab Artists Abroad: Performances in Pierre Boulez Saal's Arabic Music Days

Pre-festival events - 2019

For the third straight year, Abu Dhabi Festival and strategic cultural partner Barenboim-Said Akademie presented Arab artists at the prestigious Pierre Boulez Saal. This unique concert hall is a home for Arabic Music in Berlin and in wider Europe. In 2020, visionary oud master Naseer Shamma curated the hall's annual Arabic Music Days.

The following performances were part of ADMAF's efforts to promote the appreciation of Arabic culture, art and creativity abroad.



Naseer Shamma

oud master NASEER SHAMMA

Oud virtuoso Naseer Shamma returned to Pierre Boulez Saal to present an intimate evening of new work for his instrument. Shamma has been closely associated with the hall since his solo recital just a few weeks after it opened in 2017.

Berlin, Germany, November 2019



Mai Farouk

MAI FAROUK AND ENSEMBLE

Egyptian singer Mai Farouk sang classical Arabic songs that were also part of legendary Egyptian singer Umm Kulthum's repertoire to kick off the annual Arabic Music Days festival, which brought to the Pierre Boulez Saal several of the most creative and original artistic voices of women in the Arabic World today. Curated by oud master Naseer Shamma, the three-day concert series was inspired by the legacy of Umm Kulthum.

Berlin, Germany, September 2019

WAED BOUHASSOUN

Syrian oud player and singer Waed Bouhassoun reimagined Arabic poetry from several centuries for a musical setting as part of Pierre Boulez Saal's Arabic Music Days.

Berlin, Germany, September 2019

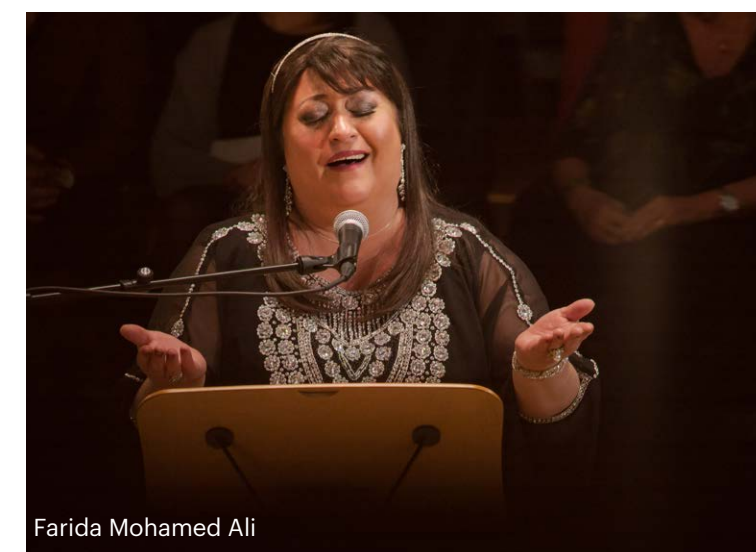


Waed Bouhassoun

FARIDA AND THE IRAQI MAQAM ENSEMBLE

Inscribed on UNESCO's Intangible Cultural Heritage of Humanity list, the centuries-old classical Iraqi music tradition of maqam was beautifully represented by Farida Mohamed Ali, today's leading interpreter of the genre, alongside the Iraqi Maqam Ensemble.

Berlin, Germany, September 2019



Farida Mohamed Ali

Abu Dhabi Festival Award 2020 Received by Yehia El-Fakharani

In 2020, the Abu Dhabi Festival Award was presented to renowned Egyptian actor and theatrical producer Yehia El Fakharani, paying tribute to the outstanding achievements of one of the most sought-after theatrical producers and actors in the Arab World.

The esteemed award was presented by H.E. Huda Ibrahim Alkhamis-Kanoo, Founder of the Abu Dhabi Music & Arts Foundation and Artistic Director of Abu Dhabi Festival, in the presence of Egypt's Minister of Culture, H.E. Ines Abdel-Dayem, and UAE Ambassador to Egypt, H.E. Juma Mubarak Al Junaibi.

The ceremony, held at the Cairo Opera House, recognised El Fakharani's laudable work in fostering cultural diplomacy and dialogue through the mediums of theatre, cinema and television, helping to keep the Arab world at the forefront of the global cultural industry. The award is part of Abu Dhabi Festival's ongoing effort to celebrate outstanding international cultural production and highlight the creativity of the Arab world.

