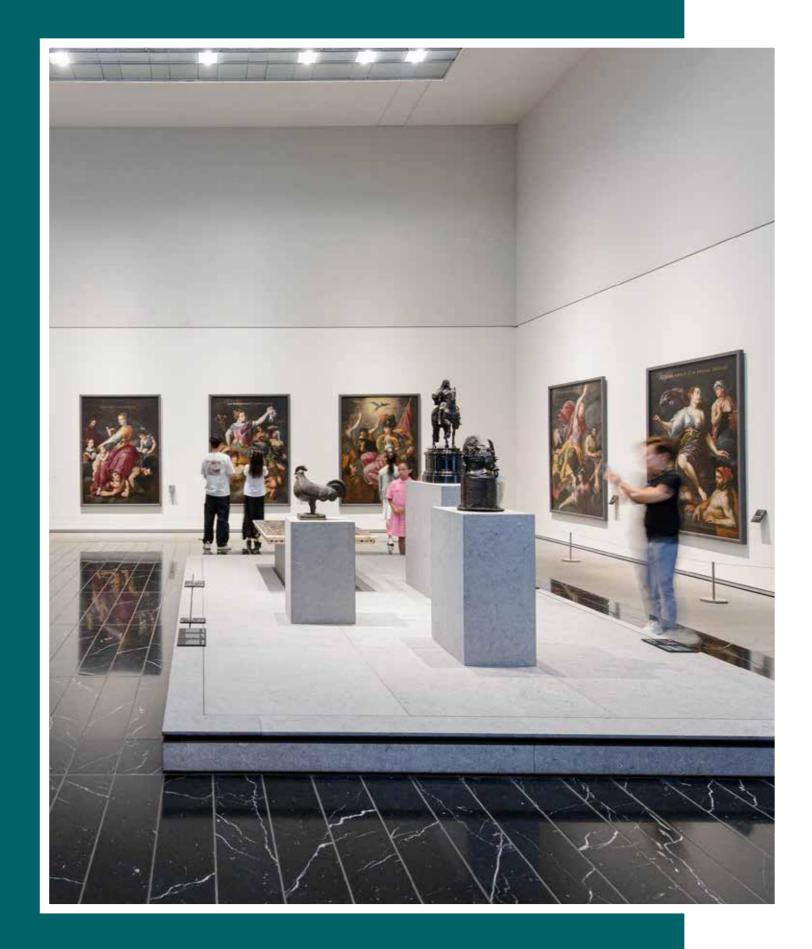




# TABLE OF CONTENTS

06	FOREWORD
06	Message from the Chairman
07	Message from the Undersecretary
08	Introduction by the Museum Director
10	VISION, MISSION & VALUES
12	LOUVRE ABU DHABI MUSEUM IN 2023
12	Visitors
16	Exhibitions
34	COLLECTION & ACQUISITIONS
35	Celebrating New Acquisitions and
	Prestigious Loans
36	Highlight of Our Acquisitions
42	Highlights of Our Permanent Galleries
44	Artwork Rotations
45	Collection Care & Conservation
49	Research Laboratory
50	Resource Centre
52	OUTREACH ACTIVITIES
52	Conference and Talks
54	School & University Outreach
61	Encounters with Museum Experts
62	Podcasts
64	Community Outreach
66	Publications
-00	0.1 4 1: 1:

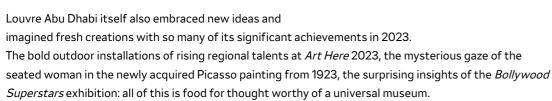


74	A MUSEUM FOR ALL
74	Boutique Renovation
75	Call Centre
75	Louvre Abu Dhabi App
76	Charging Stations
76	Enhanced Wayfinding
76	Digital Engagement
77	Upgrade Interactive Screen for Ancient
	Coins and Jewellery
78	PARTNERS AND SPONSORS
78	Patrons Programme
78	Private Events
79	Brand Collaboration with Swatch
	'The Great Wave & Astrolabe'
79	Louvre Abu Dhabi Stamp with
	Emirates Post Group
80	Collaboration with B2B Partners
80	CORPORATE SOCIAL RESPONSIBILITY
80	Determination Run at Louvre Abu Dhab
81	Security, Health & Safety
82	THANK YOU

# FOREWORD MESSAGE FROM THE CHAIRMAN

Louvre Abu Dhabi serves the emirate as a beacon of cultural engagement. Its exhibitions, community programmes, seasonal activations and Children's Museum are among the important avenues through which the museum fused the local and the global during 2023.

