



EDGE OF ARABIA BRINGS SAUDI PRESENCE TO ART DUBAI

Edge of Arabia is a creative and educational initiative to globally promote contemporary artists from Saudi Arabia. Following a celebrated exhibition in London and during the 53rd Venice Biennale, last month in Riyadh the Edge of Arabia world tour was launched.

Edge of Arabia is now delighted to be participating in *Art Dubai* for the first time. The project's presence at this region's leading art fair offers an opportunity for visitors to meet artists, curators and special guest speakers engaged with contemporary Saudi art and culture.

Edge of Arabia's Director Stephen Stapleton said "our approach to *Art Dubai* is one of conversation; sharing ideas and engaging with the international art world as well as the local arts community. We have invited Saudi artists, collectors, curators, gallerists, students and patrons to get involved and we hope to inspire a timely discussion about Saudi contemporary art. Ultimately, our aim is to bring what is currently an isolated arts community to the international stage."

Over the next four years Edge of Arabia will bring a vision of creativity across borders to Europe, Asia, North America and the Middle East. Sponsored by the Abdul Latif Jameel Co. Ltd and in partnership with the Saudi Arabian General Investment Authority, the tour will include stops in Berlin and Istanbul in 2010.

Edge of Arabia's Creative Director Abdullah Al-Turki said their presence at *Art Dubai* will "encourage young collectors and emphasise the idea of art as a way to educate and share cultural knowledge. I especially want to use art to cultivate a deeper understanding of my country — which is so often misrepresented — by showcasing its rich culture and unique talents."

World Tour Headline Sponsor:



ABDUL LATIF JAMEEL CO. LTD.

World Tour Headline Partner:



EDGE OF ARABIA EVENTS

EDGE OF ARABIA INFORMATION AND MEDIA BOOTH (B30)

ART DUBAI

At the information and media booth visitors and press can meet the team and discover more about Edge of Arabia. Press will also be able to request interviews with artists and curators and browse information about the project.

UAE UNIVERSITY WORKSHOP: TUESDAY & WEDNESDAY 16-17 MARCH

CUADRO FINE ART GALLERY, DIFC

This two day photo collage workshop organised by Edge of Arabia, sponsored by Gulf Education Partner, Abdul Latif Jameel Community Services Programme and hosted by the Cuadro Fine Art Gallery, will engage art students from Zayed University, University of Sharjah and the American University of Sharjah to work collectively with artist Manal Al-Dowayan and Edge of Arabia's founder and Director, Stephen Stapleton. The final pieces will be displayed at the Cuadro Fine Art Gallery.

BOOK SIGNING AT THE VIRGIN MEGASTORE: THURSDAY 18 MARCH 15.00-16.00

MALL OF THE EMIRATES

Edge of Arabia artists will be on hand to meet visitors and sign the exhibition catalogue. Virgin Megastores are the exclusive distributor of the Edge of Arabia fine art catalogue in the UAE.

ART PARK AFTERNOON: FRIDAY 19 MARCH 12.00-14.00

BIDOUN LOUNGE, ART DUBAI

During Edge of Arabia's afternoon in the Art Park, visitors will explore contemporary Saudi art and culture with artists, curators and special guest speakers, including a conversation between Saudi art practitioners and special guest speakers. Internationally renowned artists Faisal Samra and Abdunasser Gharem will discuss their creative practice and screen some of their video art, while leading Saudi female artist Manal Al-Dowayan will speak on art as a vocation in the Gulf.

Panel discussion *Saudi Art Now*, chaired by special guest speaker will investigate the region's emerging contemporary art scene, opportunities available to arts communities and the challenges for artists based out of the Kingdom. Panellists include Sarah Al-Faour (Chief of Arts and Culture, Saudi Arabian General Investment Authority), Abdullah Al-Turki (Creative Director, Edge of Arabia), Bashar Al-Shroogi (Founder, Cuadro Fine Art Gallery) and Hamza Serafi (Founder, Athr Gallery).

PRIVATE RECEPTION: FRIDAY 19 MARCH 15.00-16.30

COLLECTORS LOUNGE, ART DUBAI

Directors of Edge of Arabia and Art Dubai have invited guests of Edge of Arabia to a private reception in the Abraaj Collectors Circle Lounge where guests can meet artists, gallery owners and curators.

NOTES TO EDITORS

EDGE OF ARABIA PROGRAMME 2010

RIYADH, 23-26 JANUARY 2010: The Edge of Arabia exhibition world tour launch at GCF included an exhibition, international media announcement and a series of school workshops at SAGIA's 2010 Global Competitiveness Forum.

DUBAI, 17-20 MARCH 2010: Edge of Arabia's presence at Art Dubai includes an afternoon of artists' talks and panel discussions in The Art Park (Friday 19th 12-2pm), an information booth (B30), and an educational workshop with UAE University students in partnership with Cuadro Fine Art Gallery.

BERLIN, JUNE-AUGUST 2010: A major Edge of Arabia exhibition, coinciding with the Berlin Biennale.

ISTANBUL, NOVEMBER-DECEMBER 2010: Edge of Arabia will close 2010 with a major exhibition in this year's European Capital of Culture, coinciding with the Contemporary Istanbul art fair.

PARTNERS & SPONSORS

WORLD TOUR HEADLINE SPONSOR:

ABDUL LATIF JAMEEL CO. LTD

'We are delighted to support Saudi Artists to participate in this timely and important project. We are especially pleased to be sponsoring these exhibitions whose educational focus allows new and often young international audiences to better understand and engage with contemporary culture and heritage from Saudi Arabia.' - **Fady Jameel**

WORLD TOUR HEADLINE PARTNER:

SAUDI ARABIAN GENERAL INVESTMENT AUTHORITY

GULF EDUCATION PROGRAMME SPONSOR:

ABDUL LATIF JAMEEL COMMUNITY SERVICES PROGRAMS

PROJECT PARTNERS:

SAUDI ARABIAN MINISTRY OF CULTURE & INFORMATION
BRITISH COUNCIL
ARAB BRITISH CENTRE

GALLERY PARTNERS:

CUADRO GALLERY
ATHR GALLERY

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