Inaugurated in 2012, the Abu Dhabi Festival Award is presented annually to individuals for outstanding lifetime contributions to arts and culture and has become the benchmark of cultural excellence that recognises artists and performers who have excelled in their field and influenced generations.

Cairo, Egypt, January 2020



Left to right: Egypt's Minister of Culture, H.E. Ines Abdel-Dayem, Egyptian Actor and Theatrical Producer Yehia El-Fakharani, H.E Huda Ibrahim Alkhamis Kanoo and UAE Ambassador to Egypt H.E. Juma Mubarak Al Junaibi

In partnership with

Chopard

The Flying Dutchman by Wagner At the Metropolitan Opera, New York

In partnership with



MUBADALA

The 2020 Abu Dhabi Festival commenced its programme of international commissions with the Metropolitan Opera's first-ever co-production with an organisation in the Arab world. Co-produced with Opéra de Québec, this was a hugely successful example of ADF's commitment to bringing new works to audiences across the world.

Celebrated filmmaker and screenwriter François Girard gave new life to Wagner's classic tale of a cursed sea captain doomed to sail the open ocean for eternity. Girard's spellbinding modern vision of *The Flying Dutchman* included a brilliant cast led by Russian bass-baritone Evgeny Nikitin as the Dutchman, with German soprano Anja Kampe making her anticipated Met debut as female lead, Senta, whose selfless love is what the Dutchman seeks, with bass Franz-Josef Selig as her father, Daland, and tenor Sergey Skorokhodov as her deserted former lover, Erik. Renowned conductor Valery Gergiev was on the podium for Wagner's legendary masterpiece.

Co-production with the Metropolitan Opera and The Quebec Opera

World premiere

New York, March 2020



The Metropolitan Opera



Youth at the Festival

ADMAF continued its mission to provide the youth with a variety of programmes to access knowledge, build skills and foster intellectual and artistic development.

Through workshops, masterclasses, educational performances and awards programmes, ADMAF worked to cultivate the UAE's creative leaders of tomorrow.

Ministry of Science

In partnership with



In association with Mubadala, this series of eight live shows across the UAE's seven emirates was full of entertaining experiments that inspired children to engage with science and engineering, part of ADMAF's efforts to bring STEAM - the intersection of science, technology, engineering, art and math - to the youth in creative ways. Over 1,500 students at schools across the seven Emirates participated.

Abu Dhabi Festival production

Across the United Arab Emirates

January-February 2020



Young Filmmakers Circle

Annually, a select group of filmmakers receive training from the film experts that lead the industry to develop broad filmmaking skills, nurture the local creative community and provide exposure for local filmmakers. In 2020, young filmmakers were guided by award-winning directors from the international film school Film Akademie Baden-Württemberg and TwoFour54, Abu Dhabi's globally recognised media hub. With this mentorship, the group of young filmmakers produced two beautifully wrought films.

The Plant, written and directed by Hamda Al Midfa, is a playful domestic tale where a small child tries desperately to give nature a small role in her life, finding that the modern world blocks her at every turn. When a gardener comes into the picture, she discovers that cultivating human kindness is not only natural, it is essential to happiness.

The Last Meal, written and directed by Sachine Augustine is a somber short film in which an inmate on death row asks his only friend, a prison guard, for a special last meal of baklava from his mother's pastry shop. When the guard finds that the inmate's mother has passed away, he is faced with a choice more difficult than he could have imagined.

Abu Dhabi Festival production

Abu Dhabi

2019-2020



Awards

The winners of the 2020 Awards were due to be presented on opening night of Abu Dhabi Festival. The ceremony was instead postponed due to Covid-19 limitations. The below awards will be presented to winners during Abu Dhabi Festival's year-long programme in 2021.

Gulf Capital – ADMAF Creativity Award

The 2020 ADMAF Creativity Award celebrated playwright Reem Almenhali's *Al Raheel*, a bilingual contemporary theatre performance exploring ideas about childhood, womanhood and aging while shedding light on the bi-cultural reality of contemporary young Emirati women.

