

# Louvre Abu Dhabi Annual Report 2021



اللوفر أبو ظبي  
LOUVRE ABU DHABI











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# FOREWORDS

- A Message From The Chairman
- A Message From The Undersecretary
- A Message From The Director

## A message from the chairman

The UAE celebrated a significant moment in 2021 with the nation's Golden Jubilee anniversary. It was a time to reflect and take pride in the considerable achievements of our country, across all fields, notably in the cultural domain. After the steep learning curve necessitated by the pandemic, our Department, our community and our nation designed new ways to live, to learn and to thrive. Around the world, culture has been a vital force for positivity during turbulent times, and Louvre Abu Dhabi has been a global leader in developing innovative ways to provide outstanding, immersive and thought-provoking content for its visitors.

When the museum reopened its doors in June 2020 after only 100 days of closure, it spearheaded new ways of reaching and engaging with the community, responding to the needs of its audiences and adjusting its offerings accordingly. The Louvre Abu Dhabi team continued its mission to curate and deliver new exhibitions and programmes to ensure a constantly evolving visitor experience. To coincide with its 4th anniversary in November 2020, Louvre Abu Dhabi announced 100 new artworks in the museum galleries, including 59 new loans and 56 new acquisitions, as well as a special display to highlight the unity of the United Arab Emirates and celebrate the Jubilee with the nation.

In 2021, the UAE received important international recognition in the field of culture. Arabic Calligraphy was added to the UNESCO Representative List of the Intangible Cultural Heritage of Humanity, and Abu Dhabi was designated a City of Music by the UNESCO Creative Cities Network.

Saadiyat Cultural District, the home of Louvre Abu Dhabi, also continued its mission as a world-leading centre for global culture. When complete, the District will offer the highest concentration of cultural experiences in the world, with unparalleled museums and collections. Louvre Abu Dhabi, the universal museum at the heart of the Arab world, is proudly part of this community of Saadiyat cultural institutions that tell the story of our universe, our people and our humanity, to inspire our youth and future generations.

[Mohamed Khalifa Al Mubarak](#)  
Chairman, Department of Culture and Tourism - Abu Dhabi



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## A message from the undersecretary

Louvre Abu Dhabi, which opened its doors five years ago has consolidated its position as the region's landmark art institution. In its first four years, Louvre Abu Dhabi welcomed over two and a half million visitors and it remains consistently the most visited and influential museum in the Arab world, With an unparalleled collection and active partnerships with regional and global museums and cultural institutions, Louvre Abu Dhabi serves as an exemplar of best practice to cultural organisations in the emirate of Abu Dhabi and beyond, and has consolidated the Saadiyat Island mission to evolve as a global cultural destination.

Despite the challenges resulting from the global pandemic, Abu Dhabi's cultural institutions continued to deliver agile and innovative programming prioritising the visitor experience, placing the safety and well-being of audiences at the heart of their offerings. Abu Dhabi's 2021 domestic visitor numbers reconfirmed the importance of our cultural institutions as civic spaces serving our communities.

The emirate continued with its planned cultural programme of festivals, art programmes and cultural platforms such as Al Hosn Festival, Abu Dhabi Art, Culture Summit Abu Dhabi and the Abu Dhabi Music and Arts Festival. Abu Dhabi has also been awarded the designation of 'City of Music' by the UNESCO Creative Cities Network, an important international recognition of the emirate's efforts to foster a thriving cultural ecosystem which supports all forms of creative expression.

The Golden Jubilee for the nation was celebrated in many innovative ways across Abu Dhabi, as we honoured the memory of the founder of our nation, the late Sheikh Zayed bin Sultan Al Nahyan, and marked 50 years of remarkable growth and progress. It was the perfect opportunity to come together as a community, to celebrate and be inspired to continue to bring forth new platforms for creativity. Throughout the year, Louvre Abu Dhabi joined the nation in these celebrations, which significantly contributed to the well-being of our audiences and our people.

**Saood Abdulaziz Al Hosani**  
Undersecretary, Department of Culture and Tourism - Abu Dhabi

## A message from the director

2021 has seen a welcome return to curiosity, to discovery and to fresh encounters with objects which are themselves repositories of knowledge and the universal history of mankind. It has been a year of tremendous hard work by all of the team at the Department of Culture and Tourism and Louvre Abu Dhabi. I must congratulate each one of them for the vital role they have played in ensuring the museum remains both on one hand a 'mindful museum' – a safe space to experience art, and an ever-evolving, inspiring space to learn and grow. We have successfully been able to continue to welcome tourists and residents back into our galleries this year, including a number of official visits from heads of state, diplomats, ministers and celebrities.

Louvre Abu Dhabi's collection continues to thrive with a number of significant new acquisitions made in 2021, and the first artwork gifted to the museum. Acquisitions span all cultures and timelines, from an early French manuscript and a 17th century carpet from Isfahan to photographs by Muhammad Sadiq Bey and Man Ray and a painting by Robert Delaunay. The museum's collection now numbers 957 artworks, with 3610 on its database and more than 650 artworks from 20 cultural institutions and museums presented in the permanent galleries. The museum also announced a new Resource Centre and Research Laboratory.

The year saw two successful major international exhibitions, Abstraction and Calligraphy – Towards a Universal Language (February – June 2021) in collaboration with the Centre Pompidou and sponsored by Mont Blanc and Dragon and Phoenix: Centuries of Exchange between Chinese and Islamic Worlds (October 2021 – February 2022) in partnership with Musée national des arts asiatiques-Guimet and with the support of France Muséums, both exploring the season's theme of exchanges between East and West in diverse ways. The Children's Museum re-opened in June with a new interactive exhibition Emotions! The New Art Adventure, which explores the universality of emotion. Significantly, Louvre Abu Dhabi launched an annual showcase of contemporary art supported by Richard Mille, which through an open call, shortlist and exhibition aims to highlight artists living and working in the UAE, the region and beyond.

**Manuel Rabaté**  
Director, Louvre Abu Dhabi





# 2021: Year at a glance

## JANUARY

- 21 Online talk on the diplomatic role of Louvre Abu Dhabi and diplomatic relations between France and UAE, organised by Conseil d'État in France.
- 28 Online talk with the participation of Louvre Abu Dhabi Director about the pandemic and the unprecedented changes reflected in the field of art, organised by Art Moscow.
- 29 Successful auction sale with the acquisition of a pair of paintings from Aeneid, *The Plague at Pergamea* and *The Sicilian Games* by Giovanni Francesco di Niccolo di Luteri, also called Dosso Dossi (circa 1486-1541/42), commissioned by Alfonso I d'Este circa 1518.



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## FEBRUARY

- 17 *Abstraction and Calligraphy – Towards a Universal Language*, Louvre Abu Dhabi's first 2021 exhibition opens, featuring abstract masterpieces in dialogue, exploring a universal language of text and image.



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Photo Ismail Noor - Seeing Things

## MARCH

- Throughout the month – Launch of Online Talk and Online Calligraphy Demonstration, public programming accompanying the exhibition *Abstraction and Calligraphy – Towards a Universal Language*.
- 30 Chairman's visit to the soft opening of the Resource Centre.
- 30 Acquisition committee confirm acquisition of an important manuscript from Les Decades, a text from Titus Livius (59 BC-17 A.D).



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Photo Teody Garcia - Gulf Colour

## APRIL

- 01, 06 Successful auction sales with the acquisition of a Polonaise carpet made in the early 17th century and two important photographs purchased including a gelatin silver print from 1950 of Man Ray's iconic *Le Violon d'Ingres*, 1924.
- 05 Berklee Pop Up Performance: Unlock the Language of Music.
- 10 Inauguration of multi-faith Prayer Room.
- 12 12 April to 12 May - Ramadan 2021: Celebrating Art and Poetry: Ramadan with Louvre Abu Dhabi.



© Department of Community Development - Abu Dhabi  
Photo Khaled Al Hammadi

## MAY

- 13 Successful auction sale with the acquisition of Robert Delaunay's *Les Coureurs* for Louvre Abu Dhabi's collection.
- 14 Eid Digital Calligrafitti event.

## JUNE

- 18 Louvre Abu Dhabi's Children's Museum successfully reopened with a fascinating exhibition entitled *Emotions! The New Art Adventure* after being closed since March 2020 due to the COVID-19 pandemic.
- 19 First event of the Kayak Cinema Show as part of the Children's Museum Programme.
- 21 - 29 *Now United*, music video shoot.
- 23 Successful auction sale with the acquisition of six important artworks including *The Prestige Shield*, dating from the 19th century from the Solomon Islands.



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## JULY

- 01 Louvre Abu Dhabi signs a Memorandum of Understanding with United Arab Emirates University.
- 01 *Now United* concert.
- 07, 08 Successful auction sale with the museum acquiring Willem Kalf's *Still life with Chinese ceramics and an oriental carpet (1658)*.



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## AUGUST

- 19 International Jury Panel for Louvre Abu Dhabi *Art Here 2021 and The Richard Mille Art Prize* unveiling.



## SEPTEMBER

- 23 Louvre Abu Dhabi participated in a UNESCO panel discussion on facing post-pandemic challenges through innovation and inclusiveness.



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## OCTOBER

- 06 *Dragon and Phoenix: Centuries of Exchange between Chinese and Islamic Worlds*, Louvre Abu Dhabi's second international exhibition of the year opens.
- 09 World Mental Health Programming: Ride & Art event and Film Screening: *Peter Sellars This body is so impermanent*.



- 20 Shortlisted artists for *Louvre Abu Dhabi Art Here 2021 and The Richard Mille Art Prize* announced.
- 26 'A Celebration of Craftsmanship' – Gaggenau Patrons Dinner.
- 28 Successful auction sale.
- 31 Cultural Programming event: Halloween Kayaking Tour



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## NOVEMBER

- 04 4 November to 31 December (from Thursdays to Saturdays) → Dragon Boat rides around the Museum.
- 10 FACT Dining Awards where FACT Magazine honours the best hot spots amongst the culinary world in Abu Dhabi. The gala awards night took place at the beautiful Art Lounge with high profile guests from across major F&B outlets in town attending, with Fouquet's Abu Dhabi scooping the award for 'Best European'.
- 11 Louvre Abu Dhabi celebrates the UAE's Golden Jubilee and its 4th anniversary.
- 11 Launch of a new Resource Centre and Research Laboratory.
- 15 Cultural Partnership Announcement between the Abu Dhabi Arabic Language Centre (ALC), part of the Department of Culture and Tourism - Abu Dhabi (DCT Abu Dhabi), and the renowned,



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Paris-based Institut du Monde Arabe (IMA) to support, promote and connect Arab culture with others around the world.



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- 16 Art Here launch event. This year marked a new partnership with Swiss watchmaking brand Richard Mille to launch an annual exhibition, Louvre Abu Dhabi Art Here, and the creation of The Richard Mille Art Prize. In its first edition, the shortlisted artists were selected by the prize's jury following an open call for proposals from UAE-based artists. Participants were asked to respond to this year's theme of 'Memory, Time and Territory', addressing questions of memory and belonging, and exploring the geography of identity through the artists' personal relationships with territories. The event opened with a visit to the art space followed by welcome remarks and dinner at Fouquet's Abu Dhabi.



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Photo Augustine Paredes - Seeing Things

- 17 Rooftop Rhythms, the Wellness Edition.
- 19 First screening and Kayak Cinema Show as programming for *Dragon and Phoenix* exhibition.
- 22 Acquisition committee with a group of seven artworks acquired, including a Sapi-Portuguese Oliphant dated circa c. 1490-1530.
- 24 Bloomberg Patrons evening - Global newswire agency Bloomberg hosted an evening with select HNW clients at Art Lounge. Guests enjoyed a

selection of canapes specially designed for the evening by master chefs at Fouquet's Abu Dhabi. Guests were treated to a special tour of the 'ART HERE' exhibition at the Forum by Senior Curator, Robert Kilroy.



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## DECEMBER

- 02, 03 Celebrating the UAE's Golden Jubilee, Louvre Abu Dhabi invited the public to an immersive retro, roller-skating event, Retro-Blast, transporting you to the past with immersive projections and music.



- 03 50th National Day Celebrations closing weekend with Emirati singer Ahlam performing at Louvre Abu Dhabi.
- 03 In the presence of H.H Mohamed bin Zayed and Emmanuel Macron, President of France, the Department of Culture and Tourism – Abu Dhabi has amended the intergovernmental Agreement of the Louvre Abu Dhabi.
- 15 David Guetta's Online Concert for New Year's Eve - To round off the year in spectacular style, Louvre Abu Dhabi and Department of Culture and Tourism teamed up with global superstar DJ and

producer David Guetta to produce a high-octane special show as part of David's 'United from Home' concert series. This one-off special event was produced exclusively for a global audience to enjoy via a livestream to ring in the New Year. With millions of views spread across multi-platforms, the outreach has been nothing short of phenomenal to sound off 2021.



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- 18 Poetry Night at Louvre Abu Dhabi in celebration of the international day of Arabic language in partnership with the Institut Français in the United Arab Emirates, Arabic Language Center, Louvre Abu Dhabi, Sorbonne University Abu Dhabi, and Institut du Monde Arabe.
- 31 David Guetta's pre-recorded performance at Louvre Abu Dhabi was broadcasted online on New Year's.



@GuilleGS\_HighScream\_DavidGuetta



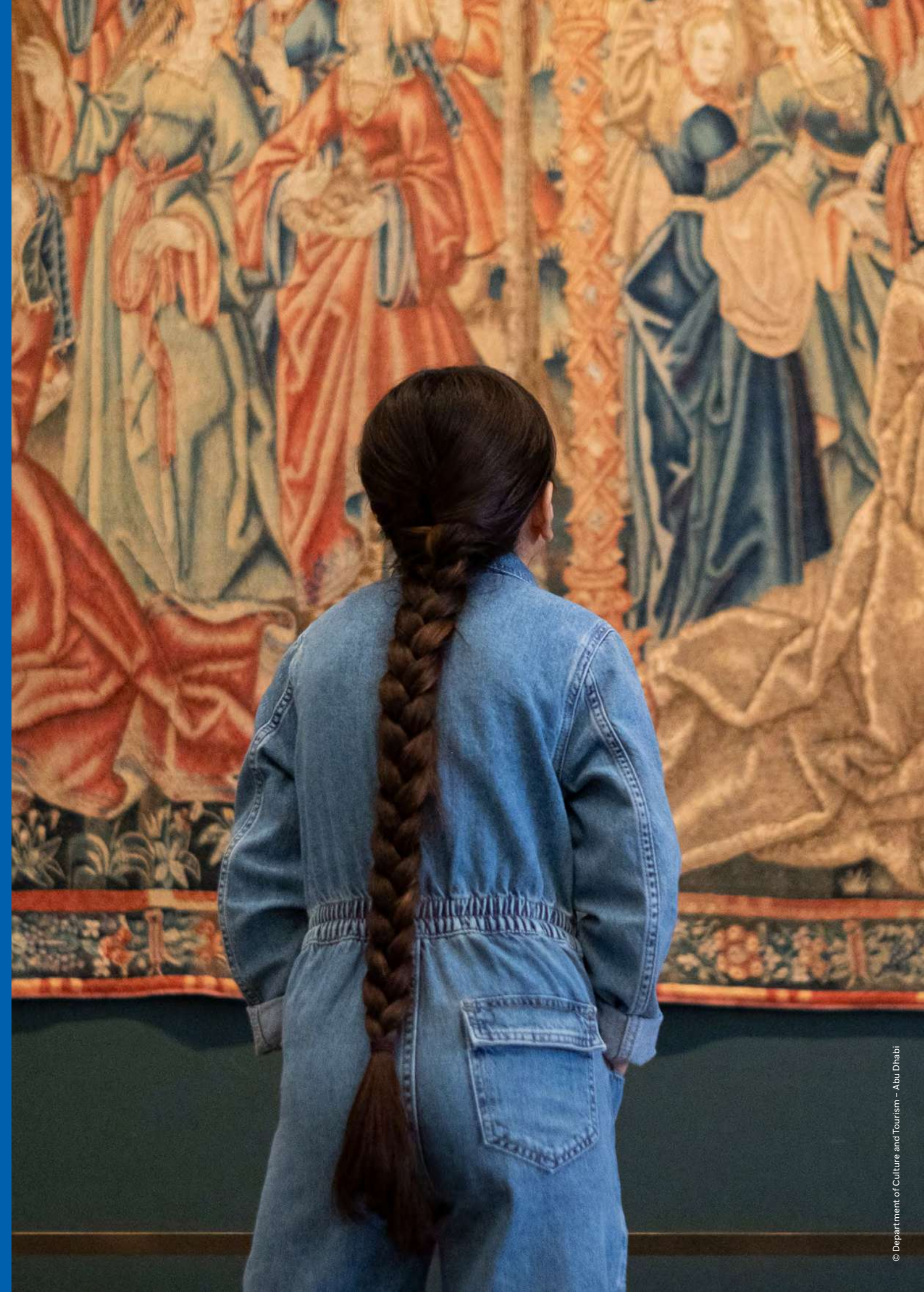
# LOUVRE ABU DHABI

## STORIES OF CULTURAL CONNECTIONS

Our Mission

Our Vision

Our Values







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Louvre Abu Dhabi is a place to share and celebrate stories of cultural connections and help visitors realise that we have more in common than we know. In its first four years, Louvre Abu Dhabi welcomed more than two and half million visitors, mounted 17 specially commissioned temporary exhibitions and successfully navigated the COVID-19 pandemic.

Through its innovative curatorial approach, the museum displays artworks from different cultures side by side, and builds understanding across cultures through stories of human creativity that transcend civilisations, geographies and times. The permanent collection, together with important artworks loaned from prestigious partners allow visitors to travel from pre-history to the present day, and discover connections, points of exchange and differences.

Anchored in the Middle East/Arab World and enriched by the diversity of its surroundings, Louvre Abu Dhabi aims to shape new perspectives on the global history of art and tell much-needed tales of exchange and tolerance in a connected world.

# Our mission

## Why we are here

Through artworks, we open eyes to the universal creativity of humankind, open hearts to stories of cultural connections and open minds to new perspectives on our place in the world.



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# Our vision

## Where we are going

We are here to build understanding across cultures and reveal we have more in common than we know.

We are building an inspiring, participatory museum platform for encounter and exchange and want Louvre Abu Dhabi to be playing a leading role, both in Abu Dhabi and the world, for promoting cultural dialogue, re-thinking art history, and creating innovative and sustainable museum practices.

# Our values

## Who we are

At all times, we strive to be:

### Connected

We seek connections beyond our world and celebrate the many links between people and cultures.

### Mindful

We are considerate and empathetic to others. We are conscious of our impact on our communities and the world.

### Open-minded

We are inherently curious and are always exploring new ideas and perspectives.

### Innovative

We welcome innovation and are always expanding upon our ways of thinking and working.





# ENRICHING AND PRESERVING THE COLLECTION

Acquisitions

Permanent galleries

Artwork rotations

Preventive and remedial conservation

Museography





# Acquisitions

In 2021, Louvre Abu Dhabi's collection continued to expand through acquisitions. 957 artworks are now part of the collection, with 3610 artworks inventoried on the database of the museum. The chronological period the collection covers reflects the breadth of museum's scope, spanning from 500,000 BCE to the present day, from Paleolithic bifaces to installations by 21st century artists. The collection covers a wide range of media: including paintings, drawings, prints, photographs, sculptures, ceramics, furniture, manuscripts, scientific instruments, weapons, armour, jewellery, carpets, religious objects and reliquaries, coinage. In keeping with the aims of the universal museum, the works acquired come from widely diverse geographic origins in order to represent the universality of human creation. In accordance with Louvre Abu Dhabi's scientific and cultural programme, the emphasis is placed on acquiring works that bear witness to the dialogue and links between different cultures, both ancient and contemporary.

The choices made reflect the desire to have a balanced distribution between the different Louvre Abu Dhabi collections in each space, while allowing for a disparity in the number of works overall in the different galleries. The acquisitions policy affects all parts of the collection and does not focus on either a particular typology or area of the exhibition spaces. Given the number of works remaining for the museum to acquire in order to completely replace the French loans before November 2027, the goal is very ambitious.

The priorities were, and still are, the replacement of loans to ensure the autonomy and international credibility of the institution, the filling of gaps within the museum's identity and local context, namely: Islamic Art, Modern Arab Art, Indian sculpture, Islamic and Chinese carpets and textiles, Old Master paintings, women artists, immersive artworks, and contemporary commissions. It also includes the assessment of unmissable opportunities and masterpieces.



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Louvre Abu Dhabi has assessed more than 100 proposals for private sales and organised two acquisition committees, which led to the successful acquisition of 12 lots in auctions. The team also prepared the participation in 19 auction sales, 8 of which were successful, leading to the acquisition of 13 artworks. Finally, 2021 was also the year the first artwork was gifted to the museum. In 2021, Louvre Abu Dhabi acquired a total of 25 artworks of very high quality. The following selection of ten works gives an overview of the different categories of works accessioned during the year and of the quality of the pieces selected.

