

**Jameel Arts Centre calls all gardeners and enthusiasts to take part in**  
***Down to Earth: A celebration of all things green***

- ***Down to Earth* is a new, annual event that brings together the UAE's growing community of gardeners, green-fingered enthusiasts, the eco-conscious and sustainability-aware**
- **The day features an accessible range of entertaining, educational activities on December 12, 2020, from 10am to 6pm at Jameel Arts Centre, Jaddaf Waterfront, Dubai**
- **The gathering also debuts *Grow & Tell*, a new participatory live community showcase of the UAE's most exciting gardens – from indoor jungles to established plots. Amateur home gardeners in the UAE are invited to apply by November 30, 2020**

**Dubai, United Arab Emirates | November 17, 2020** - [Jameel Arts Centre](#), Dubai's contemporary art institution, announces ***Down to Earth***, a free, day-long gathering designed with and for the UAE's growing eco- and socially-conscious community. The first-of-its-kind event will feature an accessible range of entertaining and educational activities, including a green bazaar, talks and workshops for all ages. The event takes place outdoors in the Jameel Arts Centre gardens and Sculpture Park, on Saturday, December 12 from 10:00am to 6:00pm.

From the balcony vegetable farmer to the highrise jungle enthusiast to the suburban oasis dweller, ***Down to Earth*** has something for everyone. The gathering includes workshops, demos, giveaways and information stalls for children, teens and adults covering subjects ranging from caring for houseplants, potting, composting to Japanese flower arranging and innovative table setting. Guided tours of Jameel Arts Centre's famed desert gardens led by botanists and curators as well as a programme of children's activities will run throughout the day. The full schedule of events and speakers will be announced early December.

The inaugural ***Down to Earth*** is a free community event; all visitors are required to pre-register for a two-hour slot and also sign up for limited-capacity specific talks and workshops. The event features a green bazaar that promotes and supports local businesses, including an extensive plant market. Situated throughout the Jameel Arts Centre's extensive outdoor spaces will be a range of interactive awareness booths that present ideas and new products and reveal the secrets of living sustainably and growing, nurturing and accessorising a broad variety of indoor and outdoor gardens. Food stalls for light bites and refreshments will be available, as well as designated picnic areas across Jaddaf Waterfront Sculpture Park.

Additionally, green aficionados are invited to enter **Grow & Tell**, the UAE's first live forum for star gardeners, by submitting a description and photos of their home garden via an [online application form](#) (deadline: November 30). Eight gardeners will be selected and invited to take to the ***Down to Earth*** stage on December 12 and present their share-worthy gardens, insights, tips and tricks in a lively showcase of the very best of UAE gardens.

- If you are an amateur gardener applying to present at Grow & Tell, [apply here](#) by November 30
- If you are a green-oriented business, social enterprise or organisation and would like to get involved, please email [events@artjameel.org](mailto:events@artjameel.org)
- [Book your two-hour Down to Earth](#) slot today and show your confirmation upon your arrival. Limited-capacity workshops require separate registration.
- The full programme details and schedule will be released soon. Check [jameelartcentre.org](http://jameelartcentre.org) for updates.

**Down to Earth activities include:**

- **Workshops, demos and information stalls:** discussing garden-growing, potting, composting, flower arranging, forest-making and more
- **A green bazaar:** stalls featuring everything one needs to grow, nurture and accessorise a broad variety of indoor and outdoor gardens, plus related eco-conscious and sustainability-aware gifts and products
- **Talks and guided tours:** botanist- and curator-led guided tours of Jameel Arts Centre's desert and artist's gardens, plus talks by regional specialists and expert hobbyists on sustainability, self-sufficiency, gardening and more
- **Food:** food stalls, as well as designated picnic areas across the Jaddaf Waterfront Sculpture Park
- **Grow & Tell:** a popular, lively talks event featuring selected top amateur gardeners from across the UAE sharing their gardens, insights, tips and tricks
- Giveaways, games and storytelling experiences for children and adults that are open and free for all

-ENDS-

For more information visit [www.jameelartscentre.org](http://www.jameelartscentre.org) and join the conversation:

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

Press Contacts

John Carlo Bogayan

[john@rpr.ae](mailto:john@rpr.ae)

050 240 7189

#### COVID-19 Notes:

*Down to Earth* complies with all safety regulations and spacing guidelines. Hand disinfectant is provided for visitors at the entrance and throughout, along with face masks and gloves if required.

#### 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 Lawrence Abu Hamdan, Taysir Batniji, Lubna Chowdhary, Sunoj D and Namrata Neog, Maryam Al Dabbagh, Hassan Khan, Michael Rakowitz, Larissa Sansour and Conrad Shawcross.

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, 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 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.