



**WATERLICHT, THE INTERNATIONALLY ACCLAIMED ART EXPERIENCE BY DAAN ROOSEGAARDE,  
MAKES ITS REGIONAL DEBUT AT DUBAI'S JADDAF WATERFRONT SCULPTURE PARK,  
PRESENTED BY DUBAI HOLDING**

- **Jaddaf Waterfront Sculpture Park's public programme opens with the Middle Eastern and Asian premiere of WATERLICHT, an immersive outdoor light artwork by Daan Roosegaarde**
- **The experiential artwork will be staged on November 11, 15 and 16, 2018, marking the Park's and Jameel Arts Centre's official opening, and coinciding with Dubai Design Week**
- **WATERLICHT is first in a series of installations, performances and events planned for Jaddaf Waterfront Sculpture Park, curated by Art Jameel**

**Dubai, United Arab Emirates | November 11, 2018** – The opening programming of Jaddaf Waterfront Sculpture Park includes the regional premiere of WATERLICHT (2018), an immersive outdoor installation created by Dutch artist and innovator **Daan Roosegaarde**. The installation is presented by **Dubai Holding and curated by [Art Jameel](#)**, the independent organisation that supports arts, education and heritage in the Middle East.

Described as a 'dream landscape on the power and poetry of water', WATERLICHT is a monumental, interactive public art installation that uses a combination of LEDs, lenses and site-specific software to create an ever-changing layer of light, the effect of which is to feel immersed under water. The undulating atmosphere created by the work shifts according to the elements of nature, and creates an overwhelming experience for the attending crowd. Its creator Daan Roosegaarde is best known for his interactive social designs that play with the boundaries between man, technology and space. Following a successful tour across Europe and North America, the award-winning performance has reached audiences of nearly 2 million.

Roosegaarde explains, "WATERLICHT is about the power and poetry of water innovation, showing the importance of our relationship with nature. The artwork inspires the sustainable city of tomorrow in the United Arab Emirates, where technology and people live in harmony. We are proud to work together with Jameel Arts Centre and Dubai Holding."

Throughout Dubai's history, water has been an essential element – physically, socially and economically connecting the emirate with the rest of the globe. Dubai's ambition to be one of the world's leading sustainable cities, moving from fossil fuels to green energy and redefining the region's relationship with water, is a central component to its future plans, reflecting a core theme of Expo 2020: sustainability. WATERLICHT creates a collective experience around this issue, indicative of the power of art to foster new ideas.



Khalid Al Malik, Chief Real Estate Officer at Dubai Holding, said: “We at Dubai Holding, together with Art Jameel, are very excited to bring WATERLICHT to Dubai, which is one of the few cities in the world and the first in the region to host this grand spectacle. We believe this moment is truly a celebration of our shared values of enriching our society and strengthening our communities for a prosperous tomorrow. Our latest mixed-use mega destination Jaddaf Waterfront is the natural venue for this innovative art experience, with its creek view setting beautifully lending itself to the piece’s evocative nature.”

Al Malik added: “Jaddaf Waterfront is a fantastic addition to Dubai Holding’s portfolio of iconic destinations that we have proudly delivered over the last 14 years. Hosting remarkable spaces such as Jameel Arts Centre and others, it is primed to become Dubai’s arts and culture hub, in addition to a cohesive community where people live, work and relax”

WATERLICHT will be staged three times during Jameel Arts Centre’s opening week. Free and open to the public, WATERLICHT can only be viewed after sunset due to the installation’s unique blend of technology and natural atmospherics (advance registration is essential as capacity is limited; details below). The installation launches a series of public events and activations curated by Art Jameel for the Park.

Antonia Carver, Director of Art Jameel, added: “Coinciding with Dubai Design Week, WATERLICHT is an exciting way for us to collaboratively celebrate not only the opening of Jameel Arts Centre and the Jaddaf Waterfront Sculpture Park, but also the city’s incredibly innovative design scene, writ large. It is indicative of the range of performances, installations and events we have planned for the park and we look forward to sharing further details on future happenings soon.”

Created by the award-winning, UAE-based architecture studio **ibda design**, Jaddaf Waterfront Sculpture Park is the first open-air art park located in the heart of Dubai. Adjacent to the new [Jameel Arts Centre](#), the park serves as a bridge between the public corniche circling Jaddaf Waterfront and the Centre, which officially opens November 11. The first non-governmental independent contemporary arts institution of its kind in the Gulf, Jameel Arts Centre’s inaugural programme includes exhibitions, new commissions and installations by more than 40 artists, as well as a range of food trucks and on-site experiences.