## The Plague at Pergamea and The Sicilian Games, Giovanni Francesco di Niccolo di Luteri

In January 2021, the museum started the year by acquiring a pair of paintings depicting two legendary episodes from The Aeneid, The Plague at Pergamea and The Sicilian Games by Giovanni Francesco di Niccolo di Luteri, also called Dosso Dossi (circa 1486-1541/42), commissioned by Alfonso I d'Este circa 1518. Dosso Dossi became one of the most famous painters of the Italian Northern Renaissance. His career and manner of working are often cited as marking a shift between the Medieval and Early Modern eras. As part of his princely programme to turn Ferrara into a beacon of the Renaissance, Alfonso I d'Este wanted to present his art gallery as an impressive succession of chambers. The legendary gallery was named after its original décor: under a gilded ceiling, the paintings and art objects were displayed in a white room panelled with alabaster with a marble floor and bright crystal used for the windows. These two artworks belong to the frieze that encircled the top of the walls in this amazing lost chamber.

## Les Decades, Titus Livius

In March 2021, we acquired an important manuscript of Les Decades, a text by Titus Livius (59 BCE-17 CE). This book, which was produced in the French city of Metz, dates back to 1440 and is likely to have been copied directly from the first royal transcription of Titus Livius, made in 1350 for Jean II the Good, King of France, which was the first translation of a secular chronicle into French. It shows the importance of history and literature for court life in the Middle Ages and sheds light on the production of models and mirrors for the prince, a genre shared by Europe and Asia during the Middle Ages.

## Polonaise carpet, Isfahan

In April 2021, we acquired a Polonaise carpet made in the early 17th century. This lavishly made carpet was produced in Isfahan, the capital of the Safavid Empire under the reign of Shah Abbas, a period of felicity and renewal for the arts. Made of silk, cotton and silver threads, it was produced in the imperial workshops for the court or offered to the main religious institutions of Isfahan. The lavish baroque patterns on this type of carpet were of particular interest to the Europeans in the 17th century. This is why many of them were exported to Europe or presented to ambassadors for the royal families as well as being highly valued by members of the European aristocracy and royalty.

## Le Violon d'Ingres, Man Ray

Also in April, two important photographs were purchased including a gelatin silver print from 1950 of Man Ray's iconic Le Violon d'Ingres (1924). The work marks a high point in the historical development of photography as an art form. It holds an essential place in the medium's evolution from being a documentary tool, to an accredited aesthetic practice to a mass media phenomenon. This shift was made possible by the innovative work of a number of pioneering individuals such as Man Ray.



### Les Coureurs [The Runners], Robert Delaunay

In May 2021, Robert Delaunay's *Les Coureurs [The Runners]* (1924) came into the collection. The painting, which is on display in Wing 4, addresses the question of modernity – the accelerated transformation of society, the rapid contraction of space and time, and the artist's attempt to represent these changes directly. Capturing a group of runners, the work embodies the intrinsic energy and dynamism of the modern experience.

### The Prestige Shield, Solomon Islands and Nimba Shoulder Mask, Guinea

In June, we acquired six important artworks which included the following two examples. Both are visually striking and excellent additions to Louvre Abu Dhabi's collection. The Prestige Shield, dating from the 19th century, is an extraordinary artwork from the Solomon Islands. At this time, colonial expansion intensified, with major European powers expanding their areas of influence into Africa, Asia and the Pacific. This oval-shaped basketwork shield shows a human figure reduced to a simple geometrical shape at the centre, with complex designs surrounding the figure. All the features are made of incrustations of small rectangular mother-of-pearl fragments into the mastic. This shield was probably used as a ceremonial object and exhibited during dances, which, in an imitation of combat, commemorated the power of a village and its warriors aura. Nimba Shoulder Mask, from Guinea, is the product of a culture that needed to reinvent its community structure following its migration. It thus testifies to critical issues raised in the 19th and 20th centuries: the turning points brought about by territorial displacement, the necessity of movement and reinvention through communal and universal projects aimed at social cohesion.



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### Still life with Chinese ceramics and an oriental carpet, Willem Kalf

In July 2021, the museum acquired Willem Kalf's Still life with Chinese ceramics and an oriental carpet, (1658). The painter is one of the most celebrated and successful Dutch masters of the 17th century. 'Ornate still life' (Pronkstilleven) is a genre defined by displaying extravagant, costly objects that became widespread throughout the Netherlands during its heyday as a world economic superpower. This painting complements the themes expressed in Wing 3 of Louvre Abu Dhabi which relate to trade, globalisation and objects of wonders. The work reveals Kalf's ambition to render precious, refined and expensive imported objects alongside local products, a new canon he established during his mature years. The depiction of a Chinese porcelain jar with early Qing dynasty decoration, a melon, a cornet of paper—possibly containing pepper, a porcelain bowl, a delicate Venetian glass, a pink rose, and a heavy Persian carpet, all of which allude to Dutch sailing enterprises and foreign luxuries imported from distant lands.

### Oliphant, Sierra Leone

A group of seven artworks was acquired in November, amongst them, a Sapi-Portuguese Oliphant dated circa 1490-1530, carved in Sierra Leone and originally part of the royal Kunstkammer of the Wittelsbach family in Munich. This beautifully carved ivory oliphant now on display in Gallery 13 at Louvre Abu Dhabi highlights the European demand for exotic commodities and the new global economy created by the transition from the traditional overland trade routes to the higher-volume maritime routes.

### The Mosque of Mecca from the East [La mosquée de la Mekka prise de l'est], Muhammad Sadiq Bey

Louvre Abu Dhabi also acquired a collection of over 3000 photographs. Amongst them is a photograph by Muhammad Sadiq Bey (1832-1902) from The Mosque of Mecca from the East [La mosquée de la Mekka prise de l'est] series, taken in 1880. Muhammad Sadiq Bey is one of the first Arab travelling photographers, and a pioneer of Arab photography. In 1861, he made his first journey to Arabia, where he took photographs of views at Medina. In 1880, he was appointed to accompany the Mahmal, the ornate cloth to cover the Ka'bah, from Medina to Mecca from September 1880 to January 1881. There, he produced a series of photographs which are now considered to be some of the earliest known surviving photographs of the region, and the first known pictures of Mecca, Medina and the Hajj.





# Permanent galleries

In 2021, more than **650 artworks** from 20 cultural institutions and museums were exhibited in the permanent galleries. Among these:

- **378** were from the Louvre Abu Dhabi collection
- **260** were loans from French partners
- **36** were loans from national and regional museums (United Arab Emirates, Saudi Arabia, Jordan)

Following the latest rotation in October 2021, 27 artworks are now exhibited in the Grand Vestibule, 214 in Wing 1, 166 in Wing 2, 144 in Wing 3 and 125 in Wing 4.

In addition to these, 9 artworks were exhibited in the lobby (LAD 2020.108 - Jacob de Backer, Allegories), and one loaned from the Guggenheim Abu Dhabi, (GAD.2012.00003 - Ghada Amer, The Words I Love the Most) and 9 in the external spaces of the museum (3 Penone, 3 Jenny Holzer, 1 Rodin and the Ottoman pavement).







## Loans out

Louvre Abu Dhabi also lent artworks to other institutions. *The Collar of the Golden Fleece* (LAD 2010.014) travelled to Châlon-sur-Saône in France while 6 Iznik ceramics were displayed in a special exhibition at the National Museum of Oman.



### Gardens of Paradise - 15 December 2021 - 15 December 2022

In an unprecedented event, Louvre Abu Dhabi is lending six beautifully ornate ceramics for an exhibition *Gardens of Paradise: The Language of Flowers in Iznik Ceramics* at the National Museum of Oman. This exhibition will take place in the Splendours of Islam gallery, which explores Oman's 1400-year connection to Islam, beginning in the 7th century. The theme explores the variety of floral motifs realistically depicted in the artworks, which constituted a turning point in Ottoman art and ceramic production during the 16th century.

Situated in north-western Turkey, the town of Iznik (historically known as Nicaea) mass produced underglaze painted pottery from the last quarter of the 15th century to the 17th century. These must-have pieces had long been sought after domestically and exported globally for their brilliance and high quality. They were also valuable objects of cultural exchange as Iznik ware both competed with and was inspired by Chinese porcelain. The ceramic dishes combine Chinese rock-and-wave motifs in the inner rim with Islamic arabesque designs produced in the palace's *nakka hane* (painters workshop). The products range from everyday tableware to tiles that covered walls of palaces, mosques and public places, which were manufactured for both the Ottoman court and the market.

At the turn of the 16th century, skilled artisans and potters enriched their visual repertoire to include symmetrical floral arrangements of roses, tulips, carnations and hyacinths. This 'four flowers' style was a departure from the earlier geometrical patterns and is based on specific species grown in the gardens of Istanbul. Certain flowers also had particular symbolic significance, such as the tulip, whose Turkish name *laleh* is an anagram of the word designating *Allah*, and the rose, which is associated with Muhammad. Evoking Qur'anic descriptions of Jannah or paradise, flowers are prevalent in Ottoman art as they refer to earthly and heavenly gardens. Scholars, poets, and garden owners alike considered the garden as an idyllic place for study, socialising and the contemplation of nature.



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## Artwork rotations

Louvre Abu Dhabi follows international standards in term of conservation and the ongoing preservation of artworks. Therefore, 3 artwork rotations took place in 2021 following museography-led adjustments for each rotation to ensure the replacement of fragile artworks such as manuscripts on parchment, books on paper, miniatures on paper, textiles and photographs.

Due to COVID-19 restrictions, Louvre Abu Dhabi had to adapt, and less transportation was organised. A limited number of couriers accompanied the artworks. In total, we organised 26 transports with 171 crates in total. In 2021, 596 Louvre Abu Dhabi-owned works were kept in storage as well as 25 loans.

The last rotation of the year (October 2021) included the movement of 900 artworks, using 98 crates and 12 shipments, the presence of the full curatorial team, 7 registrars, 7 conservators, 25 art handlers as well as 2 mounters. 12 months were required to prepare this major rotation. The operations required the closure of some galleries and exhibition spaces. 345 condition reports were drawn up and archived and 203 new mounts were created for the new artworks acquired and lent.

### Installation of Marc Chagall's *Between Darkness and Light (Entre chien et loup)*

In March 2021, Louvre Abu Dhabi welcomed an exceptional new painting by Marc Chagall, one of the most famous artists of the 20th century. This new masterpiece offered both first-time and returning visitors an opportunity to discover and engage with new stories in its galleries.

Marc Chagall's *Between Darkness and Light (Entre chien et loup)* is the story of a point of departure - for Chagall personally and for art history of the 20th century - and represents a major acquisition by Louvre Abu Dhabi. The work embodies the destruction and displacement brought by World War II. It also marks a departure in the art historical narrative of Louvre Abu Dhabi's collection, from pre-war to post-war, as artists continued to experiment with different forms of expression in their coming to terms with the new realities and technologies of the mid-20th century.



# Preventive and remedial conservation

## Preventive Conservation

Louvre Abu Dhabi ensures the long-term care of objects across the entire collection, both on display and in storage.

### Mounting/Installation:

We have developed and provided recommendations regarding rotations and exhibitions in terms of proposing mounting solutions as well as verifying light and climate requirements.

### Climate monitoring:

Monthly data from storage spaces, galleries and showcases in both permanent and temporary exhibitions have been gathered, accessed and communicated to the relevant lending institutions. The team completed the implementation of a software that will gather climate data from all available sources in the museum's permanent galleries for accurate, instant and easy-to-read monitoring and reporting, whilst maintaining all relevant historical data for easy access. The miniClimas installed in the permanent galleries have undergone regular maintenance to ensure they fall within desired climate parameters.

### Light monitoring:

Light levels on photosensitive artworks have been configured during installation and monitored throughout the display cycle. An annual monitoring report with illuminance calculations has been drafted to document their exposure and assess the needs of resting in storage for a certain period as per international museum standards.

### Pest Control:

The team has performed a pest control application in the storage rooms and inside the permanent galleries twice a year, to prevent any potential pest infestation. Additionally, an Integrated Pest Management strategy has been initiated to identify potential infestation risks and monitor storage areas and galleries.

### Storage:

The team has also identified proper storage locations and adequate packing requirements for works in the collection and especially for new acquisitions. New acquisitions have been through a precautionary quarantine period to ensure the safety of the entire Louvre Abu Dhabi collection.

### Supplies:

The team has procured a large number of supplies regarding a. emergency response material, b. conservation and preventive conservation material, c. conservation tools and equipment and d. visual examination equipment for artwork observations and condition checking.

### Pollutants:

Following a workshop regarding pollutants for museum collections held by C2RMF (The National Centre for Research and Restoration in French Museums), a strategy for identifying and monitoring pollutants has been initiated with the aim for it to be completed within the following year.





## Remedial Conservation

During 2021, Louvre Abu Dhabi has planned, organised, managed and implemented the below remedial conservation projects:

### Conservation treatment:

- *The Hoard of Jazira*, 2,861 silver coins, dating between AD 309-833, Upper Mesopotamia.
- *Fanghu* vase
- *Polonaise* Carpet
- *Hunting Scene Illustrating the Month of September (The Hunts of Maximilian)*, tapestry, 1665-73, France.
- *Account of a Pilgrimage to the Holy Land in 1480*, manuscript attributed to Pierre Barbatre, 1490-1500, France.
- *Collection of Texts on Astronomy, Medicine, and Logic*, manuscripts attributed to Hieronymus Pauli of Limburg, 1500-24, Germany

### Removal of previous base and stabilisation:

- *Statue of a Man with Clasped Hands*

### New mounting for display:

- *Mamluk Carpet with Three Medallions*, dating between 1250-1517, Egypt.
- 25 Japanese prints, from the 18th and 19th centuries.

### New mounting for display and light treatment:

- *Vesconte Maggiolo, Planisphere*, 1531, Italy.

### Consolidation and new mounting for display:

- 25 Miniature paintings

## Digitisation

The team has initiated a pilot digitisation project through high resolution photography, mostly related to a large photographic collection acquired by Louvre Abu Dhabi in 2020. In total, 3,646 high resolution images have been generated of photographs, photographic albums, glass slides, miniature paintings, and Japanese prints.

### New mounting for display and retouching:

- 25 Photographs by Laurent

### Flattening and preparing new mount for display:

- 31 Photographs by Ferrez

### Pest and conservation treatment:

- Wooden frame for *George de la Tour, Girl Blowing on a brazier*, 1646-48, oil on canvas.

### Partial intervention for display of the following manuscripts:

- *The Four Gospels in Coptic*, Mamluk dynasty, 1266, Egypt.
- *Book of Hymns from the Armenian Church*
- *Royal Artuqid Miscellany*
- *Astrological Compendium*, 1294-95, Baghdad.
- *Illustrated description of the World - Kitab Al-Masaalik Wa Al-Mamaalik*, 14th century, Persia.

In addition, several golden and silver artworks have been lightly cleaned and polished.

A detailed condition assessment has been drafted for the *Parisian* *woodwork, panelling and ceiling, with an Allegory of Nobility* in order to monitor potential alterations of the wooden support.





# Museography

This year presented many challenges for the planned works on the spaces and display designs of the permanent galleries. How those challenges were approached, shows the versatility and resilience of the team. The process works as follows: From receiving the curatorial brief, sketches of alternative solutions are proposed and discussed. The elevations, 2D drawings of plans and views of the display are produced in parallel, with 3D visuals provided for specific cases.

In a thorough process of input, review and validation with all the relevant stakeholders, the best solutions that address most of the requirements are adopted. Detailed drawings are then communicated to contractors according to their scopes, who provide execution drawings and financial offers to be validated.



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## Museographic Solutions and Designs

This year, the Permanent Galleries and External Display teams designed and produced the highest number of museographic elements than any other year since the opening of the museum. We have also successfully reached the strategic milestone of entirely designing and producing two types of large, complex podiums locally in the UAE. Local, complex stone and bronze podiums consistent with our high museographic quality standards are now being utilised for the first time in our Permanent Galleries.

Louvre Abu Dhabi continues to develop and fine-tune the details of the showcases, in terms of construction, finish and interior lighting.

## Projects

Louvre Abu Dhabi continues to work on future offerings in its spaces still untapped from museography.

### Louvre Abu Dhabi Park

The Louvre Abu Dhabi Park project aims to transform the park into an open-air exhibition space hosting art and installations, while taking into consideration the urban fabric and the landscaping of the park.

### Vestibules Project

The Vestibules Project aims to accentuate the curatorial narrative of the permanent galleries and to turn these in-between spaces into places of contemplation via immersive AV productions. The three vestibules are places of rest and reflection on the artwork displayed in the galleries, giving space and time for audiences to identify with the universal human experience communicated through the artworks themselves.



# EXHIBITIONS AND PROGRAMMES

International exhibitions

*Abstraction and Calligraphy – Towards a Universal Language*  
*Dragon and Phoenix: Centuries of Exchange Between Chinese  
and Islamic Worlds*

Louvre Abu Dhabi Art Here and The Richard Mille Art Prize  
Children's Museum – Emotions! The New Art Adventure  
Cultural programming





# International exhibitions

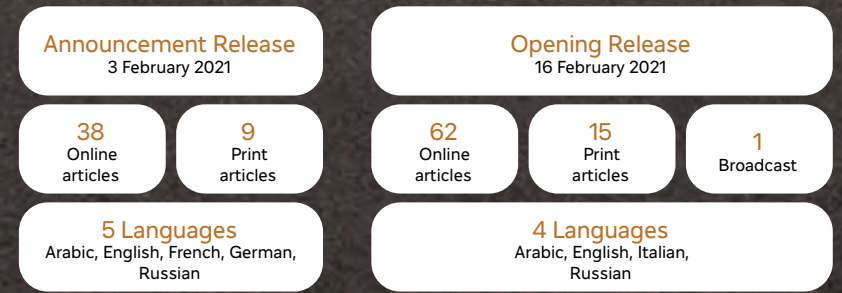
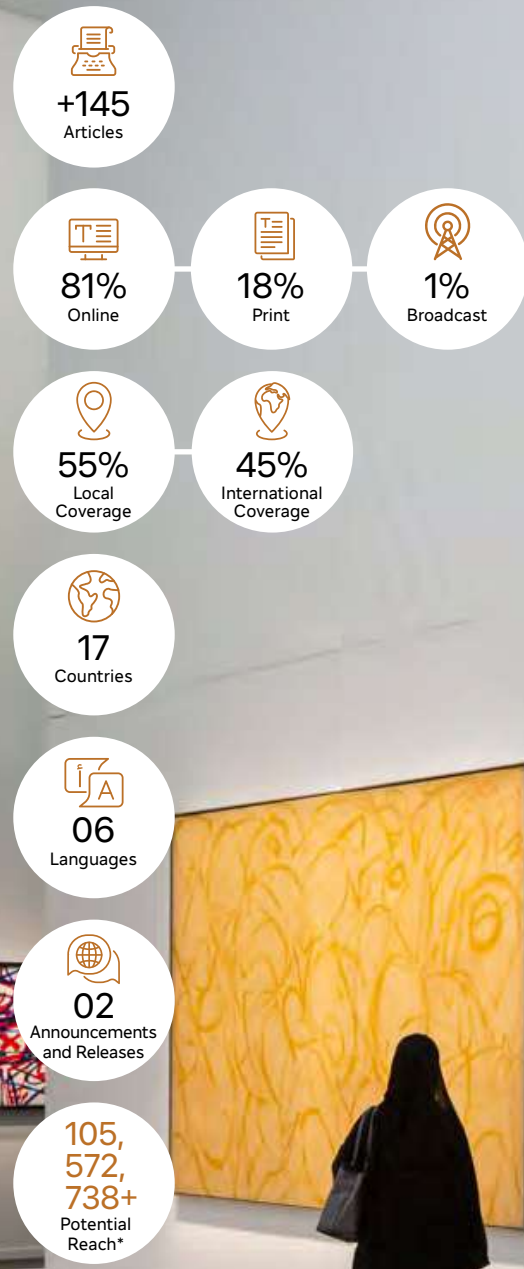
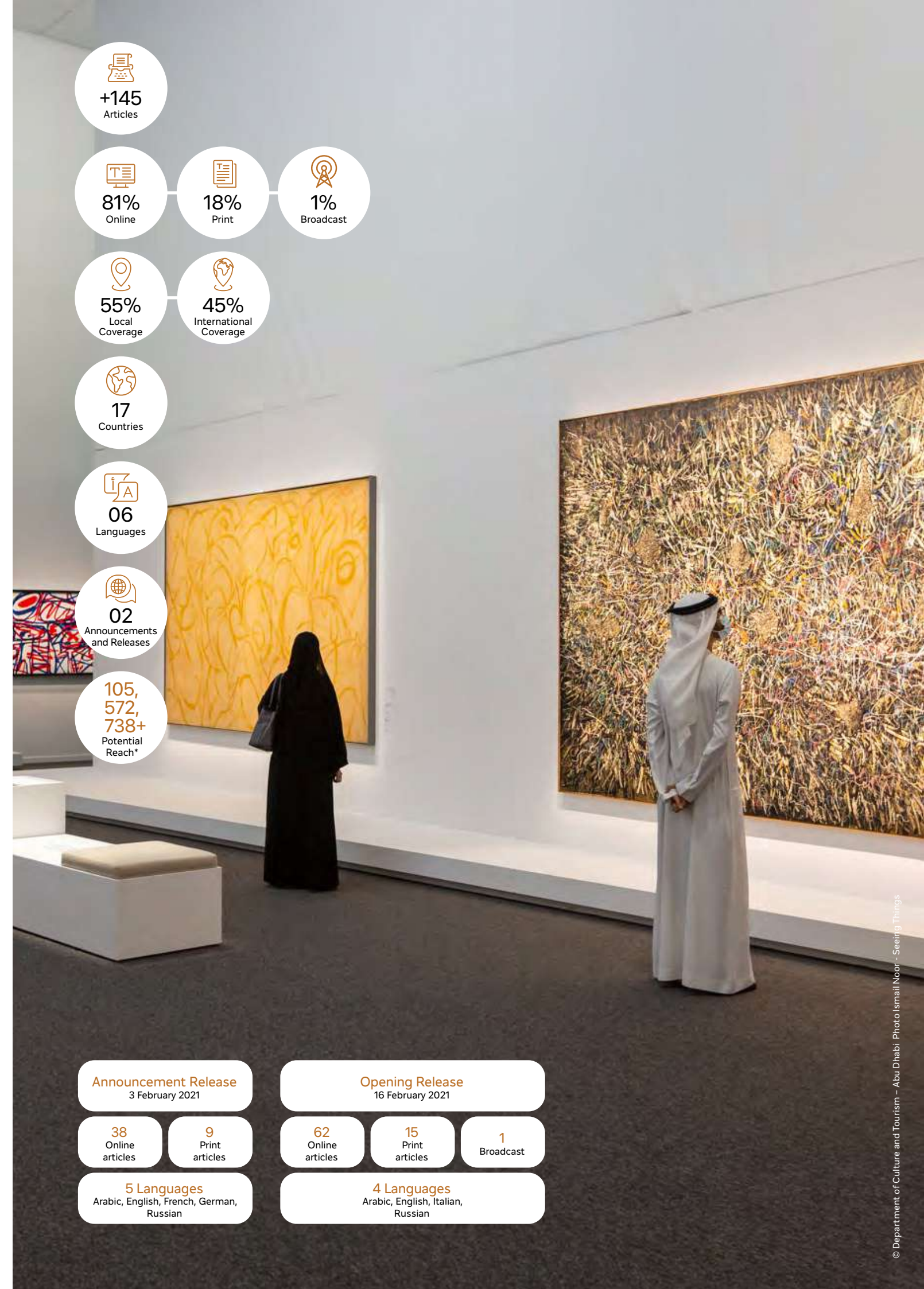
## *Abstraction and Calligraphy Towards a Universal Language* 17 February – 12 June 2021

Louvre Abu Dhabi opened its third season with *Abstraction and Calligraphy – Towards a Universal Language*. In keeping with the third season's theme of exchanges between East and West, this international exhibition marked the second major collaboration with the Centre Pompidou and was sponsored by Montblanc, a company whose innovative craftsmanship continues to influence the culture of writing.

