

Jaddaf Playscape Commission: Dubai Culture and Art Jameel announce an open call for a major, new playpark-as-artwork

- *Part of the Dubai Public Art initiative, the Jaddaf Playscape Commission is a major opportunity for UAE-based creatives.*
- *Proposals for a large-scale, interactive and playful public artwork are accepted through to March 31, 2023.*
- *The major sculptural addition to Jaddaf Waterfront Sculpture Park at Jameel Arts Centre is awarded through Dubai Culture's Public Art Strategy.*

Dubai, UAE, February 9, 2023: Dubai Culture & Arts Authority has commissioned Art Jameel to prepare the Jaddaf Playscape Commission Programme, a major new sculptural addition to Jaddaf Waterfront Sculpture Park at Jameel Arts Centre.

Through Dubai Public Art, a new programme for the city launched recently by Dubai Culture, the Jaddaf Playscape Commission is awarded via an open call process (closing on March 31), considered by an eminent jury of local and international art professionals, architects and curators; it gives artists, designers and collectives from and based in the UAE the opportunity to propose and create a large-scale, interactive and playful public artwork every four years. The Jaddaf Playscape Commission aims to create a space for creative enjoyment, imagination and play for all ages, with the inaugural commission opening to the public in Autumn 2023.

The Jaddaf Playscape Commission is in keeping with Art Jameel's and Dubai Culture's commitment to engaging communities through public art and performance, and to supporting artists, architects, designers and writers in nurturing their practices and developing challenging, dynamic new ideas and creating compelling works for the public realm. Responding to the site-specificity of the Jameel Arts Centre surroundings, the Jaddaf Playscape Commission will have a prominent presence, visible to visitors as they access Dubai's contemporary art museum and interact with the wider Jaddaf Waterfront community.

Dubai Public Art is a new multi-year initiative, led by Dubai Culture, that enables the creation and installation of public art by UAE-based artists. Art Jameel is a curatorial partner, working alongside Art Dubai, Tashkeel, Alserkal and Akaas Visual Arts to commission and curate a series of site-specific art installations throughout the emirate.

The Jaddaf Playscape Commission Programme is part of a series of new artworks, from the Art Jameel and Dubai Culture partnership, under the Dubai Public Art programme, that focuses on the Jaddaf Waterfront and Dubai Creek areas, informed by deep, site- and community-specific research. Other projects in this series include Creek Experiences, a series of audio walks responding to Dubai's historical "artery", devised

and recorded by artists, writers and poets, accompanied by performances and an expanded digital programme; and Creek Shelters, a series of sustainable, interactive structures created by artists and architects that provide Creek visitors and explorers with moments of pause and reflection.

Antonia Carver, Director of Art Jameel, said: “Art Jameel has a particular interest in and mandate to commission and curate public art. Since the launch of Jameel Arts Centre in 2018, the Jaddaf Waterfront Sculpture Park, developed in partnership with Dubai Holding, and our location on Dubai Creek, has become a site of dynamic, interactive curation and programming that engages the broadest audiences. Considered the UAE’s first arts-themed public space, the park, designed by celebrated local architects waiwai, features both monumental, permanent works by world-renowned artists and a rolling programme of temporary commissions, community festivals and public performances. We are thrilled to be among a group of colleague-organisations working together to relocate artists and creative practitioners at the heart of the emirate. We thank and congratulate Dubai Culture on this dynamic new initiative.”

The Jaddaf Playscape Commission includes a three-part process:

Open call: UAE-based practitioners submit proposals via an open call process, to be considered in-depth by an eminent international jury;

- Phase 1: the jury shortlists three proposals; selected applicants are then invited to (and supported in) develop and detail their ideas;
- Phase 2: the enhanced, detailed proposals are then re-presented to the jury, and a single commission is selected for production.
- Phase 3: production of the work is enacted in the Sculpture Park at the Jameel Arts Centre, opening to the public in the autumn of 2023.

Deadline for submission of proposals via the open call is **March 31, 2023** (11 pm, UAE); all application materials are submitted through the portal [here](#). For further information on applications and requirements, visit Jameelartscentre.org

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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 Art Jameel Collection and through regional and international collaborations. Current exhibitions include ‘Artist’s Rooms: Risham Syed, Daniele Gendary and Ayesha Sultana’, ‘An Ocean In Every Drop’ curated by Rahul Gudipudi and Nora Razian, Library Circles: Rashed Qurwash, ‘Proposals for a Memorial to Partition’ curated by Murtaza Vali, Library Commissions: Khalid Mezaina.

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. Sitting alongside

is the Jaddaf Waterfront Sculpture Park, designed by waiwai, and a collaboration between Art Jameel and Dubai Holding.

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 Jameel also includes project and commissions spaces, a writer's studio, an artisan bakery and local seasonal dining concept and the [Art Jameel Shop](#).

About Art Jameel

[Art Jameel](#) supports artists and creative communities. Founded and supported by the Jameel family philanthropies, the independent organisation is headquartered in Saudi Arabia and the UAE and works globally. Art Jameel's programmes – across exhibitions, commissions, research, learning and community-building – are grounded in a dynamic understanding of the arts as fundamental to life and accessible to all.

Art Jameel's two institutions – [Hayy Jameel](#), a dedicated complex for the arts and creativity in Jeddah, Saudi Arabia, and [Jameel Arts Centre](#), an innovative contemporary institution in Dubai, UAE – are complemented by digital initiatives plus collaborations with major institutional partners .and a network of practitioners across the world