

For Immediate Release

## ***Corona Virus: A Curious Guide for Courageous Kids***

**Art Jameel teams up with science association Pleiadi and the network of Italian Children's Museums to produce a bilingual free guide for children**



**Dubai, United Arab Emirates | April 1, 2020** – [Art Jameel](#), an independent organisation that supports arts, education and heritage in the Middle East and beyond, today releases ***Corona Virus: A curious guide for courageous kids*** the first bilingual (Arabic/English) free guide on the health crisis for children. It is produced in collaboration with the science association [Pleiadi](#) and the network of **Italian Children's Museums** to encourage responsibility, curiosity, creativity and positivity in the younger generations, in light of the current challenges faced with the COVID-19 pandemic. The guide is available online now and is free to download for readers across the Arab world and beyond, to be viewed on computers, I-pads, tablets, phones and, wherever possible or required, as a print resource.

***Corona Virus: A curious guide for courageous kids*** is a unique guide written by scientists, illustrated by artists and designed by museum educators to provide children and young readers relatable and clearly communicated facts about the virus. The e-book acts as an essential tool that enables parents, guardians and teachers to communicate calmly and effectively the measures taken in cities around the world. With its creative illustrations



and friendly language, the guide successfully highlights precautionary steps children can take to stay healthy plus values of cooperation, unity and community building.

The project was first started by Italian science association **Pleiadi** and then endorsed and promoted by the Network of Museums for Italian Children. The guide is currently being translated into 30 languages and distributed to 50 countries.

With this collaboration, Art Jameel aims to make ***Corona Virus: A curious guide for courageous kids*** available to children, families, schools and creative institutions in the Arab world and beyond. Print copies will be made available in areas where print distribution is required and is possible.

“This free guide aims to deliver scientific information to a network of readers across the world,” said Lucio Biondaro, Project Director at Pleiadi in Verona, Italy. “We want to teach all the children that we must be united, globally, to fight this virus. In our understanding, nothing quite like this project has been done before, and we wish the book every success across the Arab region.”

“As our colleagues at Pleiadi and the Italian Children’s Museums network have maintained throughout this project, now is a time for solidarity and collaboration across the creative world,” said Antonia Carver, Director, Art Jameel. “We are so thankful to have been able to work together to produce this Arabic/English version of ***Corona Virus: A curious guide for courageous kids*** – now our aim is to get the word out, far and wide, and let children have access to the guide across the Arab world and beyond. As the booklet itself says, ‘curiosity will conquer fear’.”

The digital guide is available in Arabic and English on the [Art Jameel](#) and [Jameel Arts Centre](#) websites.

**END**

#### **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 the winter of 2020-21.



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.

### **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. 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 Jaddaf Waterfront, one of Dubai Holding's mixed-use destinations, 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.

### **Press contacts:**

Sareh Faraj

[sareh@artjameel.org](mailto:sareh@artjameel.org)