Charting sites of mutual inspiration around the world, and dedicated to artistic practices of abstraction, the show explored how 20th century artists established a new visual language by merging text and image, inspired by the earliest forms of mark-making and, particularly, calligraphy. The exhibition brought together 101 masterworks on loan from 16 partner institution collections, alongside seven works from Louvre Abu Dhabi's permanent collection, and two monumental artworks by contemporary artists whose current-day practices bring recurring themes of the exhibition to life.

Organised in four themed sections, the exhibition investigated the timeline of abstraction as a new visual language established by artists in the early 20th century. By highlighting the rich cultural exchange taking place at that time, visitors discovered how the abstract movements were inspired by a plethora of signs and symbols, philosophies, and artistic techniques from cultures and societies far from European and American capitals.

Artists including Paul Klee, André Masson, Vassily Kandinsky, Cy Twombly, Lee Krasner and Jackson Pollock sought a new universal language that enabled them to express their emotions in response to a rapidly changing society, breaking away from figurative conventions. The show also focussed on how these same influences informed the practices of artists from the region – from Dia Azzawi and Anwar Jalal Shemza, to Ghada Amer, Shirazeh Houshiary and Mona Hatoum. The exhibition concluded with installations from two contemporary artists, eL Seed and Sanki King, exploring how artists today are still seeking new visual forms to respond to current societal changes.





# Dragon and Phoenix: Centuries of Exchange Between Chinese and Islamic Worlds

6 October 2021 – 12 February 2022

Louvre Abu Dhabi's second international exhibition of 2021, Dragon and Phoenix : Centuries of Exchange between Chinese and Islamic Worlds was organised by Louvre Abu Dhabi in partnership with Musée national des arts asiatiques – Guimet with the support of France Muséums. The exhibition showcased the cultural and artistic exchange between the Chinese and Islamic civilisations from the 8th to the 18th century. Visitors were able to explore cultural connections through more than 200 artworks from the collections of Louvre Abu Dhabi, the Musée Guimet and 12 international museums and institutions, alongside a wide-ranging cultural programme.

Dragon and Phoenix placed in dialogue artefacts from two worlds rich in culture, arts and sciences: China (the dragon) and the Islamic world (the phoenix). The exhibition showcased the connections, artistic influences and remarkable untold stories of more than 800 years of exchange through land and sea trade routes, from the establishment of the first Arab merchant colonies in Canton in the 8th century until the beginning of the 18th century. Journeying from the Mashriq and the Arabian Peninsula through Central Asia and the Indian Ocean, and to China and Vietnam, the exhibition revealed a long and rich history of mutual admiration and influence reflected in both material and immaterial exchanges.

The exhibition was curated by Sophie Makariou, President of Musée national des arts asiatiques – Guimet, with the support of Dr. Souraya Noujaim, Louvre Abu Dhabi's Scientific, Curatorial and Collections Management Director, and Guilhem André, Louvre Abu Dhabi's Chief Curator of Asian and Medieval arts.



+165  
Articles

81%  
Online

19%  
Print

62%  
Local Coverage

38%  
International Coverage

19  
Countries

06  
Languages

02  
Announcements and Releases

72,053,314+  
Potential Reach\*

Announcement Release  
9 September 2021

51  
Online articles

9  
Print articles

5 Languages  
Arabic, English, French, Mandarin, Spanish

Opening Release  
5 October 2021

51  
Online articles

9  
Print articles

4 Languages  
Arabic, English, Indonesian, Mandarin



# Louvre Abu Dhabi Art Here and the Richard Mille Art Prize

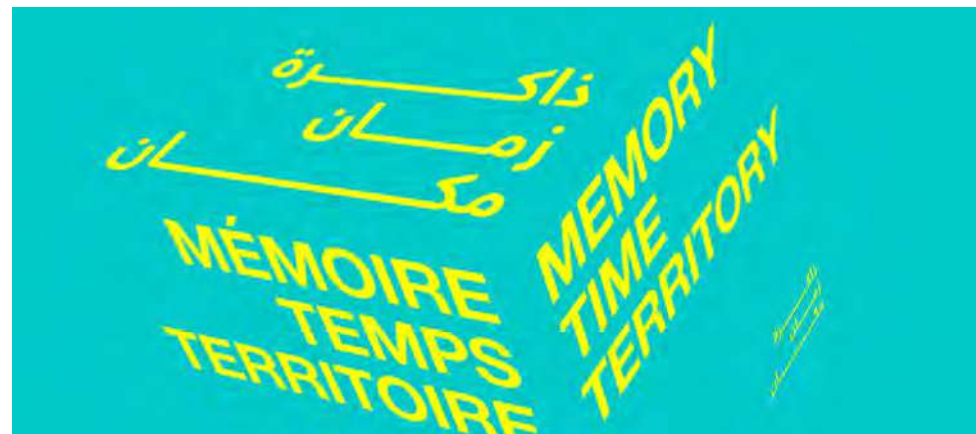
## 18 November 2021 – 27 March 2022

The new annual Louvre Abu Dhabi Art Here exhibition and The Richard Mille Art Prize aim to highlight contemporary art and artists in the UAE, the region, and beyond. The first edition coincided with the UAE's 50th National Day Golden Jubilee and sought proposals from artists based in the UAE. The exhibition and prize also represent a further extension of the museum's universal approach by including contemporary artists in its collection and narrative.

With Swiss watchmaker Richard Mille, Louvre Abu Dhabi opened an annual exhibition and art prize that illuminates the extraordinary contemporary art scene in the UAE. Louvre Abu Dhabi created a new stage for regional artists, giving them a platform to be seen and heard, and a space in which to express themselves and come together. For its first edition, the museum invited artists to propose new or existing artworks that engage with the notions of memory, time and territory. The selected artists had the opportunity to exhibit an artwork in the Forum of the museum from November 2021.

Louvre Abu Dhabi and Swiss watchmaking brand Richard Mille announced on 20 October 2021 the seven shortlisted artists for The Richard Mille Art Prize: Cristiana de Marchi, Latifa Saeed, Mays Albaik, Mohammed Kazem, Nasser Alzayani, Tarek Al-Ghoussein and Taus Makhacheva. The shortlisted artists were selected by a distinguished four-member jury including H.H. Sheikh Zayed bin Sultan bin Khalifa Al Nahyan, Chairman of UAE Unlimited and an art collector and patron of the Centre Pompidou, the British Museum and Sharjah Art Foundation; Christine Macel, Chief Curator at the Musée national d'art moderne, Centre Pompidou and an art critic; Hala Wardé, founding architect of HW Architecture and, long-term partner of Jean Nouvel, who was the lead of the Louvre Abu Dhabi project; and Dr. Souraya Noujaim, Louvre Abu Dhabi's Scientific, Curatorial and Collections Management Director.

These artists showcased their artworks in the inaugural edition of Louvre Abu Dhabi Art Here 2021 exhibition and one artist from the exhibition will be awarded the Richard Mille Art Prize, by a judging panel of experts from the international and regional art scene. The awards ceremony for the Richard Mille Art Prize took place in March 2022. We would like to specially thank and congratulate Nasser Alzayani on winning the first edition of the Richard Mille Art Prize, with the artwork Watering the distant, deserting the near (2021).





## Children's Museum Emotions! The New Art Adventure

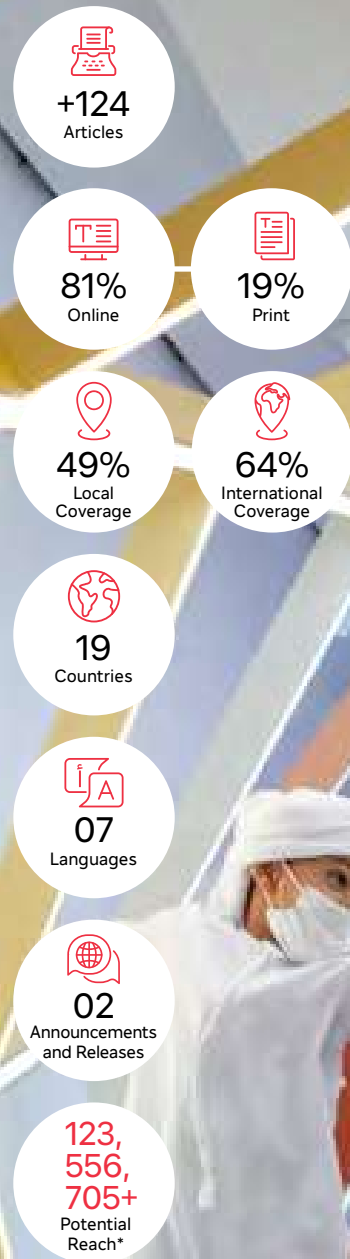
Louvre Abu Dhabi's Children's Museum reopened on 18th June 2021 with a fascinating exhibition entitled Emotions! The New Art Adventure after being closed since March 2020 due to the COVID-19 pandemic. The exhibition features 10 artworks and multiple interactive stations to familiarise children with identifying emotions, an essential milestone in a child's development.

Running until 2023, Emotions! combines entertainment and education across three floors of immersive experiences, gamification and interactive play areas, encouraging children aged four to ten to learn about different emotions and how to spot them. Children begin their art 'adventure' at the exhibition by creating a personal profile and getting a wristband to collect points through activities and challenges. Visitors are first introduced to artworks from a variety of time periods and geographical locations through a series of observation games, discovering the hidden details and stories behind each work.

Interactive games and activities include various digital and touchless experiences, in addition to a workshop area with self-led tutorials – virtually presented by three young Emirati artists – on how to represent emotions through different art activities such as drawing, collage and 3D art. Children learn how emotions can also be expressed through body language via a touchless interactive game using movement recognition.

With this new exhibition, the surface of the Children's Museum has been increased by 430 square meters, with an additional level (Lower Ground Floor) integrating a new outdoor area. The total surface has doubled: from 400 square meters to more than 830 square meters. This expansion accommodates a large variety of additional experiences, allows the space to welcome more visitors by increasing the Children's Museum overall capacity.

The experience concept and design have been adapted to the sanitary restrictions in order to welcome families in a safe environment while maintaining a high level of engagement and interaction (social distancing, minimal physical interaction, no material sharing, disposable styluses offered to interact with the interactive screens & development of touchless experiences). The Children's Museum is an ongoing exhibition platform and an extension of Louvre Abu Dhabi's educational programming. Since opening in 2017, it has welcomed children and families with three unique exhibitions: Travelling Shapes and Colours (2017–2018), Animals, Between Real and Imaginary (2018 –2019) and A Costume Adventure (2019 –2020).





- 46,945 visitors were welcomed in the Children's Museum in 2021, over a period of 6.5 months
- During the Summer (July & August), 51% of Louvre Abu Dhabi visitors visited the Children's Museum. Throughout the year, the average conversion rate was 35%, which is the highest ever recorded since 2017
- The visitor's satisfaction level of the Children's Museum increased with a score of 9.5, which is the highest ever recorded since 2017
- At the end of the adventure, visitors are invited to provide feedback and recommendations. The feedback collected was very positive and encouraging, highlighting the variety of tastes and interests of our young visitors

### Extended Gamified Concept

- The unique gamified concept achieved a close observation of artworks and encouraged family members to play all together
- In 2021, more than 15,000 profiles have been created in the main multimedia experience
- 4,500 emails have been collected at the end of the adventure
- 30% of players completed all 7 observation games
- For the first time, an online extension of the Children's Museum has been developed, allowing the young visitors to pursue the adventure at home, encouraging repeated visits. Players can retrieve their profile online and reuse it for another visit to collect more points





# Cultural programming

Available throughout the year  
Yoga Under the Dome  
Kayaking



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31 March, 1 & 2 April  
Abstraction and Calligraphy  
Film Screenings  
Abstraction and Calligraphy  
Kayak Cinema Show



Available from  
March 2021 onwards  
Online Talk: *Abstraction and Calligraphy - Towards a Universal Language*  
Online calligraphy demonstration and talk by Emirati artist Mohamed Mandi



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Available from  
April 2021 onwards  
Pop-up Performance: *Unlock the Language of Music* (In collaboration with Berklee Abu Dhabi)



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14 May  
Eid Digital Calligrafitti



© Seeing Things

19 June, 26 June and 3 July  
Kayak Cinema Show  
(Children's Museum Programme)



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21 June  
Now United, social media and concert



© Department of Culture and Tourism - Abu Dhabi

July  
Now United Concert



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9 October  
Ride & Art  
(For World Mental Health Day)  
Film Screening: Peter Sellars *This body is so impermanent*  
(For World Mental Health Day)



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31 October  
Kayaking for Halloween



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4 November - 31 December  
(from Thursdays to Saturdays)  
Dragon Boat Ride around the museum



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17 November  
Rooftop Rhythms -  
The wellness edition



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19 November, 26 November and 19 December  
*Dragon and Phoenix*  
Film Screenings  
*Dragon and Phoenix*  
Kayak Cinema Show



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2 and 3 December  
Retro Blast -  
National Day Jubilee Celebrations



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3 December  
Ahlam Al Shamsi Concert -  
National Day



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18 December  
Night of Poetry -  
Arabic Language Centre



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31 December  
David Guetta's Online Concert  
for New Year's Eve



@GuilleGS



# RESEARCH, LEARNING AND EDUCATION

Research and documentation  
Learning resources  
Educational activities  
Schools and universities





# Research and documentation

## Resource Centre

A key project for the Louvre Abu Dhabi in 2021 was the completion of the refurbishment and the soft opening in March 2021, followed by the opening to public on the occasion of the museum's fourth anniversary in November 2021. The refurbishment works offered the opportunity to install compact shelves which allowed the library linear meters and storage capacity to increase (from 6000 books to 14,000 books). The space is now divided between a study area (including 6 seats) and a majlis area which will mainly be used for the Resource Centre talks and workshops.

The Resource Centre is open three days every week (from Tuesday to Thursday, from 10am to 5pm) and exceptionally by appointment. The access is open to all, a complimentary ticket is available at the ticketing desk for visitors who wish to use the resources. A group of 32 students from Sorbonne University in Abu Dhabi have used the Resource Centre, to assist them in a programme in Archiving and Records Management, for which they plan to discuss the archiving practices at Louvre Abu Dhabi.

The opening of the Resource Centre was especially highlighted by holding a first event, a talk by Laurent Hérischer, Chief conservator at the National Library of France on sacred texts. In 2022, this aspect will be developed by creating programming for a monthly event.



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## Louvre Abu Dhabi Collection Online

Another milestone achieved in 2021 was the publication of the Louvre Abu Dhabi collection on the website. The first phase of publishing the Louvre Abu Dhabi collection went live on 18 May 2020, for International Museum Day when 120 highlights of the collection were made available to a wider audience through the website. The second phase brought all artworks online – an initiative to accelerate on-line engagement through displaying the collection, in parallel with implementing a technical integration between the Louvre Abu Dhabi website and the collection database. As a result, in November 2021, 636 artworks were published across more than 2000 pages on the Louvre Abu Dhabi website.

## E-MuseumPlus

In parallel, in November 2021, the project of automatically connecting the database to the website via a web interface (E-MuseumPlus) was initiated in collaboration with the IT Team. This project will enhance the search and filters features, and the overall look and feel of the collection online. The go-live is expected by end of the second quarter of 2022.

## Documentation Project

The end of this year also heralded the completion of the first phase of the What's Up doc, a project that started in February 2019 with the aim to digitise and archive the artwork folders handed over by L'Agence France-Muséums (AFM) in 2017 and covering acquisitions during the period from 2007-17. The digital and physical archiving is now completed - the quality control phase will start in 2022.

In the same context, we started drafting procedures to archive all the past temporary exhibitions in collaboration with the temporary exhibition's unit. And related to the contemporary art exhibition Art Here, which held its first edition in November 2021, the team also started creating artists folders for the selected artists including their biographies, publications, exhibitions and so on.

## Resource Centre Library

### Books

Louvre Abu Dhabi participated in three book fairs during 2021: Abu Dhabi book fair, Sharjah book fair and Focal Point, Sharjah Art Foundation's art book fair. Other purchases were also made throughout the year, and nearly 1,000 books were added to the library collection.

The inter-institutional exchanges were strongly developed this year with multiple local entities: agreements were signed with the Department of Antiquities and Museums in RAK, Sharjah Institute of Heritage, Sharjah Art Foundation, Sharjah Museums Authority, Dubai Municipality, Sharjah Archaeology Authority, and Zayed Centre for Studies and Research, and internationally with October Gallery in London, Agha Khan Museum and Foundation Cartier. The books added to the collection are systemically inventoried and catalogued by the team.

### Electronic Resources

The Resource Centre is developing its electronic resources by subscribing to fee-based resources and by gathering other relevant open databases to be searchable by the discovery tool implemented at the library. The databases already available include: JSTOR, Oxford Art Online, Benezit Dictionary of Artists, Artnet, Artprice, Cairn.info, Encyclopædia Universalis and the Art & Architecture Source.



## Research Strategy

In 2021, Louvre Abu Dhabi developed its Research Strategy that will be implemented from 2022. The Louvre Abu Dhabi Research & Dissemination Strategy 2022-26 seeks to inscribe the museum as a global leader in developing new cutting-edge research in the history of museums, historical, art historical, conservation and other areas of scholarship. Louvre Abu Dhabi wishes to encourage academic research through the study of its collections within the context of a global and connected history of art.

Four main fields of research have been defined to frame the research undertaken at the museum: collections, conservation, translation and museum studies. In the collections field, the aim is to develop projects studying the history of the collection, the history of techniques, global and connected history, hybridity and gender studies. The conservation field is meant to focus both on preventive conservation research to foster long-term preservation of the collection by understanding the causes of deterioration specific to the Gulf's environment, and on remedial conservation.

The translation field concentrates mainly on questions of artistic and technical terminology in Arabic to properly describe artworks spanning the entirety of human history around the world. The Bil'Arabi ('in Arabic') project launched in 2021, to research academic Arabic publications and other authoritative sources to build, in the long term, a trilingual thesaurus with a structured vocabulary. Lastly, the museums studies field will get an inside look at the ways museums in the Gulf operate and manage collections, and are actively involved in visitors' engagement and education, fundraising, marketing, and legal issues, design, public outreach, communications, and social media. The museum also recognises the value and potential of Digital Humanities as a set of methodologies expanding the research possibilities in history and art history and aims to include them more frequently in the coming years.

