

For Immediate Release

Jameel Arts Centre launches showcase of UAE creative talent via interactive virtual programme *Jaddaf Aloud Online*

- ***Jaddaf Aloud Online* aims to build recognition, opportunities and experiences for UAE-based artists, musicians, artisans, restaurateurs and the community-at-large, responding to the current health crisis and its impact on the creative industries**
- **Launching online from today (Sunday, April 19), *Jaddaf Aloud Online* brings interactive artist-led workshops -- plus homegrown music, performance, artisanship and food -- into homes in the UAE and across the world**
- **The programme includes:**
 - **Workshops and activities for children and adults, led by UAE-based artists and designers, using materials readily available at home**
 - **Live music and performance by home-grown UAE-based talent playing original music from their home**
 - **A carefully selected directory of local artisans and creatives, connecting at-home shoppers to local enterprises**
 - **A guided tour of diverse, dynamic Dubai eateries that can facilitate home deliveries**
- **The physical edition of *Jaddaf Aloud!*, Dubai's annual museum-led creative festival, returns to Jameel Arts Centre on November 20, 2020**

Dubai, United Arab Emirates | April 19, 2020 – [Jameel Arts Centre](#), Dubai's contemporary art institution, today announces ***Jaddaf Aloud Online***, a new virtual programme designed to celebrate homegrown creative talent and provide opportunities for local audiences to engage and support through a series of activations. Starting today (Sunday, April 19), Jameel Arts Centre will host a series of new, interactive, artist-led workshops for all ages, music performances, a directory featuring local artisans, and a 'guided tour' of diverse Dubai-based eateries that can fulfil home deliveries.

Reflecting Jameel Arts Centre's commitment to community engagement and open, multi-generational programming, the virtual artist-led workshops, activities, market, live music and films are for everyone – including families, children, teens and youth. *Jaddaf Aloud Online* is a multidisciplinary, collaborative event, building recognition, opportunities and experiences for UAE-based creatives; the programme replaces Jameel Arts Centre's previously planned Ramadan market and associated programming.

Jaddaf Aloud Online is a virtual iteration of Jameel Arts Centre's popular annual festival, *Jaddaf Aloud!*, which brings together the community in a celebration of homegrown creative talent. The inaugural festival was held in December 2019 at Jameel Arts Centre, throughout the Jaddaf Waterfront Sculpture Park and along the Creekside corniche of Jaddaf Waterfront. The collaborative festival included pop-ups

and programming by cultural partners, including Dubai Holding, Art Dubai and the Emirates Airline Festival of Literature, and the participation of entities including Alserkal Avenue, Zayed University, thejamjar and Gulf Photo Plus. The festival is planned to return as a physical event on Friday, November 20, 2020.

Make

For *Jaddaf Aloud Online*, Jameel Arts Centre has commissioned UAE-based artists to design and lead interactive projects for kids, teens and adults, using materials readily available at home. Sessions – many led by practitioners who regularly collaborate with Art Jameel -- include crafts, art projects and mindfulness exercises. Workshops are led by **Gulf Photo Plus**, **Eman AlHashemi**, **KAVE-The Story of Things**, **Asma Khoory**, **Natalya Konforti**, **Faissal El-Malak**, **Sara Masinaei**, **Rania Naccour**, Jameel Assembly member **Daniel Rey**, **Marwan Shakarchi**, **Malda Smadi** and **Nahla Al Tabbaa**.

Shop

Jaddaf Aloud Online also features a carefully selected directory of UAE-based artisans, stores and homegrown businesses. Selected via Art Jameel Shop, 2019 *Jaddaf Aloud!* market and the previously planned Ramadan Souk, the list highlights **artisanal goods**, **handmade items** and **seasonal novelty products**, enabling audiences to connect with local makers and businesses from the comfort of their own homes.

Eat

Jameel Arts Centre has collaborated with [Frying Pan Adventures](#), Dubai's pioneering food and culture walking tour organisers, to create a downloadable guide to small-yet-dynamic, local eateries that highlights the diversity of UAE food culture. All selected eateries provide home deliveries.

Listen

Highlighting emerging, home-grown UAE-based talent, *Jaddaf Aloud Online* presents a headline act by [Sound of Nomads](#), performing a live 30-minute set of acoustic covers and originals from his home on Monday, April 20 at 8pm (UAE time). Additionally, a special showcase featuring emerging musicians and composers brings together six original instrumental compositions from across the UAE by **Hana Boukhris**, **David Dykov**, **Ibrahim Al Junaibi**, **Klip Lester**, **Majd Al Sabbah** and **Leendert van't Riet**.

Watch

Partnering with [Analog Room](#), Dubai's landmark electronic and live music venue, *Jaddaf Aloud Online* brings you a series of International experimental short films on Wednesday, April 22 at 8pm (UAE time). The films are curated in collaboration with [Vidéofomes](#), an international association that organises an annual digital arts festival in France.



Jaddaf Aloud Online is designed for families, youth of all ages, music-lovers, cinephiles, photographers, crafters, authors, poets, artists and enthusiasts. It is a first-of-its-kind opportunity to collate and showcase such a diversity of homegrown creative talents from across the UAE to homes all over the country. New content will be released daily on the Jameel Arts Centre's website, free and accessible to all. The full programme of online releases is available [here](#).

END

For more information, visit www.artjameel.org and jameelartscentre.org and join the conversation:

Jameel Arts Centre: Instagram [@jameelartscentre](#) | Facebook [@jameelartscentre](#) | Twitter [@jameelartsctr](#) using the hashtag #jameelartscentre, #jaddafaloudonline

Art Jameel: Instagram [@art_jameel](#) | Facebook [Art Jameel](#) | Twitter [@Art_Jameel](#) using the hashtag #artjameeldxb

Press Contacts

Sareh Faraj
sareh@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. Current exhibitions include artists Michael Rakowitz, Asunción Molinos Gordo, Sarah Abu Abdallah, Hassan Khan, Lubna Chowdhary and architects waiwai.

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.

**Jameel Arts Centre is temporary closed in support of the UAE's efforts to contain the spread of COVID-19. Explore a series of digital resources, including deep-dives into artists' practices; fun



interactive learning kits for stuck-at-home kids; free-to-download e-books; new open calls and opportunities for artists; explorations of the online library catalogues [here](#).

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 2021.

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.