Established in 1996, the Award celebrates outstanding Emirati talent in the visual and performing arts, literature and film.

in Association with



Gulf Capital - Abu Dhabi Festival Visual Arts Award

The 2020 Gulf Capital - Abu Dhabi Festival Visual Arts Award went to visual artist Maitha Al Omaira for her artwork *Phases*, inspired by the moon and investigating its 96 phases. Launched in 2013, the award supports the growth of the UAE visual arts scene by awarding emerging Emirati artists for outstanding work.

in Association with



ADMAF Design Fund

In 2020, Abu Dhabi Festival planned to present the ADMAF Design Fund's winning work, *The Magic of Scent*, by young Emirati jewellery artist Noura Alserkal. Alserkal won the ADMAF Design Fund in 2019, embarking on a bespoke mentorship programme at L'Ecole Van Cleef and Arpels in Paris to enhance her skills and professional career.

New in 2019, the ADMAF Design Fund reflects ADMAF's vision for enhancing artistic and creative contributions to the nation's development. It does this by providing training, inspiration and professional guidance to help launch their careers in the creative industries. The chosen discipline in 2020 was jewellery design, in association with the world's leading luxury jewelers, Van Cleef and Arpels.

in Association with



Total Design Commission

Graphic designer Aisha Al Mheiri was the Total Design Commission 2020 winner. Her archival book, *Emirati Food Culture*, aims to revive, celebrate and memorably preserve local culinary traditions. Established in 2013, the award recognises the outstanding innovation and achievement of young Emiratis in the field of design and architecture.

The award would have been presented to Alserkal in a ceremony during Abu Dhabi Festival.

in Association with



Noura Alserkal, 2019 award winner of ADMAF's Design Fund in partnership with L'Ecole

2020 Christo and Jeanne-Claude Award

In 2020 ADMAF, in partnership with New York University Abu Dhabi, presented the Christo and Jeanne-Claude Award to a trio of architecture students from the American University of Sharjah. The winning submission, titled *Haweia* – an Arabic term meaning “identity” – is a sculptural installation serving as a lens through which visitors can contemplate their inner selves and discover different configurations of their identity as they move around and inside the piece. The students will use the prize associated with the award to build and install *Haweia* on NYU Abu Dhabi’s campus in 2021.

The Christo award is given annually for the proposal and creation of an artwork that, in the spirit of Christo and Jeanne-Claude’s work, can be publicly exhibited and enjoyed.





The Way Forward

The challenging times brought on by the Covid-19 pandemic put cultural programming in the UAE and around the world on pause. This became a moment for ADMAF to come to the aid of the culture and creative industries. We updated our strategy to strengthen our role, expanding our direct investment in culture, the arts and the youth. Adapting to the current digital climate, we embraced virtual platforms to bring audiences innovative digital experiences.

Culture is Humanity In Solidarity Stay Safe

ADMAF adapted to the new context created by the global pandemic by responding through culture. We mobilised a digital campaign to support artists and our partner organisations, invest directly in the culture and creative industries and offer diverse cultural expression across art forms within the region. ADMAF mounted a digital campaign to support the innovative work our cultural partners were doing to provide artistic experiences during the pandemic, and we presented a series of online performances on the occasion of Ramadan.

This Too Shall Pass, an ADMAF Art Collection commission by Emirati artist Dia Allam, during the Ramadan Series





Sami Yusuf



Hiba Al Kawas

The Ramadan Series

This exciting and much-needed series of virtual performances brought people together, in spite of confinement measures around the world, during the holy month of Ramadan. In its first-ever Ramadan series, ADMAF brought live-streamed, bespoke music and visual art performances to families during the holy month. With artists who blend modern and traditional forms, ADMAF's Ramadan Series honoured the art and music, the experiences and the creativity that we share as human beings.



eL Seed



Doha Allam



Sheikh Mahmoud Tohamy

Ibtihāl by Hiba Al Kawas

One of the region's best-known composers and opera stars, soprano Hiba Al Kawas live-streamed two special performances for ADMAF's Ramadan series including original compositions for the holy month. Al Kawas is known for merging Western classical music styles with musical traditions in the Middle East and beyond, with her latest focus on the creation of the first "true Arabic Opera." The performance saw the world premiere of her song *Allahu Ya Allah*.