The Research Strategy will rest upon resources developed by the museum since its opening, i.e. the Resource Centre and the Research Laboratory. The museum will implement its strategy relying on a network of human resources and integrating itself in the local and international academic environment by welcoming academics and students from all over the world and developing collaborations with research centres, universities and cultural institutions. The museum will disseminate its research results to museum professionals and academics through participating in conferences, scientific publications in peer-reviewed journals or exhibition catalogues.

While publications are an important part of the academic outreach, teaching and sharing the knowledge and skills possessed by Louvre Abu Dhabi is no less essential. Teaching is included in the strategy in two main ways: the organisation of in-house short courses and workshops and formal teaching and participating in courses already existing in other institutions and universities. The museum also aims to include the results of its research in education tools in the galleries, and to reach out to the general public through digital initiatives including the development of content for the website, a blog or the Louvre Abu Dhabi's YouTube channel, as well as publications for a general audience.





## Research Projects

### Understanding Medieval Manuscripts Gilding Techniques

A second project, Understanding Medieval Manuscripts Gilding Techniques, aims to study the alterations observed on the illuminations of a Louvre Abu Dhabi bible (LAD 2013.051). A greyish discolouration has been observed on the opposite page of every metal area (presumably gold leaf or gold paint). Through analysis, we hope to understand the deterioration process and assess the impact of the alteration on the conservation of the artwork. The project has been put on hold during the majority of the year but, with the laboratory being almost ready, the team has good hopes to resume working on it in early 2022.

### Tadhakar Project

In April 2020 the Resource Centre launched the archiving project Tadhakar (Remember). The project's aim is to keep record of the impact of the pandemic on Louvre Abu Dhabi and all the measures taken by the museum in response to COVID-19. A large number of documents have been received across all Louvre Abu Dhabi departments, which are currently being archived digitally and physically, to be completed in 2022.

### Bil 'Arabi Project

In coordination with France Muséums, two training sessions related to Bil'Arabi project were organised. The first 'General Terminology Training' was delivered by Adam Renwick, Terminologist, University Lumière Lyon II. The second training was more focused on Arabic terminology in the art field, delivered by Heba Lecocq, Professor at INALCO (l'Institut National des Langues et Civilisations Orientales) and Vice-Director of the Arabic language department.

A new phase of the project will start in 2022, which will focus on researching terminology and establishing partnerships with institutions working on the same topic.

In the long run, the aim of the project is to build a thesaurus with structured vocabulary that considers the semantic hierarchy between terms (for example: current terms, historical terms, vernacular, preferred terms, generic terms vs. specific terms), and in compliance with ISO (International Organization for Standardization) for thesauri and interoperability with other vocabularies.

### The Paris Bible Project (PBP)

This project, led in collaboration with Dr. David J. Wisley from New York University Abu Dhabi, was launched in early 2020 and aims to examine machine reading abbreviations using handwritten text recognition (HTR). The project was first based on a 13th century Bible in two volumes following the Paris tradition held in the Louvre Abu Dhabi collection and was broadened to other manuscripts of the same tradition, building a database of hundreds of Parisian Bibles kept in public collections all over the world.

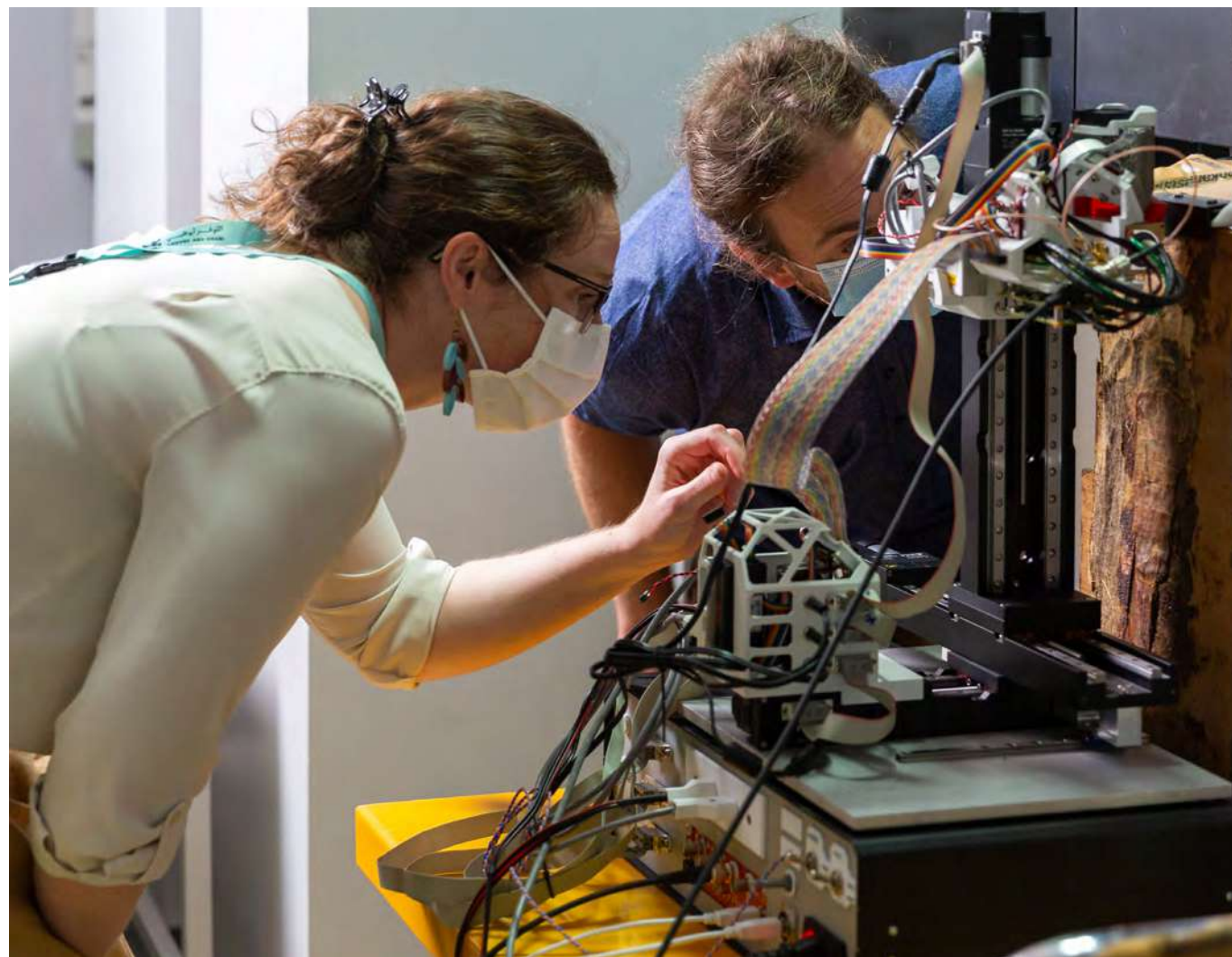
These Bibles are often described as uniform. Yet, the abbreviations along with the letter forms are worth a closer look: they could be markers of scribal practice and studying them, in combination with material traces and comparative analysis might reveal some interesting information about dates and locations as well as literacy habits in the scriptorium. Given the numerous ways of abbreviating the Biblical text and the variant letter forms that even a cursory glance at a medieval Bible illustrates, the Parisian Bible is actually written in as many different ways as there are manuscripts of it. Up until recently, the cost of human labour that would be required to transcribe many manuscripts for computational research was prohibitively high.

The project aims to see how we can train a computer to read and transcribe medieval script, in other words, how HTR can help us to understand if the spelling and abbreviation of words in manuscripts can be added to the list of distinctive features for the localisation or dating purposes.

After the two conferences of 2020, 2021 witnessed important results and dissemination actions of this project. The team got a paper accepted for publication (anticipated in January 2022), presented in 3 conferences, including the International Medieval Congress 2021, a conference organised by the University of Bristol and a conference organised by the National Library of France. 2022 will be a promising year as the proceedings of the Bristol conference will be published while the team is working on another paper and already received confirmation of their presentation at the International Medieval Congress 2022.







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## Research Laboratory

2021 was an important year for the research laboratory as it saw the construction and fit-out of the main research laboratory spaces by Kinnarps Project Solutions (KPS), the contractor who was awarded the tender in 2020. Throughout the year, lab team members were very involved with KPS, constantly reviewing and providing feedback on all the drawings and materials submitted for approval during this construction phase and helping to come up with solutions to any issue that naturally occurs on such a project. The team was also entirely responsible for the approval of all laboratory furniture and equipment. The core of the construction activity was finished by October 2021, but a few remaining items continued to be installed and the final issues resolved by the end of the year and into the following year.

In summary, as part of this construction phase, two existing spaces were refurbished and improved:

- A photo studio to carry out visible photography of art objects, but also more technical, camera-based measurements such as UltraViolet fluorescence photography
- A consultation room which now can also be used as a meeting room.

Six spaces dedicated to the analysis of artworks materials, the very heart of the research laboratory, were entirely created. Their use goes from in-situ, non-invasive analysis carried out with either fixed equipment designed to look at entire art objects or with portable instruments, to further advanced material analysis and characterisation of very small samples taken from artworks.

## Learning resources

Louvre Abu Dhabi team informs, reviews and validates all written, audio or visual interpretation or communication content and material that is produced by the museum on its artworks and exhibitions. The team is fully involved in the creation of tools such as: signage (texts and labels), multimedia guides and visual stories, accessibility interpretation (tactile stations, tactile maps), card set game, maps.

In 2021, Louvre Abu Dhabi produced more than 100 labels, all of which were proofread by the scientific team. More precisely, only in Wing 4, four new wall texts and 13 new thematic labels were written, produced, and installed, as well as 18 new detailed labels and two animated maps. The two teams also created new points of interest (POIs) for the multimedia guide. The team also provided some proofreading and translation in Arabic for simple labels, detailed labels, thematic labels and POIs for the multimedia guide. The team also worked together to review all the interpretation tools produced for the temporary exhibitions. The thematic in the permanent galleries have been reworked from previous years, with most of the content rearranged and almost all thematic titles reinvented. For example, the following thematic titles and content in Wing 3 are new: Capturing Diversity; Faith, State and Power; The Art of War in Oceania; The Bourgeois Aesthetic; Coffee, Tea, Chocolate: Extravagance for the Discerning Palette; Discovering the Last Unknown; Music and Poetry.

Louvre Abu Dhabi also focuses on creating engagement opportunities for young visitors, teachers and families to connect with the museum's artworks and architecture by providing digital and non-digital resources. The team also produced a Young Visitors Guide on the International Exhibitions, Educator's Flashcards on the International Exhibitions and the Permanent Collection, and a Teacher's Visit Guide.

## Museum for Teachers

### Launched in November 2021

Museum for Teachers is a series of monthly interactive workshops that aims to develop teachers' skills to foster creative teaching and learning within the museum based on its collection, narrative, exhibitions and architecture. Teachers learn about different museum pedagogies and educational practices implemented within Louvre Abu Dhabi, as well as the museum narrative, delivered by in-house museum teams such as mediation, scientific, conservation and education as well as external selected field experts.

This programme facilitates the process of incorporating the museum into the national curriculum, provides tools necessary to promote learning linking the classroom and the museum space, offers agency and professional development for teachers, empowers teachers to be able to navigate the museum independently and certifies in best practices in museum pedagogy.



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# Educational activities

A visit to a museum can be educational, inspiring, calming, and encouraging. Museums bring people together, expand horizons, teach people about the world and provide moments of peaceful reflection and learning.

## Young Interpreters: Young Guides

### Exclusive ADEK ONLINE programme November 2020 to February 2021

Museum Voices was a programme that highlighted the Museum's collection by inviting students to create unique and engaging ways to present the artworks using their own creativity and voice as Young Guides. In 2020, Museum Voices moved online to engage schools and students working remotely during the pandemic. Cultural Connections was the season's theme, where students explored Louvre Abu Dhabi's collection online to discover human creativity and ideas across cultures. The project included two schools presenting their chosen artworks to each other online to reveal the cultural connections.



## Creative Interpreters: Young Guides

### Exclusive ADEK ONSITE and ONLINE programme

The Creative Interpreters programme invited students to explore the museum collection by encouraging students to create unique and engaging ways to present our artworks using their own creativity and voice as Young Guides.

This programme focused on new artworks in the Louvre Abu Dhabi collection.

## Arts For Health & Wellbeing

Arts for Health and Wellbeing project provides therapeutic engagement opportunities that closely links to Louvre Abu Dhabi being a 'Mindful Museum' and its core value of empathy. The programmes and resources support the overall notion that the museum is to be accessible to all community members where they can express, contemplate and relax in a safe, non-judgemental space.

### Accomplishments in 2021

- Total of 2,880 page views of Art for Health and Wellbeing Page
- Received Approval of Usage of UCL Wellness Toolkit by renowned experts Dr. L. Thompson & Dr. H. Chatterjee
- Co-led on World Mental Health Day Activations
- Welcomed medical patients and mental health advocates from organisations such as VPS, Friends of Cancer Patients, British Embassy, The Club and Sharjah Cancer Centre
- Release of first Art therapy-based resource for public use

## Drawing at the Museum

### 12 May to 29 December 2021, Wednesdays

Includes a 30-minute exploration of an artwork with a Museum Educator to develop observational drawing skills and learn about the collection. 8-week rolling programme.

## Masterclasses – Adults

*Abstraction & Calligraphy: May & June Calligraphy (2 days)*  
*Dragon & Phoenix: November & January Ceramics & Illustration (2 days), December Spoken Word (1 day)*

Learn from established artists in a one or two-day Masterclass programme connected to international exhibitions in partnership with the Cultural Foundation and Manarat Al Saadiyat.



## Art Lab – Youth & Adults

Summer Art Lab: 7 to 31 June, Wednesdays to Saturdays

Winter Art Lab: 10 to 18 Dec, Friday to Saturday

Working with UAE-based artists, Art Lab workshops are an opportunity to think and look at art creatively, dive into a range of art-making practices, interact with artists, and make your own art inspired by the museum's art collection.

## #MakeandPlay – Families

12 March to 13 April 2021, Sunday to Saturday

Fun activities at the museum inspired by museum artworks. Four activity stations available. Materials included. (2-hour timeslots)



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## Spring Challenge: Art in Motion

28 March to 13 April 2021

The education department collaborated with an external animation specialist to deliver a dynamic five-day online package of interactive live workshops and activities connected to the temporary exhibition, Abstraction and Calligraphy. Aimed at children and teenagers, participants created an animated short film (30 sec to 1 min) inspired by artworks in exhibition over two weeks.

## MASTERCLASS The Art of Calligraphy and Abstraction

29 May to 19 June 2021

Louvre Abu Dhabi collaborated with DCT sites to deliver onsite specialised art workshops directly linked to the temporary exhibition, Abstraction and Calligraphy. The programme was delivered by the Louvre Abu Dhabi Education Unit and Cultural Foundation team and artists.

A four-week long course that enabled participants to explore the art of the Far East and Arabic calligraphy and its influence on the first abstract artists in the exhibition. They included the basics of Arabic calligraphy and experimented with the art of abstraction at the Cultural Foundation studio spaces.

### Featured Artists

- Mohammed Mandi, an internationally renowned calligrapher and the lead calligrapher and artist in the Cultural Foundation's Bait Al Khatt. In this Masterclass course, he taught participants the basics of Arabic calligraphy using traditional tools and methods
- Juma Alhaj, an emerging artist and one of the Artists in Residence at the Cultural Foundation, his sessions delved into the method of abstracting calligraphic motifs
- Hussam Ahmed, a calligrapher stepped in to cover Juma Alhaj's first Abstraction Masterclass workshop in his absence

## Online #MakeandPlay Workshops

In the 5-day programme ADEK students participated in our online #MakeandPlay art making activity workshops. They explored the museum collection in a fun and engaging way. Each day participants explored a new artwork.

## Online Masterclasses with Emirati Artists

These masterclasses are an adaptation of the onsite Adult Masterclasses programme at Louvre Abu Dhabi targeting adults aged 16 and more. The skill-based videos are released on a monthly basis in the last quarter in 2021, featuring emerging Emirati artists as they interact with artworks from the Louvre Abu Dhabi's collection to create skill-based tutorial videos. Through these videos, viewers would engage with the collection through a local artist's lens, experiment and develop new technical skills, and be able to interact with the museum's collection from afar to create art from outside of the museum studios.