To see more, attend legendary artist-designer Daan Roosegaarde’s keynote at Dubai Design Week in d3 on November 14, co-organised by the Dutch Design Center,

**DETAILS:**

**Dates:** November 11, 15 and 16

**Timing:** 7pm to 10pm (doors open 6pm)

Free; limited capacity; Register online [jameelartscentre.org/whats-on/waterlicht/](https://jameelartscentre.org/whats-on/waterlicht/)

Listen also to the WATERLICHT Dubai podcast on [waterlichtradio.com](https://waterlichtradio.com)



**PARKING / ENTRANCE:**

Guest Parking: Next to the Centre at Dubai Wharf (please see map online)

Located at Jaddaf Waterfront Sculpture Park, adjacent to Jameel Arts Centre, at Jaddaf Waterfront

**FILMING / PHOTOGRAPHY GUIDELINES:**

Photography and filming are welcome throughout the installation. Photographers are requested to be mindful of visitors experiencing the work.

**WORK DETAILS:**

*WATERLICHT*, 2018 by Daan Roosegaarde

Immersive installation of LED, lenses, digital technology

Dimensions variable

**PRESENTED BY:**

Dubai Holding

Further details on **Jameel Arts Centre** can be found [here](#).

Further details on **Jaddaf Waterfront Sculpture Park** can be found [here](#).

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For more information visit [www.artjameel.org](http://www.artjameel.org) and [jameelartscentre.org](http://jameelartscentre.org) and join the conversation using the hashatags **#waterlichtdx** **#artjameeldxb** **#dubaiholding** **#artjameel** **#jameelartscentre** **#daanroosegaarde** **#studioroosegaarde** **#jaddafwaterfrontsculpturepark** **#jaddafwaterfront** **#dxb18**

Jameel Arts Centre: Instagram [@jameelartscentre](#) | Facebook [@jameelartscentre](#) | Twitter [@jameelartsctr](#)

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### **About Art Jameel**

Art Jameel supports artists and creative communities. Current initiatives include running heritage institutes and restoration programmes, plus a broad range of arts and educational initiatives for all ages. The organisation's programmes foster the role of the arts in building open, connected communities; at a time of flux and dramatic societal shifts, this role is understood as more crucial than ever.

[Jameel Arts Centre](#), an innovative contemporary institution in Dubai, UAE, opened on November 11, 2018; [Hayy: Creative Hub](#), a major complex for the creative industries in Jeddah, Saudi Arabia, is set to launch in 2020.

Art Jameel's model is collaborative: major institutional partners include [Delfina Foundation](#), [the Metropolitan Museum of Art](#), the [Prince's Foundation School of Traditional Arts](#) and [the Victoria and Albert Museum](#). Locally, the organisation works with individuals and organisations to develop innovative programming that embraces both ancient and new technologies, and encourages entrepreneurship and the development of cultural networks.

Art Jameel is positioned alongside [Community Jameel](#), and complements its sister organisation's work in promoting positive social change, job creation and poverty alleviation across the Middle East, North Africa and Turkey.

[www.artjameel.org](http://www.artjameel.org)

### **About Jameel Arts Centre**

One of the first contemporary arts institutions in Dubai, [Jameel Arts Centre](#) presents curated solo and group exhibitions, drawn both from the Jameel Art Collection and through regional and international collaborations. The Centre is a 10,000-square metre, three-storey, multi-disciplinary space designed by UK-based practice Serie Architects. The building is punctuated by seven gardens, designed by landscape architect Anouk Vogel, which reflect local and global desert biomes.

Located by the creek in Dubai's Jaddaf Waterfront neighbourhood, the Centre's galleries are complemented by the Jameel Library, an open-access research centre dedicated to artists and cultural movements in the Gulf states and beyond. The Centre also includes project and commissions spaces, a writer's studio, a restaurant and shop.

The Centre serves as a hub for educational and research initiatives for diverse audiences. Its wider programming embraces partnerships with local, regional and international artists, curators and organisations.

### **About ibda design**



Ibda design is an international architecture, urban and interior design practice based in Dubai with collaboration offices in Beirut and Tokyo. The firm was founded in 2009 by Wael Al Awar, who moved back to the Middle East after spending several years in Tokyo, collaborating with renowned Japanese architects and designers on various scale projects in Japan and around the world. In 2012, Wael Al Awar was joined by Kenichi Teramoto as a partner. Both Principal Architects / Designers had worked closely in Tokyo on several international projects. ibda design has a multi-disciplinary approach to design, addressing the social, environmental, economic and technological aspects of each project in order to tailor a highly specific concept to the given context. Ibda Design develops projects of varying scale and programme, approaching each in a unique manner, with the ultimate aim of delivering distinctive and high quality design. For further information: <http://ibdadesign.com/>

#### **About Daan Roosegaarde**

Roosegaarde studied art and graduated from The Berlage Institute with a master in architecture. He founded Studio Roosegaarde in 2007, where he works with his team of designers and engineers towards a better future. Together they develop 'Landscapes of the Future' building smart sustainable prototypes for the cities of tomorrow. Roosegaarde is a Young Global Leader at the World Economic Forum and named Artist of the Year 2016 in The Netherlands.

#### **Studio Roosegaarde**

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