Abu Dhabi Music & Arts Foundation production

Digital world premiere

Beirut

May 2020



Facebook premiere live performance of '*Ibtihāl*' by Hiba Al Kawas



Hiba Al Kawas



eL Seed



Diaa Allam

This Too Shall Pass by eL Seed and Diaa Allam

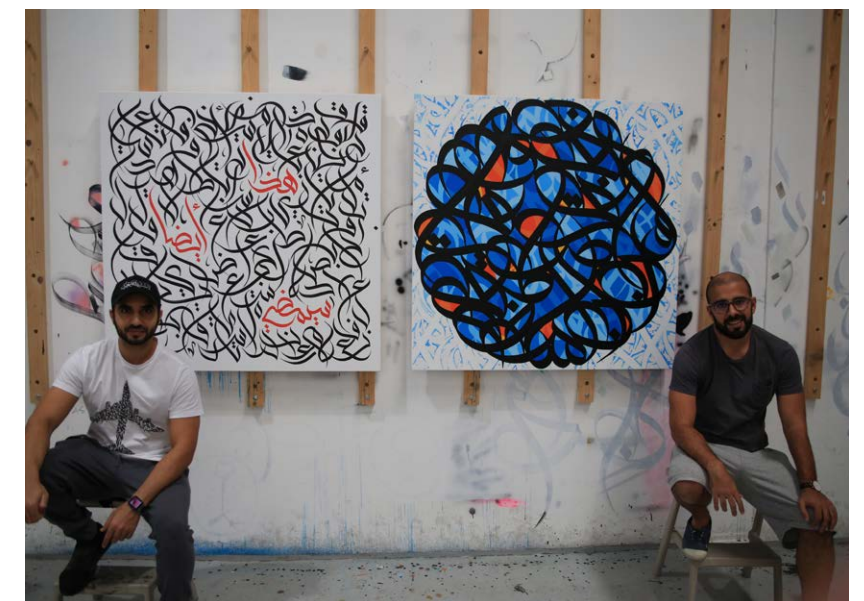
This work was inspired by the words of H.H. Sheikh Mohammed bin Zayed Al Nahyan, who reassured the people of the UAE that we will survive the difficult circumstances of the Covid-19 pandemic, when he said, 'This too shall pass'. International artist eL Seed and contemporary artist Dia'a Allam collaborated in this live art project broadcast on Instagram. The artists invited social media followers to share a word in real time that describes how they feel, whatever it may have been, at that moment. What they expressed was then incorporated into the work Allam and eL Seed produced together with the aim of showing the importance of expressing yourself, no matter what your current state of being.

Abu Dhabi Music & Arts Foundation production

Digital world premiere

UAE

May 2020



Studio shot of eL Seed and Diaa Allam's final artwork from Instagram live art installation

Harmonies of the Heart by Sheikh Mahmoud Tohamy

This exclusive release of *Harmonies of the Heart*, a bespoke concert by Sufi chanter Sheikh Mahmoud Tohamy, included a set of religious poems and prayers with a modern touch. This spiritual performance of chanting and litany mixed music from the Orient with Western beats for a unique platform showcasing the beauty of these Arabic words. Tohamy has released 22 albums and composed and chanted over 300 poems and was honoured among the World Council of Empowerment and Institutional Development's 50 Arab persons in 2016.

Abu Dhabi Music & Arts Foundation production

Digital world premiere

Egypt

May 2020



Facebook premiere of '*Harmonies of the Heart*' by Sheikh Mahmoud Tohamy



Sheikh Mahmoud Tohamy



Sami Yusuf

Journey of Solidarity by Sami Yusuf

Internationally renowned composer and singer-songwriter Sami Yusuf gave original performances of the spiritual songs that have made him famous. *Meditation*, *You Came to Me*, *Wanderer*, *Hasbi Rabbi* and other songs were perfect for Ramadan. In the finale, Yusuf performed the world premiere of his new song *The 99 Names*. Re-imagining traditional music for a contemporary audience, Yusuf draws deeply from his own musical and spiritual heritage with its richly diverse influences. His music also reflects the wisdom and striking beauty of cultural legacies in lands from Andalusia, North Africa and Arabia, to Central Asia and the Indian Subcontinent.