### Featured Artists

Papermaking with Taqwa Al Naqbi – 28 October

Pottery with Shaima Ahli – 25 November

Portraiture with Saggaf AlHashimi – 30 December

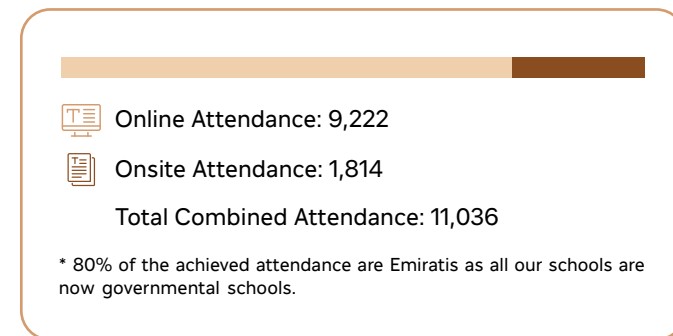


# Schools and Universities

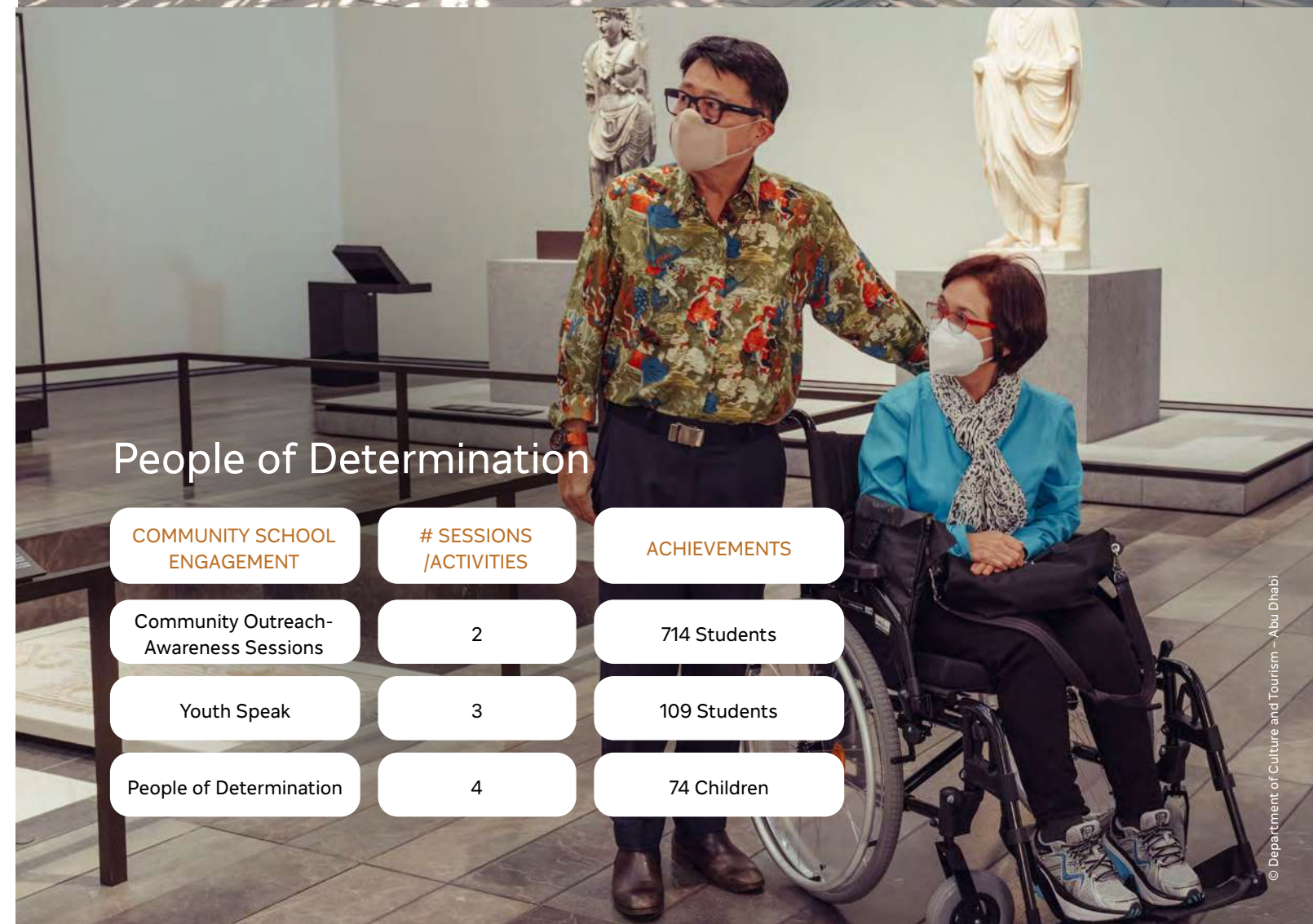
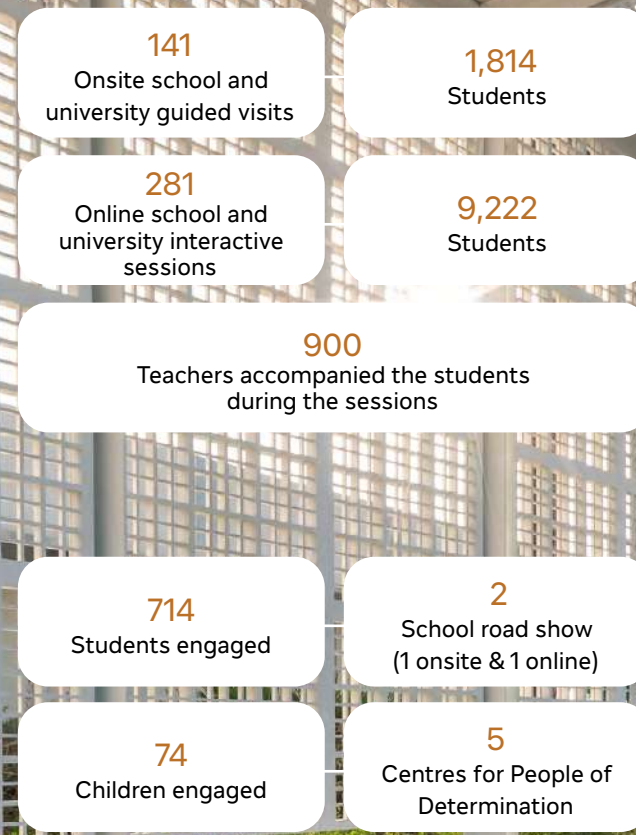
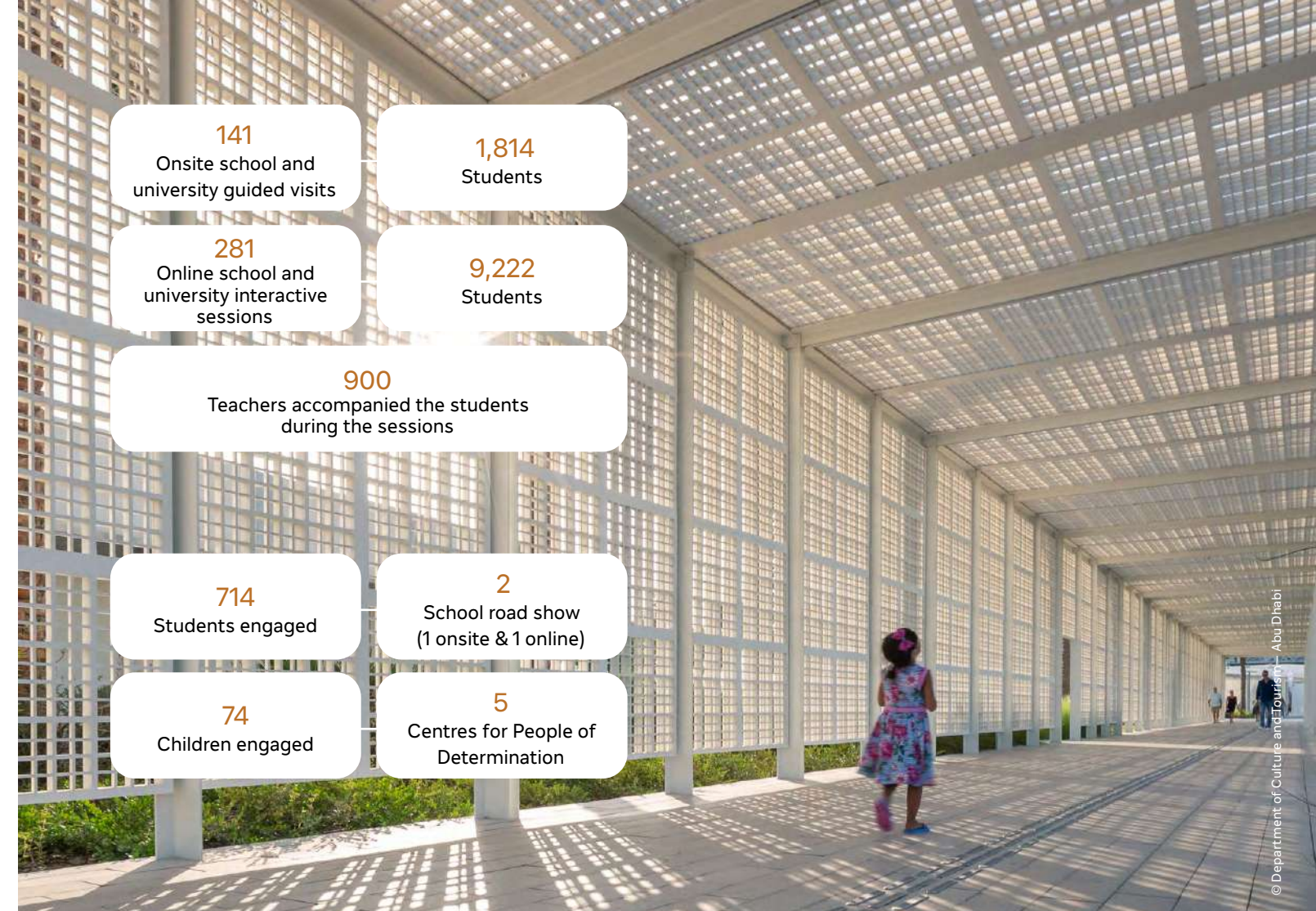
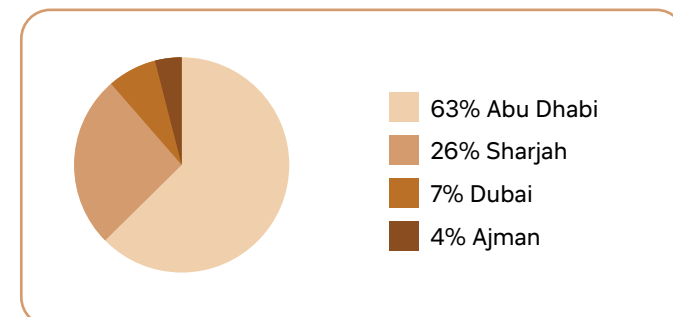
## Collaborations and Partnerships



## Schools and Universities



## Overall Students' Attendance by Emirate



## People of Determination

COMMUNITY SCHOOL ENGAGEMENT	# SESSIONS /ACTIVITIES	ACHIEVEMENTS
Community Outreach-Awareness Sessions	2	714 Students
Youth Speak	3	109 Students
People of Determination	4	74 Children



## Teachers and Professors

**300**  
Teacher Passes with ADEK collaboration

**Museum  
For Teacher  
Training (ADEK)**

**8**  
Sessions

**28**  
Teachers

**Educators' Circle  
/School**

**4**  
Meetings

**356**  
Teachers

**Educators' Circle  
/University**

**1**  
Meetings

**378**  
Teachers

**258**  
Teachers targeted for Educators' Circle  
from public & private schools

## School Education Projects

**Winter Camp  
Make and play online  
(ADEK)**

**67**  
Students engaged  
in variety of activities

**#MakeandPlay  
Online Winter Camp  
(ADEK)**

**83**  
Students engaged  
in variety of activities

**#MakeandPlay  
Online Summer Camp  
(ADEK)**

**71**  
Students engaged  
in variety of activities

**ArtLab Summer  
(ADEK)**

**286**  
Students engaged  
in variety of activities

**Spring Art in Motion  
(ADEK)**

**79**  
Students engaged  
in variety of activities

**ArtLab Winter  
(ADEK)**

**202**  
Students engaged  
in variety of activities



### Academic and Community Outreach

Louvre Abu Dhabi reaches out to the community, including schools, universities, special centres and Senior Emiratis to update and invite them to discover more about the museum's activities and programmes.

	TOTAL
Educator's Circle - School	469
Roadshow - School	703
Roadshow- University	378

### Educators' Circle for Schools

Teachers at public and private schools in the UAE explored the new season programme, museum artworks and exhibitions through the Educator's Circle, a customised training session delivered periodically throughout the year, either onsite or online.

### Online Community Roadshows for Schools

An online activity for the Ministry of Education students. Each day focused on one theme from Education's season 4 offer. All activities were interactive, exploring artworks from the collection linked to their curriculum using observation games, videos, drawing and a 45-minute discussion on MS Teams.

### Online Community Roadshows for Universities

A series of online activities for the Ministry of Education students. Each day focused on one theme from Education's season 4 offer. All activities were interactive, exploring artworks from the collection linked to their curriculum using observation games, videos, drawing and a 45-minute discussion on MS Teams.

	TOTAL
People of Determination	6
Senior Emirati on Site	8
Orphans	20

### People of Determination

Movement and Balance was introduced in 2020 to enable participants to focus on looking at movement and moments of stillness in artworks in order to understand the emotion expressed by the artist.

July 2021: 2 students participated from CEDRA with other students for MakeandPlay workshops.

### Senior Emirati Community Visits & Mindfulness Sessions

In collaboration with the Ministry of Community Development and Sharjah Social Services Department, Senior Emiratis (+60) visited the museum to participate in mindfulness guided tours and sessions. Eight visited the museum in July and August 2021 in collaboration with Sharjah.

### Orphans

In collaboration with UAE Red Crescent, orphans visited the museum to participate in an interactive guided tour with Museum Educators.

	TOTAL
Teacher Training	3
Youth Speak	113
Mindfulness (Senior Emirati & Art)	98
External Guide Training	9
DCT International Tourism Day/Tour Guides	154

### Teacher Training

Louvre Abu Dhabi Education team collaborated with the Ministry of Education to organise the first online museum session to facilitate international cultural exchange between local and international schools, focusing on the exchange of knowledge through art.

### Youth Speak

In the current COVID-19 situation, the Education team collaborates with the Ministry of Education and universities to organise series of cultural exchange sessions between different schools or universities abroad and/or in the UAE to exchange knowledge and to serve the art, and enhance the educational role of the museum for students and teachers and professors.

### External Guide Training

Each year, the unit delivers an intensive External Guides training programme to certified Department of Culture and Tourism (DCT) or Dubai Municipality (DMC) Tour Guides. Following a programme of content training, online exam and onsite tour observation, the External Guides can deliver adult group guided tours at the museum, in multiple languages. In 2020, one training session was delivered at the museum. Following lockdown, all other training was postponed and replaced with seven online training sessions about the museum and its collection.



# A MUSEUM FOR EVERYONE

Our audiences  
In the media  
Digital engagement





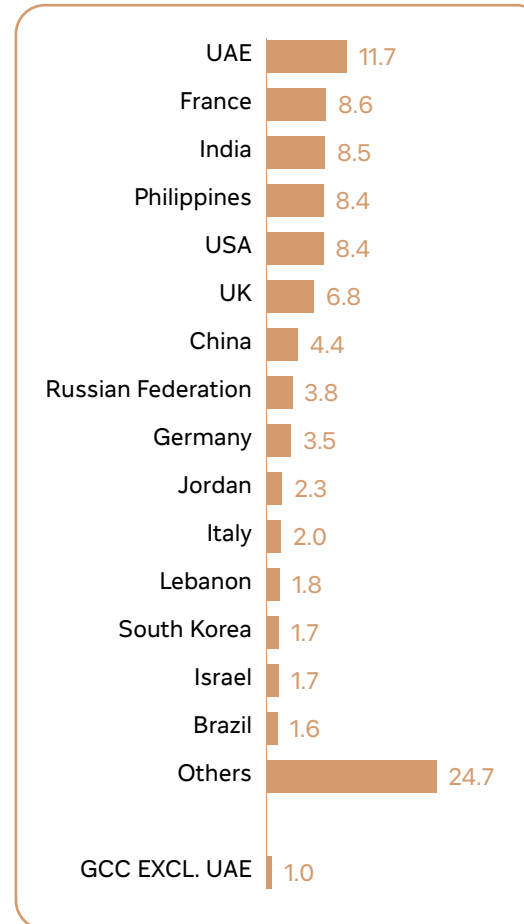
# Our audiences

Louvre Abu Dhabi adjusted to the new normal implementing changes throughout the year in order to cater to a wider audience and to provide an experience as close to the pre-pandemic period as possible.

Slowly, Louvre Abu Dhabi was also able to gradually increase the capacity of visitors and welcomed 270,404 visitors during the year. Further, Louvre Abu Dhabi brought back and re-opened certain features, services and areas that were forced to be closed to follow the government restrictions. Louvre Abu Dhabi Opened Dome area to visitors for free (February), re-opened the Children's Museum and showcased two Temporary Exhibitions in 2021, Abstraction and Calligraphy (June) and Dragon and Phoenix (October).

Compared to 2020, a lower proportion of International Visitors was observed. On the other hand, after the rollout of vaccinations and relaxation of travel restrictions there was a significant increase among international visitors from the end of Q3'21 onwards. Higher proportion of females, repeaters and visitors coming with friends was observed in 2021. Time spent has also gone down for this year.

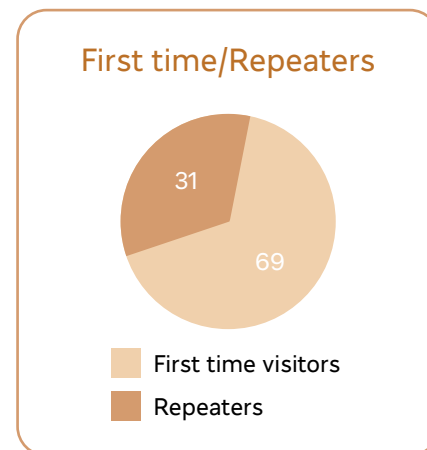
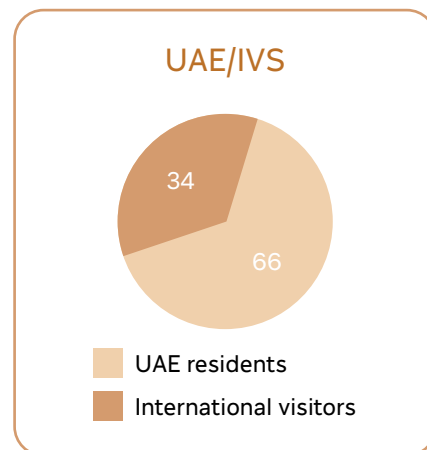
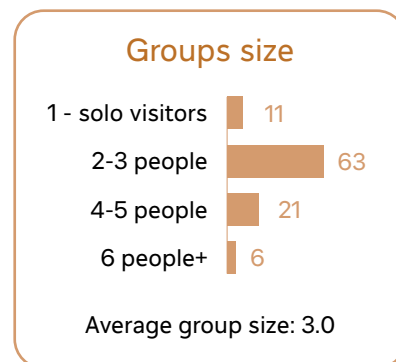
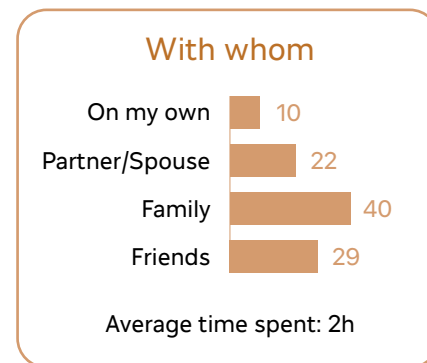
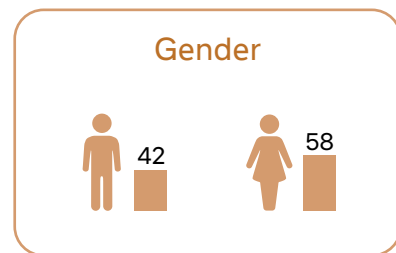
Most visitors came to Louvre Abu Dhabi with family and/or friends (and to a lesser extent with partner/ spouse), in an average group size of 3 (marginally below previous year average of 2.8). The average age of the visitor was 37 years, which has remained consistent over the past year.



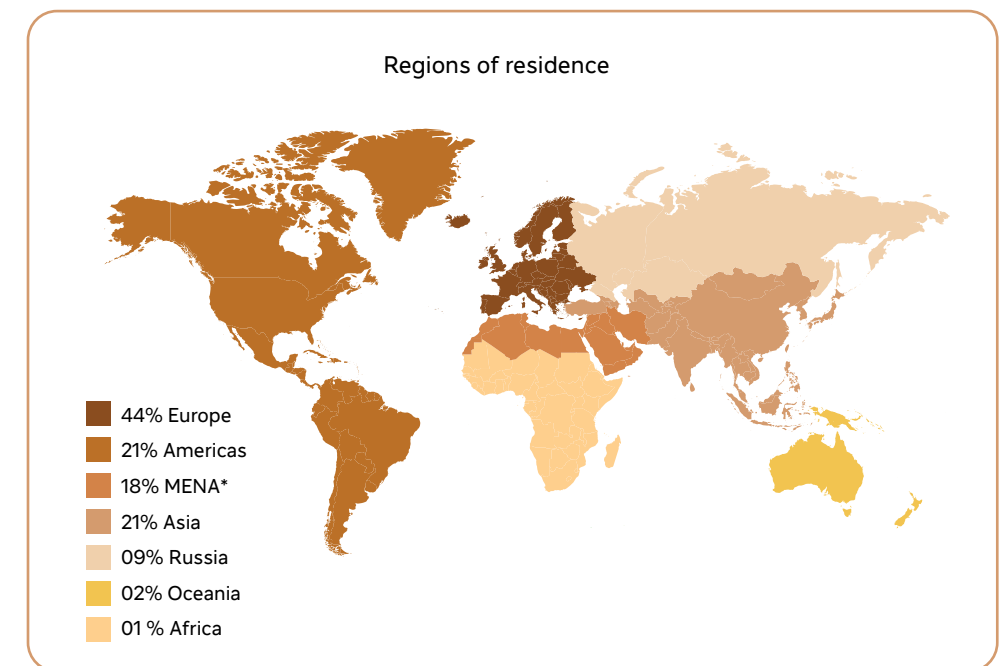
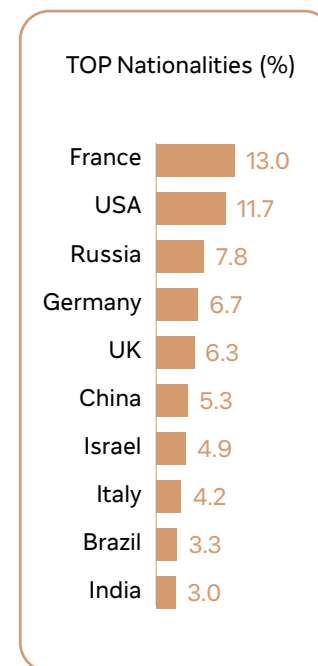
## 2021 Top Overall Nationality (%)

The profile of Louvre Abu Dhabi International visitors by source markets continues to vary, in line with Abu Dhabi's restricted green list of countries (exemption from quarantine protocols) which is updated bi-weekly. 2021 saw visitors from UAE, France, India, Philippines and USA top the list.

Among UAE Residents, numbers were up from other Emirates, while Abu Dhabi continued to be the main source of resident visitors for Louvre Abu Dhabi with a 78% share of all resident visitors from the UAE.