Abu Dhabi Music & Arts Foundation production

Digital world premiere

United Kingdom

May 2020



Facebook premiere of *Journey of Solidarity* by Sami Yusuf

The Ramadan Series In Numbers



41% growth

in followers across ADMAF's Instagram & Facebook channels



1,000% growth

on ADMAF's website (MOM)



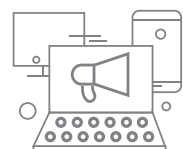
1,000% growth

1 new channel introduced to our communications: IGTV



1,939,906

Total Digital performances, video views



10,581,867

Total Digital Campaign Reach



2,398,034

Total PR Circulation



AED 6,953,304

Total PR AVE



Advocating for the arts during challenging times

Throughout the pandemic, ADMAF remained an active and relevant force in the global cultural landscape by participating in talks and discussions that addressed topics that are vital to culture and the arts in the context of the challenges posed by Covid-19.



Arab Art in Focus: The Future of Cultural Festivals

Organised by the Middle East Institute, this forum explored how festivals in the Middle East are responding to the enduring impact of Covid-19, rethinking their models and innovating to find new ways to reach audiences while remaining engaging and relevant. Our Founder, Huda I. Alkhamis-Kanoo, joined Raed Asfour, director of the Al Balad Music Festival, and Eckhard Thiemann, CEO and artistic director of the Shubbak festival, moderated by NPR culture reporter Neda Ulaby.

ADMAF's Founder discussed what helped Abu Dhabi Festival survive the crisis caused by Covid-19 and what the pandemic has taught us about the accelerated shift to digital events.

She highlighted that it is more important than ever for artists to earn income for their work and to protect their intellectual property in the digital sphere.

Virtual conversation

Abu Dhabi/London/Washington/Paris/Amman
September 2020



Middle
East
Institute



H.E. Huda I. Alkhamis-Kanoo



Eckhard Thiemann



Neda Ulaby



Raed Asfour

Wynton Marsalis

ADMAF's Founder in Conversation with Composer and Musician Wynton Marsalis

Continuing ADMAF's long relationship with legendary Jazz artist Wynton Marsalis, our Founder was invited to a conversation with Marsalis presented by the Chautauqua Institution, a non-profit promoting excellence and creativity in the arts. This conversation was the first in a series hosted by Marsalis as part of the Jazz at Lincoln Center Orchestra's septet residency at the Chautauqua Institution in the US.

The insightful and engaging discussion explored the role of cultural organisations in a world shaken by the Covid-19 pandemic, the inspiration for founding Abu Dhabi Festival and what the future holds for artists, arts organisations and patrons.

Virtual conversation

Abu Dhabi/New York

October 2020



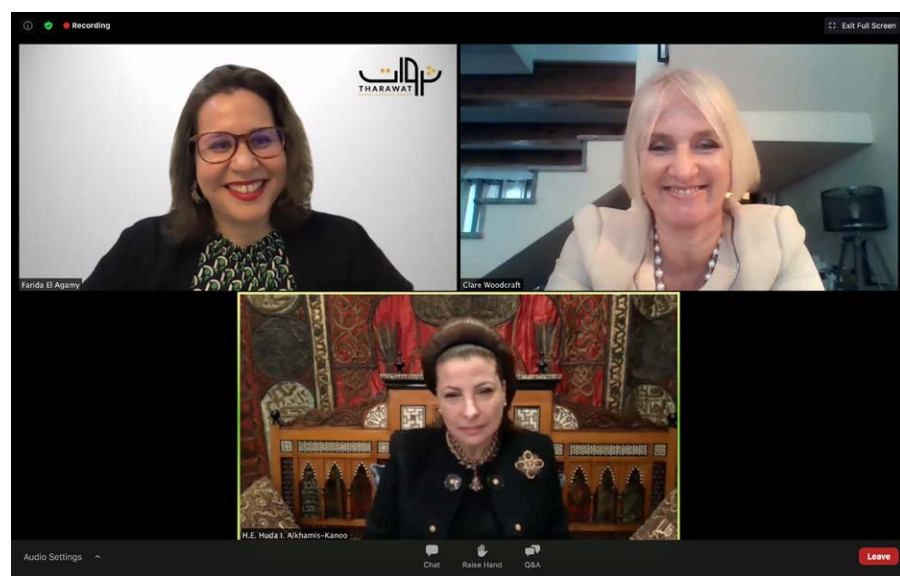
Live webinar: ADMAF's Founder in a live online conversation with composer and musician Wynton Marsalis

Deborah Sunya Moore, Senior Vice President,
Chautauqua Institution

Aligning Philanthropy: The Next Generation of Giving

This was the first in a series of webinars on trends in philanthropic giving, hosted by the Dubai-based Tharawat Family Business Forum, an independent membership network dedicated to the sustainability, innovation and growth of MENA family businesses. *The Next Generation of Giving* was hosted in collaboration with the Centre for Strategic Philanthropy at the University of Cambridge and invited ADMAF's Founder to discuss her views on the fundamental principles of philanthropy with an outlook on how the philanthropy landscape is changing. The conversation addressed questions about today's principal trends in philanthropy, how young philanthropists can decide what path to take and what to gain from existing charitable activities as they build a new strategy that preserves traditional giving and yet embarks on a new journey of impact.

Virtual conversation
Abu Dhabi/Dubai/Cambridge
November 2020



H.E. Huda I. Alkhamis-Kanoo



Clare Woodcraft



Farida El Agamy

Messages of Hope to the UAE

Throughout 2020, ADMAF's Founder published inspiring and uplifting editorials in prominent UAE newspapers.

Culture, value of the creative spirit at a time of uncertainty

The importance of culture and the creative spirit during the Covid-19 pandemic was the focus of the Founder's op-ed in The National Newspaper.

"Don't feel burdened."

Inspired by the words of H.H. Mohammed bin Zayed Al Nahyan, the Founder discussed, in Al Ittihad newspaper, the reassurance and strength to be drawn from the UAE's powerful response to the pandemic.

The Probe of Hope: A Culture of Thought and Building a Civilization

The article focused on how the Mission to Mars is a historic turning point for the UAE and humanity, the positive impact it has on all other sectors including culture and the arts, and how the probe reflects the vision of the UAE for a sustainable platform on which to build a civilization.

A Culture of Peace

Citing the recently signed Abrahamic Accords, ADMAF's Founder discussed the UAE's vision for world peace in Al Ittihad newspaper.





Abu Dhabi Festival 2021 The Future Starts Now

In 2021, Abu Dhabi Festival renews its commitment to culture and the arts. As the UAE celebrates its 50th anniversary, the stage is set to create, innovate, produce, preserve and present inspiring works through virtual platforms, sharing with the world a unique hybrid programme of cutting edge digital experiences.

In its 18th year, Abu Dhabi Festival continues to pioneer the UAE's cultural vision forward into an innovative future that starts now.

The 2021 Abu Dhabi Festival will feature performances and exhibitions with the participation of 500 artists from over 50 countries, 16 exciting world premieres, 11 Festival productions, 7 global co-productions and 4 creative commissions.

2021 Abu Dhabi Festival Virtual Press Announcement

Abu Dhabi Festival announced to a world-wide audience its unique year-long hybrid programme in a virtual broadcast hosted by French-Lebanese journalist and talk show host Giselle Khoury. Award-winning composers and directors, world-renowned performers and internationally recognised artists and curators gave statements. Joining H.E. Huda I. Alkhamis-Kanoo, ADMAF's Founder, were Artist & ADMAF Art Consultant Jalal Luqman; curator and former Deputy Chairman for the Middle East at Sotheby's Roxane Zand; Nadine Abdel Ghaffar, Founder of Art D'Égypte; Farouk Hosny, Egypt's former Minister of Culture; Amer Salmeen Al Murry, Founder and Director of the Al Ain Film Festival; Emirati filmmaker Nasser al-Dhaheeri; Pierre Audi, General Director of Festival d'Aix-en-Provence; Emirati composer Ihab Darwish; Tenor José Cura; Paul Dujardin, Director General of BOZAR; award-winning composer Amanda Lee Falkenberg; Grammy-winning violinist Nicola Benedetti; Palestinian singer/songwriter Omar Kamal; and acclaimed oud master Naseer Shamma. The innovative broadcast reached millions regionally and internationally, resulting in positive press coverage and growth across Abu Dhabi Festival's digital channels.