## 34% International Visitors: Where Were They Coming From?

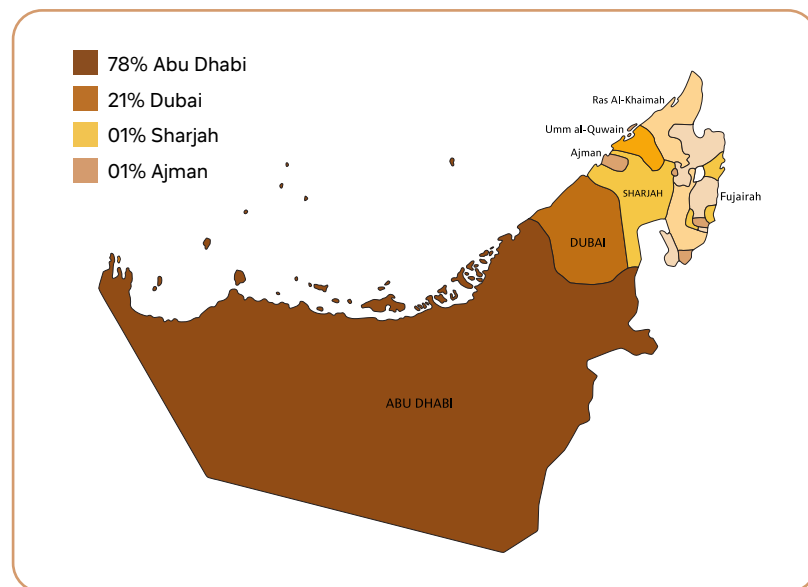
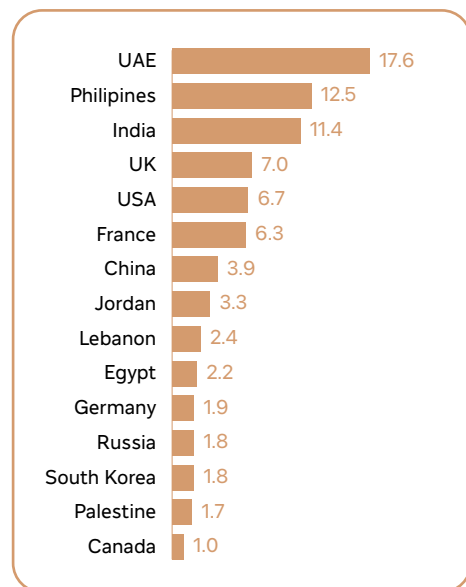


\*GCC 03% | Other ME 10% | NA 05%



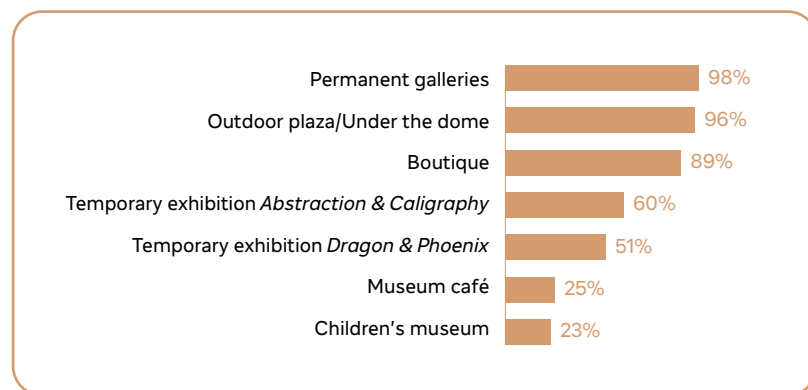
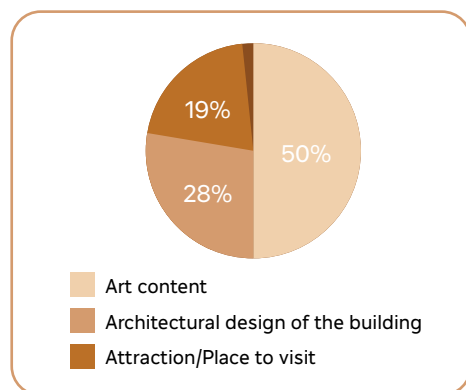
### 66% Of UAE Residents: Where Were They Coming From?

Majority of UAE residents still come from Abu Dhabi, while from the start of Expo2020 Dubai – an increase in UAE residents from Dubai was observed.



### Main Motivation to Visit Louvre Abu Dhabi

Art content was the key motivation to visit Louvre Abu Dhabi in 2021, driven by visitors' desire to see the permanent museum galleries and masterpieces. Architectural design of the building as the main motivation to visit the museum was comparatively less, especially among repeat visitors. As noted earlier, the launch of the temporary exhibition Abstraction and Calligraphy also motivated visitors to visit the Louvre Abu Dhabi in February and March 2021.



### Temporary Exhibitions

There were two exhibitions in 2021 Louvre Abu Dhabi, out of which the Abstraction and Calligraphy exhibition observed a greater proportion of repeat visitors. This could be due to the ease of travel bans after the lockdown period.

EXHIBITION TITLE	ABSTRACTION AND CALLIGRAPHY	DRAGON AND PHOENIX
TIME PERIOD	18 February - 12 June	8 October - 31 December
FOOTFALL [TOTAL]	60%	51%
SATISFACTION	9.2	9.3
TIME SPENT	19 minutes	16 minutes
% REPEATERS	40%	40%

### Visitors' Journey

The majority of visitors went to all the different sections of the museum that were open – permanent galleries, outdoor plaza and the boutique, with the footfall remaining stable across the three months in Q1 2021. The temporary exhibition Abstraction and Calligraphy launched in February 2021 was attended by one-third and one-half of all visitors in the months of February and March 2021.

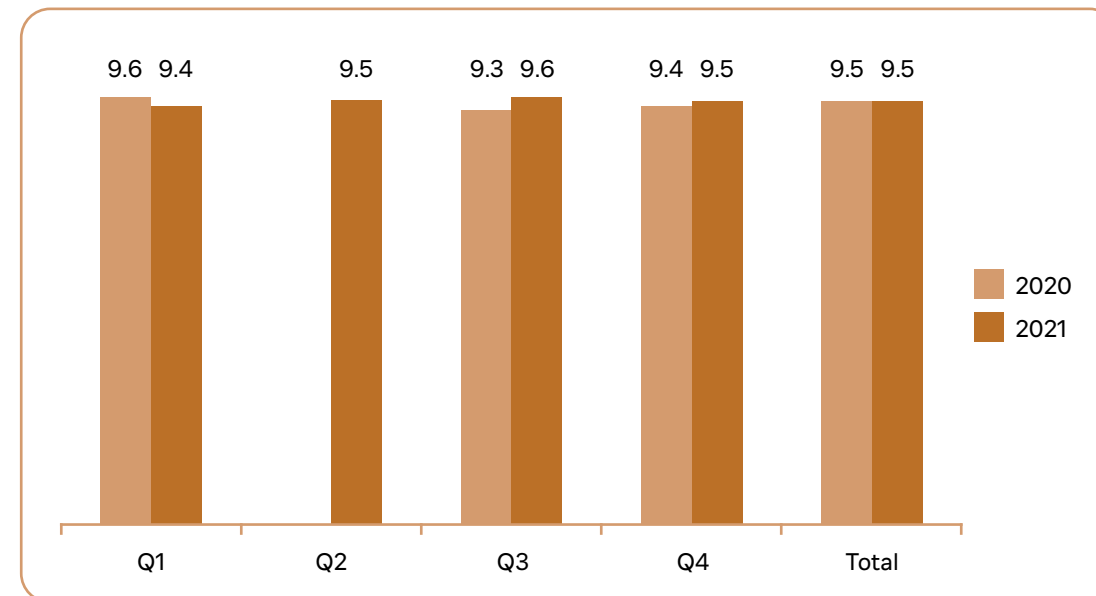
Encouragingly, the 3-floor Children's Museum had a good start with 20% of visitors claiming to have visited it in its first two weeks since its re-launch (from June 18).

### Benefits/outcomes of visit

- Individual benefits:  
I felt happy being at the museum; I cleared my mind/revitalised myself, stimulated my creativity; I got out of my day-to-day life and got transported into another universe – continue to be the main outcome of the visit among one-third of all visitors to the Louvre Abu Dhabi in 2021, consistent with the number of visitors rating these as the main perceived benefits in each quarter of 2020.
- Experiential benefits:  
I saw or saw again the most famous, the most remarkable artworks; I saw or saw again some artworks or particular (spaces/parts) of the museum; I discovered or saw again the architecture of the Louvre Abu Dhabi (the building itself) – were rated as the most important benefit/outcome by nearly one-fourth of all Louvre Abu Dhabi visitors in 2021, far more than in the previous quarter and the whole of 2020 (when affinity benefits ranked above experiential benefits).

### Overall Visitor Satisfaction with Louvre Abu Dhabi

- The overall satisfaction level of visitors to Louvre Abu Dhabi remains high (average score of 9.5 out of 10) and stable when compared to Q4'20 and the whole of 2020.
- Louvre Abu Dhabi visitors are highly satisfied with all the health & safety measures that the museum has implemented since the beginning of the pandemic.

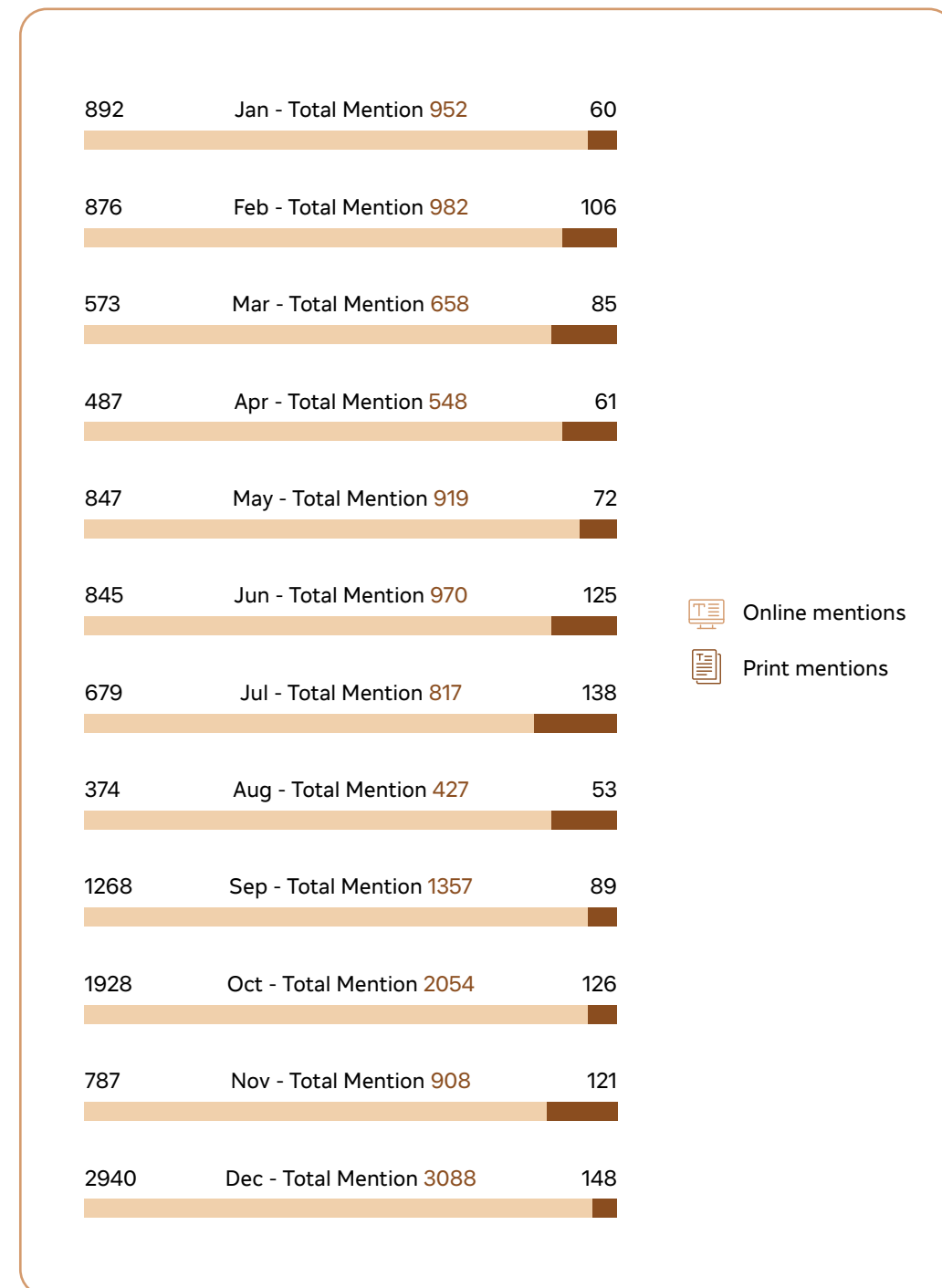




# In the media

In 2021, Louvre Abu Dhabi ranked among the top 10 brands in the Leisure & Entertainment sector in the UAE, securing the seventh spot for 2021. The top performing campaigns according to Index score this year was Abstraction and Calligraphy, which showed an increase in Index score in the month of February and March, with March being the top performing month this year. The Richard Mille Art Prize campaign in November was another top performing campaign this year along with National Day campaign that same month. The Index scores in November reached a yearly high of 20.5.

## Total Mentions of Louvre Abu Dhabi in the Press in 2021



# New In The Galleries

- +124 Articles
- 81% Online
- 19% Print
- 46% Local Coverage
- 64% International Coverage
- 20 Countries
- 07 Languages
- 01 Announcements and Releases
- 179, 160, 023+ Potential Reach\*

**New in the Galleries**  
19 January 2021

- 100 Online articles
- 24 Print articles
- 7 Languages  
Arabic, English, French, Albanian, Spanish, German, Italian



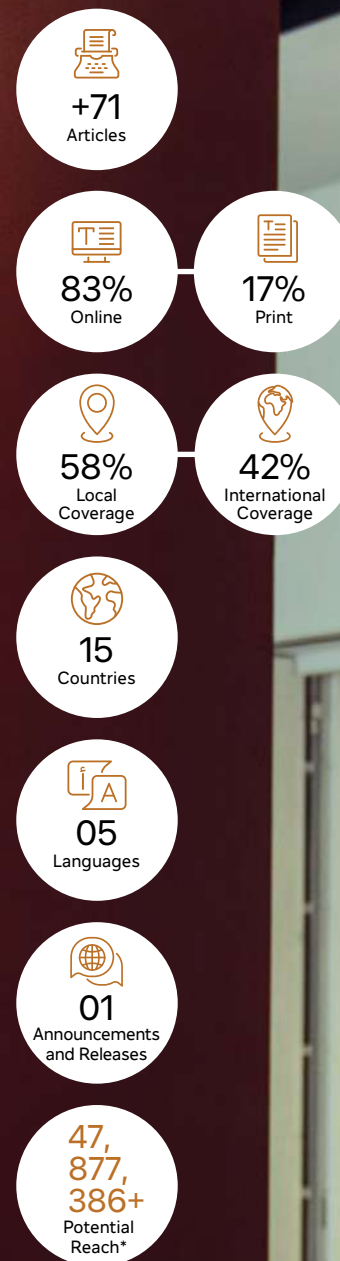


## New Season Announcement

Following the announcement, Associated Press posted a 7-minute-long video on their YouTube channel and in their Archive featuring Dr. Souraya Noujaim and Manuel Rabaté which focused on Louvre Abu Dhabi's latest acquisitions and loans. The video was an incredible opportunity for the museum to show what goes on behind-the-scenes whilst simultaneously communicating to the public the care with which each artwork is selected and placed at the museum, encouraging them to come visit.

WAM (AR) and WAM (EN) released an article on Louvre Abu Dhabi's new loans and acquisitions highlighting Georges de La Tour's *A Girl Blowing on a Brazier* and *The Bolt* by Jean-Honoré Fragonard. It also expanded on the semi-permanent collection strategy employed by the museum. The article was syndicated by other media outlets.

## New Season Announcement



### New Loans and Acquisitions 4 November 2021

27  
Online  
articles

4  
Print  
articles

2 Languages  
Arabic, English

### Announcement Release 25 October 2021

59  
Online  
articles

12  
Print  
articles

5 Languages  
Arabic, English, French,  
Malayalam, Russian





# Fourth Anniversary Announcement



Announcement Release  
11 November 2021

46 Online articles, 5 Print articles

3 Languages  
Arabic, English, Spanish

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# Numismatic Project Announcement



Announcement Release  
25 October 2021

13 Online articles, 3 Print articles

4 Languages  
Arabic, English, Spanish, Indonesian

© Department of Culture and Tourism - Abu Dhabi | Photo: Mohamed Sonji - Seeing Things



# Top stories over the year

## January

### Al Ittihad

Director of the Louvre Museum – Abu Dhabi to “Al Ittihad”: The history of art is the history of humanity

### Gulf Today

Louvre Abu Dhabi’s masterly move provides cultural warmth in winter



© Department of Culture and Tourism – Abu Dhabi

### The National

You can now take a yoga class under Louvre Abu Dhabi’s famous dome

## February

### Il Giornale dell’Arte

Louvre Abu Dhabi obliged to be innovative

### Emarat Al Youm

Director of Louvre Abu Dhabi: Virtual initiatives have brought us to a wider audience

### The National

Hieroglyphs to Islamic calligraphy: Louvre Abu Dhabi exhibition explores how western artists looked East to create abstract art

## March

### RFI

The reopening of the Louvre Abu Dhabi in the United Arab Emirates

### Asharq Al-Awsat

Louvre Abu Dhabi ... a new exhibition and a modern vision

### The National

Marc Chagall masterpiece Between Darkness and Night among Louvre Abu Dhabi’s latest acquisitions

## April

### The New York Times

Restoring Islamic Coins to Reveal the Past



© Department of Culture and Tourism – Abu Dhabi Photo Mohamed Somji - Seeing Things

### China Daily

Cultural connections gain fresh life

### Al Ittihad

Mohamed Mandi: Arabic calligraphy is inhabited by Sufism

## May

### The National

How Louvre Abu Dhabi is looking at the future

### Emirates News Agency

Guggenheim Abu Dhabi launches Spotlight video series exploring collection works in Louvre Abu Dhabi exhibition

### Hia Magazine

An exceptional Eid celebration at the Louvre Abu Dhabi

## June

### The National

How Louvre Abu Dhabi inspired Now United’s new concert ‘we have similar values’

### The National

First look: Louvre Abu Dhabi’s Children’s Museum reopens with focus on exploring emotions

### Signature Magazine

Exploring A UNIVERSAL LANGUAGE

## July

### ARTnews

The Louvre Abu Dhabi, in partnership with the watch brand Richard Mille, is launching a new annual exhibition to spotlight the work of emerging artists who will also receive \$50,000.

### Madame Magazine

The Louvre Abu Dhabi Children’s Museum’s

exhibition featuring 10 artworks and multiple interactive stations where children will be able to identify and explore emotions through artwork and immersive experiences.



© Department of Culture and Tourism – Abu Dhabi Photo Ismail Noor - Seeing Things

### Al Ittihad

Elderly ladies visit the Louvre

## August

### Harper’s Bazaar Arabia

Louvre Abu Dhabi and Swiss watchmaking brand Richard Mille revealed the jury for the inaugural edition of their contemporary art exhibition Louvre Abu Dhabi Art Here 2021 and The Richard Mille Art Prize.

### Al Bayan

Louvre Abu Dhabi has adapted to the current situation of the pandemic, launching a range of activities, events and initiatives that make it connected to the art public, while maintaining precautionary measures and social spacing that ensure safe roaming.

### Gulf News

[Louvre Abu Dhabi] will include interactive games and activities that engage the senses, teaches empathy, helps build an understanding of emotions and their expression.

## September

### Forbes China

Like every major international exhibition in the past, the Louvre Abu Dhabi allows the audience to see the world’s closely related truths through the eyes of art, question our stereotypes, look at the history of global art, and gain a more comprehensive understanding of the world while enjoying its intricacies.

### Vogue Arabia

Richard Mille has joined forces with Louvre Abu Dhabi on a new annual exhibition in the UAE. With an aim to showcase the best of contemporary talent, the Swiss watchmaking brand has also launched The Richard Mille Art Prize.

### Mashable ME

The relations between the Chinese and Islamic worlds have been centuries old and to capture the same, Louvre Abu Dhabi has organised a new exhibition...

## October

### Arab News

What many analysts refer to as China’s “new Silk Road” is, in essence, a return to this shared past, one that is explored through the exhibition Dragon and Phoenix: Centuries of Exchange between Chinese and Islamic Worlds, on display at the Louvre Abu Dhabi until 12 Feb. 2022

### The National

As a new cultural season begins this autumn, Louvre Abu Dhabi is presenting three new international exhibitions and public programming to coincide with the UAE’s 50th anniversary



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### Vogue Arabia

As a museum of self-comfort and reason, the Louvre Abu Dhabi highlights the ability of art and culture to promote mental health

## November

### Associated Press

In a major coup for the Emirati art scene, masterpieces by Claude Monet and French sculptor Auguste Rodin are going on display at the Louvre Abu Dhabi

### Canvas

The exhibition holds nothing back in trying to retain audience attention. Arguably the most fun and memorable aspect is The Bestiary, a large multimedia installation housed in a cylindrical room, begging to be Instagrammed exhibition excavate them further, opening up new ways to think about how we remember things and how place can shape us



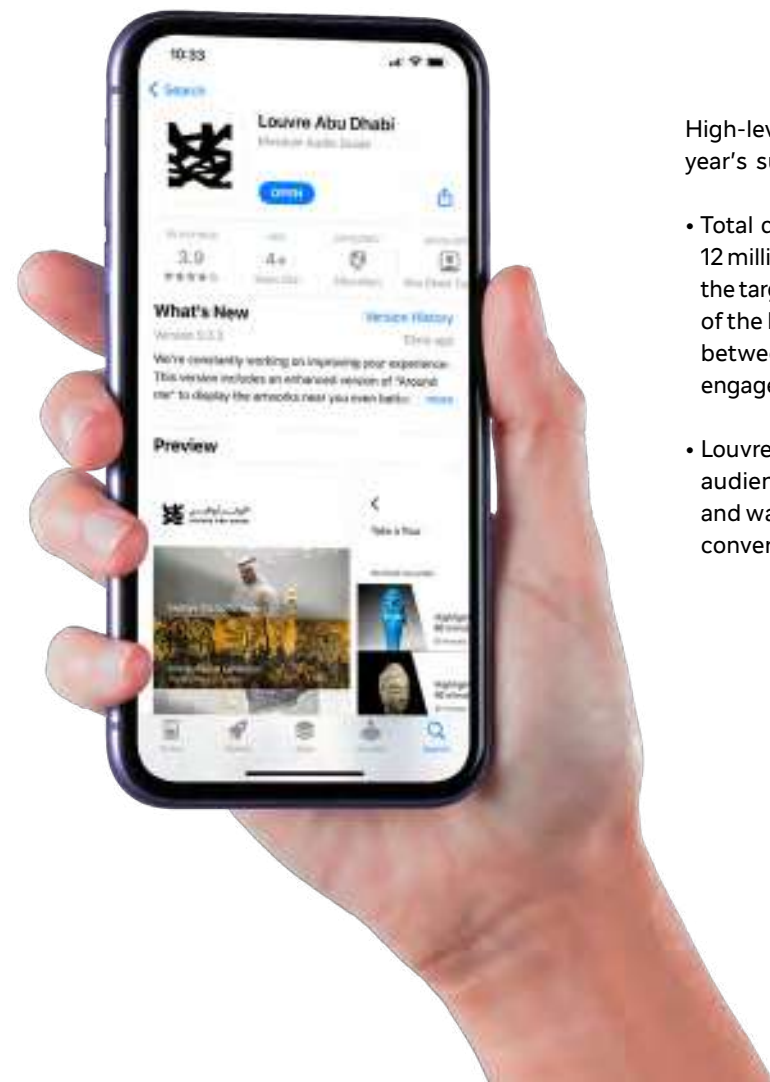
# Digital engagement

Louvre Abu Dhabi's mobile application allows all users to explore the museum's collections, architecture and temporary exhibitions through accessible and engaging content. The app contains more than 150 audio pieces, videos, text, pictures, and is available in seven languages: Arabic, English, French, German, Hindi, Mandarin and Russian.