Giselle Khoury



H.E. Huda I. Alkhamis-Kanoo



Jalal Luqman



Amer Salmeen Al Murry



Ihab Darwish



Roxane Zand



Paweł Wojciechowski

Ludwig Van Beethoven Easter Festival - Recital Series

Founded by Elżbieta Penderecki, the Beethoven Easter Festival featured Poland's brightest young piano talents in a series of recitals co-produced with Abu Dhabi Festival to celebrate the 250th anniversary of Beethoven's birth and the 210th anniversary of Chopin's. Through shared engagement and cross-cultural dialogue with the Polish embassy in the UAE and the UAE embassy in Poland, this series of performances strengthened the enduring ties between the UAE and Poland.

Pre-Festival Event

Co-production with Ludwig van Beethoven Easter Festival
Warsaw, Poland
September-October 2020



Left to Right: Pianist Adam Goździewski, pianist Krzysztof Książek, Mr. Ahmed Almansoori, Chargé d'Affaires of the UAE embassy in Poland, pianist Aleksandra Świąt, pianist Paweł Wojciechowski



Forever Is Now Exhibition

As Art D’Egypt’s cultural partner, Abu Dhabi Festival took part in the international press announcement of *Forever Is Now*, an exhibition of contemporary art from throughout the region and the world that will be held at the plateau of the Great Pyramids of Giza in 2021, in the presence of H.E. Mariam Khalifa Al Kaabi, Chargé d’affaires at the UAE Embassy to Egypt. Art D’Egypt’s founder and curator Nadine Abdel Gaffar, international curator Simon Watson and the exhibition’s other curators and organisers welcomed ambassadors to Egypt, Ministers in the Egyptian government, journalists, leaders in global business and philanthropy, curators and academics for this international media affair.



Nadine Abdel Gaffar, Founder of the *Forever Is Now* Exhibition



ABT Today: The Future Starts Now

This online celebration featured three world premieres created in quarantined “ballet bubbles” and performed by ABT’s incredible dancers. The adventurous and imaginative creators included choreographers Gemma Bond, Darrell Grand Moultrie and Pam Tanowitz.

This unique project toasted American Ballet Theatre’s 80 years and Abu Dhabi Music & Arts Foundation’s 25 years of creativity, innovation and diversity.

Pre-Festival Event

Abu Dhabi Festival Co-production

Online digital world premiere

November 2020



ABT Today: The Future Starts Now, ballet bubble *Convivium*

ABT Today: The Future Starts Now, ballet bubble *'David'*

Omar Kamal's World Tour

In 2020, ADMAF supported the release of Palestinian singer, composer and producer Omar Kamal's latest album *Show Me the Light* and the world tour, which continues into 2021. His first performance of the tour took place in Dubai in December, and the tour includes the world premiere of Kamal's latest single, *Now I Have a Family*, released in November.

Omar Kamal's multicultural influences have given him a rich taste in music, ranging from Swing kings like Frank Sinatra and returning back to Arabic greats such as Mohammed Abdelwahab and Fayrouz.

Supported by Abu Dhabi Festival

Executive Producer

World premiere single release Nov 2020

Dubai, December 2020



Omar Kamal



THE NUTCRACKER - Paus De Deux

THE NUTCRACKER ***Pas de Deux*** Featuring **Isabella Boylston and** **James Whiteside**

American Ballet Theatre, the Abu Dhabi Festival and LG SIGNATURE, the Global Electronics Partner of ABT, proudly presented highlights from Alexei Ratmansky's *The Nutcracker*, starring ABT Principal Dancers Isabella Boylston and James Whiteside, accompanied by Tchaikovsky's timeless score. This unique virtual performance of Ratmansky's choreography for *The Nutcracker* was filmed in early November at New York City's Highline Hotel, and the variation for Ms. Boylston features choreography by Lev Ivanov from the original 1892 production as notated by Nicholas Sergeyev.

Pre-Festival Event

Co-production with American Ballet Theatre and LG SIGNATURE

World premiere

International digital broadcast

New York

December 23, 2020

ADMAF Marketing



Advertising Value Equivalent (AVE):
AED 12,639,655 Million

Overall reach:
+1.4 Billion



Total Social Media impressions:
+33,250,000

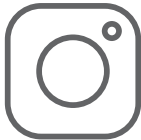


+270,000
AbuDhabiFestival.ae page views

+300,000
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10,257,908	20,372,105
Abu Dhabi Festival impressions	ADMAF impressions



199,006	2,252,165
Abu Dhabi Festival impressions	ADMAF impressions



74,568	103,705
Abu Dhabi Festival impressions	ADMAF impressions