The app did exceptionally well in 2021 with a total of 43,683 downloads (exceeding 2020 by 90%). The data collected also shows a high proportion of the museum visitors downloading the app (58% in 2021) and a very good overall satisfaction score of 90% as per the in-app survey and the Barometer, the museum's on-the-ground survey tool.

In an effort to constantly enhance the Louvre Abu Dhabi app UX and data collection, improvements of the app UI and backend were made throughout 2021, including a smoother download and navigation experience, a reduction of the app size, the creation of new links to our website such as a tab linked to ticketing, incentives to rate the app on the online app stores and the MATOMO tracking tool being linked to the app.

Louvre Abu Dhabi's mobile app is free to download and is available for both smartphones and tablets.



High-level figures representing last year's success for digital:

- Total digital interactions in 2021 is 12 million which is 150% higher than the target of last year. (This is a result of the balanced mission of last year between physical visits and digital engagement)
- Louvre Abu Dhabi website had 83% audience satisfaction on content and was able to generate 28% total conversions online





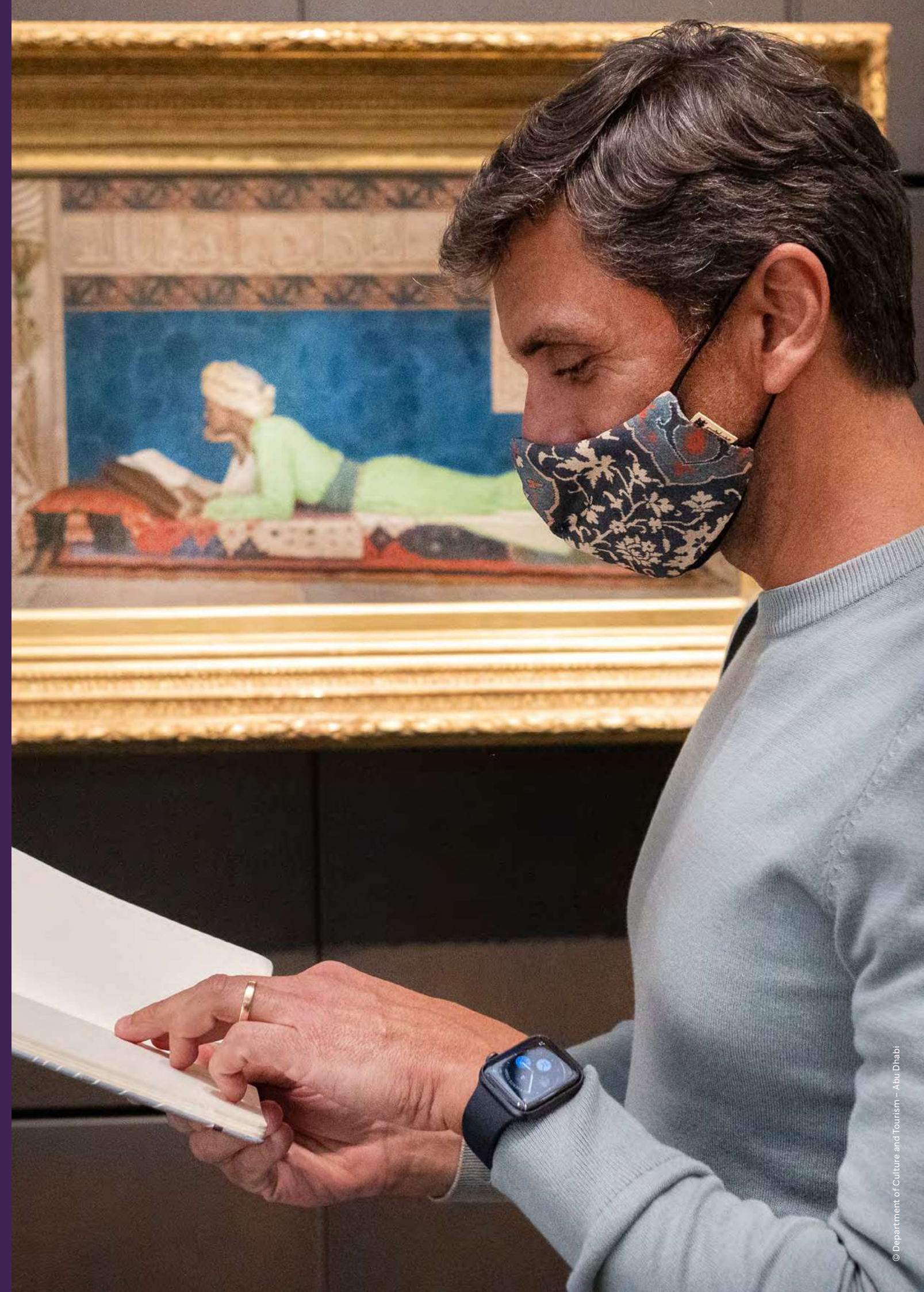
# OUTREACH

Publications

Government and external relations

Symposium and conferences

Development and partnerships





# Publications

From exhibition catalogues and guides on the permanent collection, to richly illustrated architectural albums, children's books and scholarly monographs, Louvre Abu Dhabi's publications address our diverse audience, making art and culture accessible to all. All the museums' publications are produced and available in three languages – English, French, and Arabic.

## *Abstraction and Calligraphy – Towards a Universal Language catalogue:*

- Foreword: 'Calligraphy and Abstraction, in Search of the Absolute', Souraya Noujaim
- Essay: 'The Hurufiyya Movement and Arab Manifestos on Abstraction', Alice Querin

The catalogue published to accompany the exhibition *Abstraction and Calligraphy – Towards a Universal Language* sheds light on the influence that calligraphy from the Far East and Arab World had on the creations of abstract artists in the 20th century. Setting out to produce art that served as a universal language, these artists looked to humankind's earliest forms of written communication, going on to explore the letter, pictograms and ultimately calligraphy. This book examines an east-west dialogue, and the resulting abstract art born from the marriage of free expression and spontaneous gesture with the codified structure and the rationality of writing.



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## *Dragon and Phoenix: Centuries of Exchanges between Chinese and Islamic Worlds catalogue & album:*

- Foreword: 'From China towards Islam and Back: an Adventure in Trade on the Silk', Souraya Noujaim
- Essay: 'Dragons, Phoenixes, Qilin: a Shared Bestiary', Souraya Noujaim
- Essay: 'Two Worlds Reflection Each Other, the Art of Precious Metals in China and Islam', Guilhem André

Published to accompany the *Dragon and Phoenix: Centuries of Exchange between Chinese and Islamic Worlds* exhibition, the catalogue reveals long-standing links between these civilisations, uncovering a long and rich history of mutual admiration and influences. Through objects dating as far back as the 7th century, the catalogue brings together a diversity of artworks, including paintings, silverware, ceramic, glassware, manuscripts and luxury fabrics. It is a journey through time and geography, discovering the importance of inland and sea routes for the development of trade and the exchange of ideas and forms.

Apart from these two publications, Louvre Abu Dhabi also produced original research on the museum's collection:

- Estelle Guéville, 'Les manuscrits médiévaux occidentaux dans la collection du Louvre Abu Dhabi. 2009-2017', in *Pecia. Le livre et l'écrit*, N°22, 2021.
- Niccolò Acram Cappelletto, Estelle Guéville, and David Joseph Wisley, 'Creating New Audiences for Digital Objects Through Museum-University Collaboration.' *Museums in the Middle East Journal*. Sharjah, UAE, 2022



# Government and external relations

In 2021, Louvre Abu Dhabi continued to promote the Business to Government (B2G) through different projects and partnerships. One of the key aspects was to continue promoting Louvre Abu Dhabi among government employees to raise awareness of the museum. The museum conducted online roadshows for several entities including Dubai Customs, Abu Dhabi Customs and ADNOC. The museum also created special promotional offers for government employees and diplomatic missions in the UAE, reaching out to approximately 100 entities in the UAE to promote these offers.

In 2021, Louvre Abu Dhabi received numerous official visits from Heads of State and ministers representing countries such as Italy, India, Luxembourg, Austria, Mexico, Sweden, Belgium, Albania, and South Korea. The museum also welcomed celebrities, who visited to experience its iconic architecture and impressive collection.

## Intergovernmental Agreement Extension

On 3 December, 2021, and in the presence of H.H Mohamed bin Zayed and Emmanuel Macron, President of France, the Department of Culture and Tourism – Abu Dhabi has amended the intergovernmental Agreement of the Louvre Abu Dhabi. The new amendment extends the "Louvre" trademark license for a period of ten years, until 2047 (instead of 2037 as per the previous agreement concluded in 2007 for 30 years) to enhance bilateral cultural relations between the two countries.

This agreement underlines the success of the museum and the strength of the relationship shared between Louvre Abu Dhabi and Musée du Louvre, and reinforces this partnership and collaborating with Musée du Louvre for decades to come.



© UAEU



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## Memorandum of Understanding (MoU)

On 1 July, 2021, Louvre Abu Dhabi signed a Memorandum of Understanding (MoU) with the United Arab Emirates University (UAEU) to establish a framework for and promote future cooperation in areas of academic research and professional development. The signing ceremony took place at the UAEU's campus in Al Ain in the presence of dignitaries from both institutions.

The MoU solidifies Louvre Abu Dhabi's commitment to education and knowledge development in the UAE, and paves the way for mutual cooperation between the museum and the university on various fronts, including internship programmes, collaborative research projects, joint scientific and educational activities, exchange of scientific and educational resources. Additionally, the MoU refers to streamlining access to activities and offerings of each party's exhibition spaces, research projects, events, seminars and conferences.

## International Cooperation Projects

### Saudi Arabia

Louvre Abu Dhabi extended the loan of Rock Art from the Saudi Ministry of Culture until October 2022.

### San Marino

Louvre Abu Dhabi collaborated with the pavilion of San Marino at the Expo 2020 Dubai. The pavilion used the Fibula of Domagnano as inspiration for their official logo, which is part of the museum's collection, and one of the pieces that make up the Domagnano Treasure. The Fibula was also featured inside the pavilion in multiple forms to tell the story of San Marino, also inviting guests to visit Louvre Abu Dhabi to see it in person.

### Oman

Louvre Abu Dhabi lent the National Museum in Oman six objects from its permanent collection for the joint exhibition Gardens of Paradise, which was inaugurated on 15 December 2021.



# Symposium and conferences

Louvre Abu Dhabi was involved in several symposiums, conferences, events and colloquiums. Due to the COVID-19 pandemic, most of them were held virtually.

## JANUARY

**Manuel Rabaté, Director**

Participated in a talk on the diplomatic role of Louvre Abu Dhabi and diplomatic relations between France and the UAE, organised by Conseil d'Etat, which was held online, 21 January 2021.

**Flora Castillon, Director of Visitor Operations**

Participated in a meeting of professionals organised by the University of Avignon in France, where she talked about Cultural branding and its territorial development, held in France, 28 January 2021.

**Manuel Rabaté, Director**

Participated in a talk on the pandemic and the unprecedented changes reflected in the field of art, organised by Art Moscow, which was held online, 28 January 2021.

## FEBRUARY

**Manuel Rabaté, Director**

Participated in a panel discussion about the challenges that Museums face during COVID-19 and the digital content as a solution for the Future of Museums, organised by the UAE embassy in Singapore, which was held online, 23 February 2021.

## MARCH

**Manuel Rabaté, Director**

Participated in a talk on the overview of the museum's projects, organised by the International Museum Construction Congress (IMCC) series, which was held online, 4 March 2021.

**Manuel Rabaté, Director**

Participated in a talk on Louvre Abu Dhabi: from challenges to opportunities, organised by Culture Summit, which was held online, 9 March 2021.

**Dr. Souraya Noujaim, Scientific, Curatorial and Collection Management Director**

Participated in a panel discussion on New

Museums, New Audiences: Sharing in the Virtual Age, organised by Bihar Museum Biennale 2021, which was held online, 23 March 2021.

**Manuel Rabaté, Director**

Participated in a panel discussion with James Snyder on 'The Universal Museum: Through a Middle Eastern lens', organised by Kennedy Harvard School, which was held online, 24 March 2021.

**Robert Kilroy, Curator in the Scientific, Curatorial and Collection Management department**

'Zooming with Freud: Screen Contagion in the Shadow of Covid 19. The Year the Cinemas Closed: Psychoanalysing Shifting Screens.' The Irish Psychoanalytic Film Festival, 27 March 2021.

## APRIL

**Guilhem André, Chief Curator of Scientific, Curatorial and Collection Management**

Participated in a talk on Culture and History: The Cultural ties between the Islamic World and China, organised by New York University Abu Dhabi - China Gulf Forum, which was held online, 9 April 2021.

## MAY

**Guilhem André, Chief Curator of Scientific, Curatorial and Collection Management**

'The Hybrid Museum: Is it a Solution for a Sustainable Tomorrow?' Dronah Foundation India Habitat Centre, The Bihar Museum, held 8 May 2021.

## JUNE

**Robert Kilroy, Curator in the Scientific, Curatorial and Collection Management department**

Participated in a talk on Art History workshop Abstraction: transgressed, transcribed, digitalized; organised by NYUAD and Sorbonne University, which was held online, 7 June 2021.

**Alice Querin, Senior Collections and Database Officer**

'The Hurufiyya Movement and Arab Manifestos

on Abstraction. Abstraction: Transgressed, Transcribed, Digitalized', New York University Abu Dhabi, held 7-8 June 2021.

**Manuel Rabaté, Director**

Participated in a talk on Louvre Abu Dhabi and its relation to the French Soft Power, organised by HEC Culture/Cercle Sciences Po, which was held online, 29 June 2021.

**Faten Rochdy, Resource Centre Unit Head and Nabiha Maktabi, Principal Translator and Editor**

Participated in a talk 'Translation in the Digital Age: Between Modern Technologies and Challenges of Historical Text', organised by the UAE National Archives, which was held online, 29 June 2021.

## JULY

**Estelle Guéville, Assistant Researcher, Scientific, Curatorial and Collection Management and David J. Wrisley (NYUAD)**

'Variance in Uniformity: On the Automatic Transcription of Parisian Bibles'. International Medieval Congress (IMC 2021), Institute for Medieval Studies at the University of Leeds, held 6 July 2021.

**Amna Al Zaabi**

'Collecting and exhibiting antiquities from ancient times to nowadays'. University of Augsburg, Germany, 13 July 2021.

**Manuel Rabaté, Director**

Participated in a talk on the How cultural institutions adapted to engage with global audiences in the light of COVID-19, organised by New York University Abu Dhabi- Tenth Talk series, which was held online, 25 July 2021.



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## AUGUST

## SEPTEMBER

**Amna Al Hammadi, Senior Community Engagement Officer; Maral Bedoyan, Education and Learning Resources Manager and Amin Kharchach, Museography & Multimedia Mediation Manager**

Participated in a talk on the topic of 'Learning and Beyond', organised by Ithra, which was held online, 10 September 2021.

**Estelle Guéville, Assistant Researcher, Scientific, Curatorial and Collection Management and David J. Wrisley (NYUAD)**

'Combining Digital Fragments of Medieval Manuscripts for Creating Scribal Profiles'. From Fragments to Whole: Interpreting Medieval Manuscripts Fragments, Centre for Medieval Studies, University of Bristol, held 16 September 2021.

**Sarah Nunn, Education Unit Head**

Participated in a talk on Digital learning, organised by MuseumNext, which was held online, 17 September 2021.

**Anne Hauguel, Senior Mediation & Interpretation Office and Marine Botton, Acting Senior Mediation & Interpretation Officer**

Participated in a Seminar led by Frederic Leseur for Master students on the topic of interpretation, organised by Ecole du Louvre, which was held online, 20 September 2021.

**Manuel Rabaté, Director**

Participated in a panel discussion on facing post-pandemic challenges through Innovation and Inclusiveness, organised by UNESCO, which was held online, 23 September 2021.



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## OCTOBER

**Manuel Rabaté, Director**

Participated in a panel discussion organised by Russian parties held at EXPO2020, 11 October 2021.



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**Manuel Rabaté, Director**

Participated in a panel discussion on 'Museums and its challenges in the 21st century', organised by the Russian Pavilion, which was held at EXPO2020, 11 October 2021.



Ugo Bertoni, Director of External Affairs, Outreach & Cultural Engagement  
Raisa Al Fahim, External Affairs Officer  
Participated through a video for the Abu Dhabi Investment Fund, 17 October 2021.

Alia Al Shamsi, Acting Cultural Programming Manager

Participated in a panel discussion 'Women in Arabia and Islam: Space Pioneers of today anchored in Arabian and Muslim past', organised by Women's Pavilion Programme, which was held at EXPO2020, 21 October 2021.

Alia Al Shamsi, Acting Cultural Programming Manager

Participated in a panel discussion 'Cultural and Creative industries', organised by Ithra, which was held in Saudi Arabia, 29 October 2021.

Manuel Rabaté, Director

Participated at the Chancellor roundtable which was a 3-way conversation with Mariet Westermann and Peter Magee, the session was organised by New York University Abu Dhabi, and was held online, 31 October 2021.

## NOVEMBER

Alia Al Shamsi, Acting Cultural Programming Manager

Participated in a panel discussion 'Women in Arabia and Islam: The path from rural to urban spaces in Islamic world', organised by Women's Pavilion Programme, which was held at EXPO2020, 4 November 2021.

Manuel Rabaté, Director

Participated in a panel discussion 'The Power of Conversation: A better future is built together', to celebrate 50 years since the formation of the United Arab Emirates, the World Majlis: Golden Jubilee was organised and is the initiative of HE. Reem Al Hashimi and was held at EXPO2020, 8 November 2021.

Alia Al Shamsi, Acting Cultural Programming Manager

Participated in a conversation on Poetry entitled "An Ocean Away" organised by Hong Kong International Literary Festival, which was held online, 9 November 2021.

## DECEMBER

Estelle Guéville, Assistant Researcher and David J. Wrisley (NYUAD)

Participated in an international conference, 'Assembling Legacy Data for AI: the Case of the Paris Bible Project', FF21 Fantastic Futures, 3rd International Conference on Artificial Intelligence for Libraries organised by Bibliothèque Nationale de France, 9 December 2021.

Amin Kharchach, Museography & Multimedia Mediation Manager

Participated in a talk 'World Conference on Creative Economy', organised by EXPO2020, which was held at EXPO2020, 9 December 2021.

Raisa Al Fahim, External Affairs Officer

Participated in a talk on Louvre Abu Dhabi, organised by Terminus, which was held online, 16 December 2021.

## Louvre Abu Dhabi's participation at EXPO 2020's Women's Pavilion

As part of its Research Programme, Louvre Abu Dhabi presented a talk series in collaboration with Cartier at the Women's Pavilion at EXPO 2020 Dubai, using artworks from the museum's collection to initiate discussions on landmark moments in women's history

Louvre Abu Dhabi supported, on 7 October, a talk titled *Women in Arabia and Islam: Stories of Sustainability from the Arab and Muslim World*

Director Manuel Rabaté gave a quick introduction before the session

Maryam Al Dhaheri, Curatorial Assistant, Scientific, Curatorial and Collection Management

Participated at EXPO 2020 on the subject of *Women in Arabia and Islam: Space Pioneers of today anchored in Arabian and Muslim past* on 21 October 2021

Louvre Abu Dhabi supported, on 4 November, a talk titled *Women in Arabia and Islam: The path from rural to urban spaces in Islamic world*







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# Development and partnerships

## New Corporate Partnerships

Louvre Abu Dhabi has announced two major partnerships in 2021. In February, Montblanc sponsored the temporary exhibition Abstraction and Calligraphy - Towards a Universal Language, the first exhibition of the third season under the theme exchanges between East and West. The agreement was signed by Pierre Fayard, Richmond, CEO MIEA.

In July, the museum signed a partnership agreement with the Swiss watchmaker, Richard Mille, represented by Peter Harrison, EMEA CEO, as "Official Sponsor" of the annual Richard Mille Art Prize, to be awarded to selected artists.

## Corporate Events

- On 3 October 2021, the museum welcomed guests of the World Policy Conference, which was followed by a reception at Fouquet's Abu Dhabi
- 21 November 2021: Aldar Investor's Day at the Auditorium

## Our Corporate Partners, Sponsors and Members

Louvre Abu Dhabi would like to thank its corporate partners, sponsors and members for their ongoing support, which is crucial for helping the museum achieve its goals. In working with our partners, we are able to strengthen and expand our impact to the wider community.

We would like to thank Accenture, First Abu Dhabi Bank (FAB), Montblanc, Richard Mille, TotalEnergies, VPS Healthcare, Bloomberg Philanthropies, Boston Consulting Group and Brunswick. Their support also helps us organise exhibitions, develop educational and cultural activities and grow our permanent collection.

## Louvre Abu Dhabi Patrons Circle

The support of patrons is integral to Louvre Abu Dhabi's continued development and success. Our patrons contribute to the museum's pioneering restoration, conservation and research efforts, as well as help us put on landmark exhibitions and collection displays.

Louvre Abu Dhabi signed up the following patrons and would like to thank them for their ongoing support to the educational mission of the museum throughout 2021.

- Fairouz Villain – Founding member of Louvre Abu Dhabi's Patrons Circle
- Christian Guilbert and Chantal Patricot
- Snow Fei Nan Li – Founding member of Louvre Abu Dhabi's Patrons Circle
- Ikram al Mouaswas and Jacopo Romagnolo
- Omar Al Askari





# VISITOR'S EXPERIENCE

Boutique

Café, dining and art lounge

Membership





# Boutique

The boutique offers unique objects, homeware, fine souvenirs and miniatures of artefacts from great civilisations. Children appreciate the kids' range and the range of books that cannot be found elsewhere in the UAE.

Visitor experience on the e-boutique was enhanced with the addition of a French version. A popular new acquisition for the Louvre Abu Dhabi collection was celebrated with a selected assortment of products celebrating a painting by Marc Chagall. The boutique produced a large selection of dedicated stationery for the Abstraction and Calligraphy exhibition. During the opening of Dragon and Phoenix, the boutique selected a wide range of products to promote the exhibition. Iznik reproductions were the most popular selling products.

A selection of new branded products was introduced into the boutique in 2021 including a Louvre Abu Dhabi T-shirt, a selection of face masks inspired by Louvre Abu Dhabi artworks and a range of stationery products inspired by the architecture of Louvre Abu Dhabi. All have proved to be popular with our visitors.

Following the successful opening of the new exhibition in the Children's Museum in 2021 – Emotions! a new selection of products inspired by the exhibition were introduced in the boutique in 2021, allowing children and parents to continue their discussions and learning when they get home.





# Café, dining and art lounge

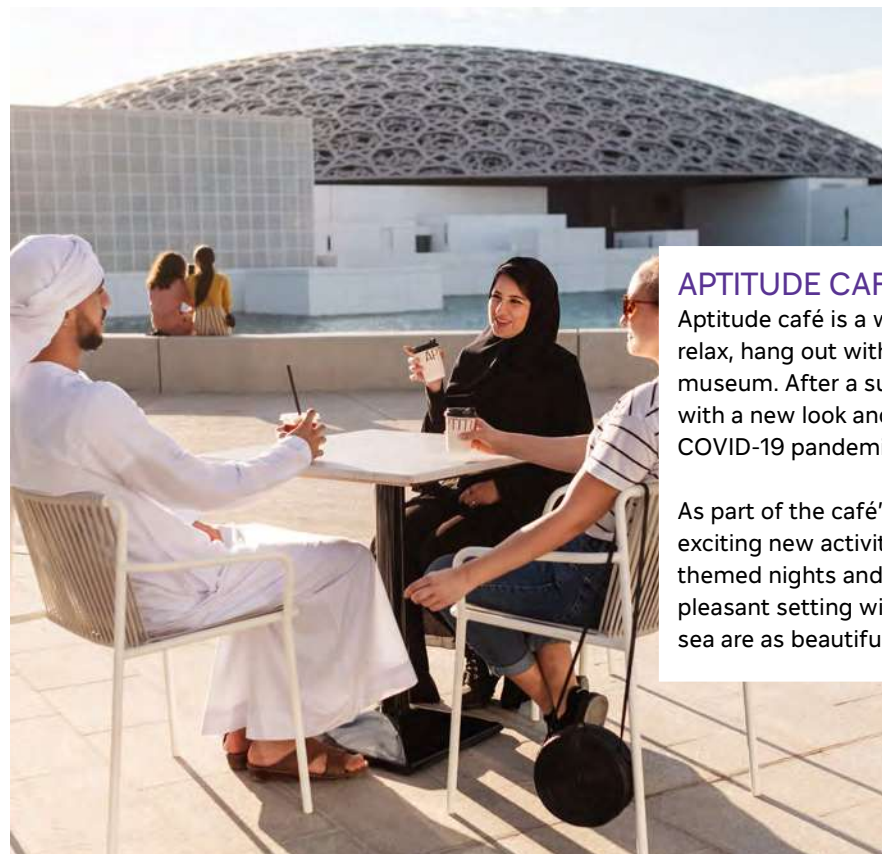
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## MUSEUM CAFÉ

The Museum Cafe re-activated all of its offerings in 2021 and was once again fully open offering tasty dishes, a Grab & Go service and a special kid's menu. Visitors had the opportunity to contemplate the sea and skyline from the Jean Nouvel-designed café and outside terrace, a relaxing dining experience that blends distinct Emirati and European flavours.

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## APTITUDE CAFÉ

Aptitude café is a wonderful place to enjoy refreshments, relax, hang out with friends, and take stunning pictures of the museum. After a successful renovation, it reopened its doors with a new look and wider menu and recovered fast from the COVID-19 pandemic.

As part of the café's rejuvenation, Aptitude launched many exciting new activities including workshops, dinner events, themed nights and more. The ever-popular Oud Night with a pleasant setting with a perfect view of the museum, sky and sea are as beautiful as ever.

© Department of Culture and Tourism - Abu Dhabi. Photo Ismail Noor - Seeing Things



## FOUQUET'S ABU DHABI

Fouquet's Abu Dhabi is a fine dining brasserie serving guests at Louvre Abu Dhabi in January 2020. The restaurant follows in the gastronomic footsteps of the original Fouquet's which opened on the Champs-Elysees, Paris in 1899, famed for its links to the worlds of art, film and culture. A new menu designed in collaboration with the renowned French Michelin star-winning chef, Pierre Gagnaire, merges the established traditions of classic French cooking with a number of Fouquet's signature dishes, while embracing contemporary international cuisine.

In 2021 Fouquet's Abu Dhabi won two industry awards, 'Best Newcomer of the Year' in the What's On Awards Abu Dhabi and 'Best European Restaurant' in the FACT Dining Awards Abu Dhabi.

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## MARTA BAR

This speakeasy-style bar is located above Fouquet's Abu Dhabi, offering guests a unique experience with an intimate ambience, with drinks and light bites available from day until night.

Fouquet's Abu Dhabi and Marta had a variety of activations in 2021 such as special offers, 3 Oenology classes, a cooking class presentation by Chef Hugo, seasonal specialties such as Easter Eggs, Galette Des Rois, Buche Noel, Valentine's Day, Truffle Menu, Chef's Table, Art Club Members Menu, Christmas Eve and Christmas Day Menu, New Year's Eve Menu and DCT weekend musical performances.





### ART LOUNGE

In 2021, Art lounge renovated the rooftop in a fully redesigned space and stylish laid-back atmosphere, welcoming more than 5000 visitors.

The Art Lounge provides a sleek outdoor venue for guests to relax and enjoy a wide selection of beverages and light bites. The stunning, unobstructed views of the Abu Dhabi skyline and the contemporary design concept make it one of the best sunset lounges in the city.

A hidden gem, nestled in the iconic rooftop of the museum, the Art Lounge is the perfect place to gather with friends and enjoy a post-gallery visit refreshment. The FACT Dining Awards ceremony was the first event held at Art Lounge after reopening.



# Memberships

The membership programmes of Louvre Abu Dhabi give visitors the opportunity to be a part of an exclusive group of like-minded art lovers and enjoy an impressive array of benefits from unlimited entry to special offers, priority reservations and much more. The museum now offers three membership programmes to cater to the different community segments including Young Adults and Teachers.

In 2021, the museum welcomed 1,439 members and introduced new benefits and exclusive engagement opportunities to thank them for their loyalty and support.





# OPERATIONAL EXCELLENCE

Health and safety

Sustainability and facilities management

Capacity building for future generations





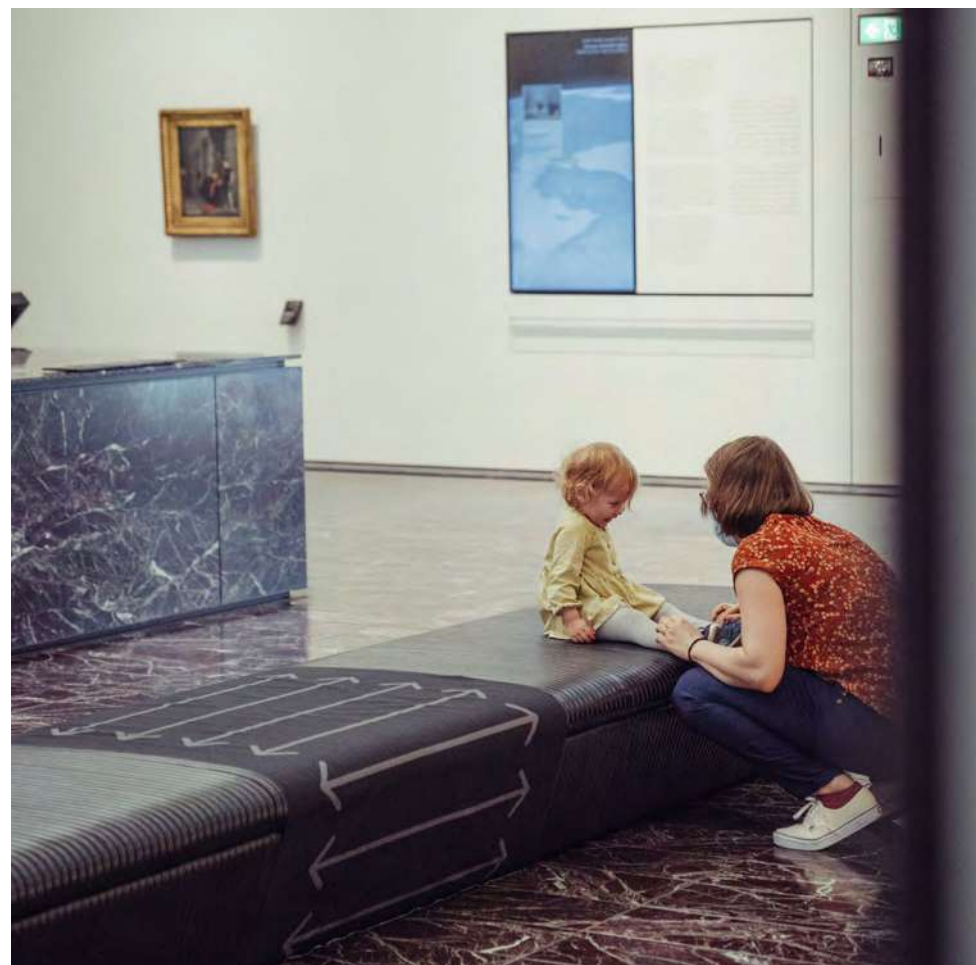
# Health and safety

Louvre Abu Dhabi focus for 2021 was to achieve Third-Party Certification of its Occupational Health and Safety Management System to the requirements of the International Standard ISO 45001:2018. Louvre Abu Dhabi is proud to have achieved this Certification in November 2021, thanks to the constant support and commitment from Louvre Abu Dhabi Management and its stakeholders as well as the tremendous work carried out in ensuring the development and implementation of the Occupational Health and Safety Management System framework.

While working towards ISO certification, Louvre Abu Dhabi continued extending their risk and compliance management support to all Louvre Abu Dhabi departments in the execution of their activities and provided organisation-wide support in ensuring compliance with COVID-19 precautionary measures.

Other support activities included, but were not limited to, support provision in the opening of new exhibitions, return to work guidelines and arrangements for the Museum staff, the different cultural programmes scheduled and delivered in the last two quarters of 2021, as well as the Museum's anniversary and the National Day holidays events.

With a Certified OHS Management System in place and a dedicated team for ensuring support in compliance and risk management through the implementation of all the elements of the management system framework, the department contributes positively to Louvre Abu Dhabi organisational strategy and is fully committed to achieving its OHS policy objectives.



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# Sustainability and facilities management

As part of the museum's commitment to sustainability, it has continued to look for ways to improve the building's environmental performance. Louvre Abu Dhabi has managed to optimise its overhead maintenance costs for its facilities management and improve the service level provided in the museum. Moreover, it has executed a mock-up of improving Airlock operation for better visitor flow. Also in 2021, we achieved 6% saving in chilled water and 8% of recycled material.



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# Capacity building for future generations

Our staff remain one of the key pillars of the museum, where we have 31 different nationalities with an increasing capacity (and focus) on UAE nationals, who grew in 2021 to just over 54% of our employee base.

The focus on growing local talent continued into our training programme offerings, delivering just over 540 hours, with most of the training being delivered by our partners, France Muséums, where a tailored museum specific training is offered to UAE nationals. In addition, in collaboration France Muséums, over 50 certifications were awarded to UAE nationals for their museum acquired knowledge through these training sessions. Key training included (not limited to); Universal History of Art, Archiving & Documentation, Techniques of Creation and Materiality of Artworks, Identification of Degradations & Preventive Conservation, Chinese Art & Calligraphy Curating, museography and scenography of exhibitions fundamentals and case studies, Handling & Salvage and Engagement Techniques Related with New Acquisitions.





# A NOTE OF THANKS





# A note of thanks

Louvre Abu Dhabi is thankful to France Muséums for coordinating loans and supporting the museum's activities and to our French partner institutions:

- *Bibliothèque nationale de France*
- *Centre Pompidou*
- *Château de Fontainebleau*
- *Château de Versailles*
- *Cité de la Céramique – Sèvres & Limoges*
- *Domaine National de Chambord*
- *École du Louvre*
- *Musée d'Archéologie nationale – Saint-Germain en Laye*
- *Musée de Cluny – Musée national du Moyen-Âge*
- *Musée de l'Armée*
- *Musée des Arts Décoratifs (MAD)*
- *Musée du Louvre*
- *Musée du quai Branly – Jacques Chirac*
- *Musée national des arts asiatiques-Guimet*
- *Musée Rodin*
- *Musées d'Orsay et de l'Orangerie*
- *OPPIC (Opérateur du patrimoine et des projets immobiliers de la culture)*
- *Réunion des Musées Nationaux et du Grand Palais (RMN-GP)*

We are equally thankful to:

Our UAE and regional partners who lent major artworks displayed in the museum's galleries:

- *Ajman Museum (Department of Tourism Development) – Ajman*
- *Al Ain National Museum*
- *Department of Antiquities – Jordan*
- *Department of Antiquities and Museums – Ras Al Khaimah*
- *Department of Culture and Tourism – Abu Dhabi*
- *Department of Tourism and Archaeology – Umm Al Quwain*
- *Dubai Municipality*
- *Guggenheim Abu Dhabi*
- *Nahar Productions*
- *National Museum – Saudi Arabia*
- *National Museum – Sultanate of Oman*
- *National Museum of Ras Al Khaimah*
- *Saudi Ministry of Culture*
- *Sharjah Archaeology Authority*
- *Zayed National Museum*

All UAE government institutions who supported us:

- *Abu Dhabi Civil Defense Authority*
- *Abu Dhabi Executive Office*
- *Abu Dhabi Government Media Office*
- *Crown Prince Court*
- *Department of Community Development*
- *Department of Culture and Tourism – Abu Dhabi*
- *Department of Education and Knowledge*
- *Department of Finance*
- *UAE Ministry of Culture and Youth*
- *UAE Ministry of Education*
- *UAE Ministry of Foreign Affairs*
- *UAE Ministry of Presidential Affairs*
- *UAE Ministry of Defense*

Our corporate partners and patrons:

- *Accenture, Louvre Abu Dhabi Digital Partner*
- *Bloomberg Philanthropies, Louvre Abu Dhabi Corporate Member*
- *Boston Consulting Group, Louvre Abu Dhabi Corporate Member*
- *Brunswick, Louvre Abu Dhabi Corporate Member*
- *Chantal Patricot and Christian Guilbert, Louvre Abu Dhabi Patrons*
- *Fairouz Villain, Founding Member of Louvre Abu Dhabi's Patrons Circle*
- *Ikram Al Mouaswas and Jacopo Romagnolo, Louvre Abu Dhabi Patrons*
- *Montblanc, Sponsor of the Abstraction and Calligraphy exhibition*
- *Omar Al Askari, Louvre Abu Dhabi Patron*
- *Richard Mille, Sponsor of the Art Here exhibition and project*
- *Snow Li, Founding Member of Louvre Abu Dhabi's Patrons Circle*

All local, regional and international institutions with whom we collaborated:

- *Ahlam Alshamsi*
- *Arabic Language Center*
- *Abu Dhabi Media*
- *Ayala Museum*
- *Berklee Abu Dhabi*
- *Bodytree Club*
- *David Guetta*
- *Dubai EXPO 2020*
- *Institut Français*
- *Institut du Monde Arabe*
- *Madrollers*
- *Motion*
- *FparkNow United*
- *New York University Abu Dhabi*
- *Peter Sellar*
- *Rinku Awtani*
- *Roll DxB*
- *Rooftop Rhythms*
- *Samsung Foundation*
- *Seahawk*
- *Sorbonne University Abu Dhabi*
- *Twofour 54*
- *United Arab Emirates University*
- *Qasr Al Watan*
- *Zero 2*
- *Zayed University*

Louvre Abu Dhabi also wishes to express its warmest thanks to the museums and institutions that have offered their support by lending significant artworks from their collections for the international exhibitions in 2021.

*Abstraction and Calligraphy – Towards a Universal Language*  
17 February - 12 June 2021

- *Administration Jean Matisse*
- *Centre National des Arts Plastiques*
- *Centre Pompidou*
- *eL Seed Studio*
- *Galerie Jacques Bailly*
- *Galerie Jeanne Bucher Jaeger*
- *Galerie Michael Werner*



- Guggenheim Abu Dhabi
- Märkisch Wilmersdorf
- Montblanc
- Musée des beaux-arts de Grenoble
- Musée du Louvre
- Musée municipal de St Germain Laval
- Musée national d'Art moderne – Centre de création industrielle (MNAM-CCI)
- Noirmontartproduction
- Mona Hatoum Studio
- Sanki King Studio
- The Adolph and Esther Gottlieb Foundation
- The Estate of Philip Guston
- The McKee Gallery
- The Pollock-Krasner Foundation
- Trebbin
- Zentrum Paul Klee
- Scenography: Agence Clémence Farrell Clémence Farrell, Charline Bard, Cyril Gros

*Dragon and Phoenix: Centuries of Exchange between Chinese and Islamic Worlds*  
6 October 2021 - 12 February 2022

- Archives nationales
- Bibliothèque nationale de France
- Cité de la céramique – Sèvres et Limoges
- Musée de Cluny – musée national du Moyen Âge
- Musée des Arts Décoratifs (MAD)
- Musée des Tissus de Lyon
- Musée du Louvre
- Musée du quai Branly – Jacques Chirac
- Musée Jacquemart-André – Institut de France
- Musée national de la Renaissance – Château d'Ecouen
- Musée national des arts asiatiques – Guimet
- Muséum national d'Histoire Naturelle
- Shanghai Museum
- Scenography: Abraxax concepts lighting design, Bastien Morin graphic design, bgc studio architecture scénographie, Drôle de Trame, multimedia design, G&F structural design

*Louvre Abu Dhabi Art Here 2021 – Richard Mille Art Prize*  
16 November 2021 - 27 March 2022

Members of the Jury:

- H.H. Sheikh Zayed bin Sultan bin Khalifa Al Nahyan, Chairman of UAE Unlimited
- Christine Macel, Chief Curator at the Musée national d'art moderne, Centre Pompidou and art critic
- Hala Wardé, founding architect of HW Architecture
- Dr. Souraya Noujaim, Louvre Abu Dhabi's Scientific, Curatorial and Collections Management Director

Shortlisted Artists:

- Cristiana de Marchi
- Latifa Saeed
- Mays Albaik
- Mohammed Kazem
- Nasser Alzayani
- Tarek Al-Ghoussein (\*)
- Taus Makhacheva

\*We are deeply saddened by the passing of Tarek Al-Ghoussein in 2022. We are honoured to have worked with him on this exhibition.







Louvre Abu Dhabi  
Saadiyat Cultural District 1  
P.O. BOX 30343  
Abu Dhabi, United Arab Emirates  
+971 600 56 55 66



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