From the past year, examples of this have included the museum's temporary exhibition *Cartier, Islamic Inspiration* and *Modern Design*. It showed how, from forms and motifs to colours and materials, the arrival of Islamic craftwork in the West challenged and inspired Cartier's designers to embrace new ideas and imagine fresh creations.



Audiences responded: Louvre Abu Dhabi's visitation for 2023 established a new record for yearly attendance. The Museum's appeal, enhanced by its exhibitions, new acquisitions and community programmes, is key to the emirate's rise as a global tourist destination. Almost three quarters of the museum's visitors in 2023 came from abroad, with India, the Philippines and Russia the leading source markets.

This appeal can only grow with the forthcoming global launch of Saadiyat Cultural District. Louvre Abu Dhabi will be joined in this district by Zayed National Museum, Guggenheim Abu Dhabi, Natural History Museum Abu Dhabi and teamLab Phenomena Abu Dhabi.

As we reflect on the year past, we can be thankful for Louvre Abu Dhabi's contribution to the social and cultural vitality of the emirate. As a crossroads of civilisations, the museum is like a majlis of the mind: a place of assembly for ideas as well as people. We gather here and leave wiser, more open-minded to different perceptions and new possibilities.

Looking ahead to 2024, we can be confident that Louvre Abu Dhabi will find new paths for artistic exploration that inspire visitors to follow their own paths to this wonderful museum.

#### Mohamed Khalifa Al Mubarak

Chairman of the Department of Culture and Tourism - Abu Dhabi



# MESSAGE FROM THE UNDERSECRETARY

Louvre Abu Dhabi is a dynamic presence in the cultural and tourism ecosystem in Abu Dhabi, the region and, increasingly, on a global scale. This past year has established a new record for yearly attendance, surpassing the mark set in 2018, the museum's first full year of operation. Exceeding targets, Louvre Abu Dhabi welcomed over a million visitors in 2023, double the number of the previous year.

At the heart of the increase in footfall is the mission of Louvre Abu Dhabi to reach out across borders, working together on boundary-breaking projects and exhibitions. Five exceptional exhibitions were opened at Louvre Abu Dhabi in 2023, including Bollywood Superstars: A Short Story of Indian Cinema; Letters of Light; Cartier, Islamic Inspiration and Modern Design; Picturing the Cosmos, and Art Here 2023.



In addition to exhibitions, Louvre Abu Dhabi expanded its collection with notable acquisitions and loans, enhancing the diversity of its offerings and strengthening collaboration in the cultural space through the signing of four new partnerships: an institutional partnership with the Ras Al Khaimah Department of Antiquities and Museums, and corporate partnerships with Mubadala, Cartier and Richard Mille.

Louvre Abu Dhabi continues to work with experts and partners to train the next generation of museum professionals, shaping the artistic and cultural landscape of Abu Dhabi and beyond. By bringing new perspectives to the arts sector in the city and expanding the cultural offerings available to residents and visitors alike, the museum has strengthened Abu Dhabi's position as a guiding light for arts and culture and become a compelling tourism destination in its own right.

Brilliant teams with brilliant people have delivered on a vision for the museum as a cultural landmark and a global symbol of artistic enrichment. Weaving together the power of collaboration and intercultural dialogue by offering our visitors a glimpse into diverse civilisations and artistic traditions.

The interest from our visitors, reflected in the numbers achieved, combined with our unique storytelling, showcases our commitment to excellence in the global cultural scene.

#### Saood Abdulaziz Al Hosani

Undersecretary of the Department of Culture and Tourism - Abu Dhabi

# THE MUSEUM DIRECTOR

A year of trailblazing in each of our missions and cherished values, 2023 stands as a pinnacle in Louvre Abu Dhabi's history. With record-breaking attendance, it stands as a testament to our unwavering commitment to excellence and cultural enrichment. We achieved a significant milestone: a record 1.2 million visitors, marking the highest yearly attendance to date. Welcoming visitors from across the globe, including Russia, India, China, and many others alongside UAE residents, including Emirati nationals, we consistently maintained a high level of visitor satisfaction, averaging 9.5 out of 10 in 2023.

Throughout the year, our dedication to excellence, innovation, and inclusivity guided every aspect of our operations, leading to unprecedented levels of engagement and impact within our community and beyond. It was a balanced and dynamic year at Louvre Abu Dhabi, spanning from the vibrant energy of the *Bollywood Superstars* exhibition, which showcased the rich cinematic heritage of the Indian subcontinent, to the exploration of cosmic wonders in *Picturing the Cosmos* at the Children's Museum, and the enlightening journey through *Letters of Light*. Moreover, exhibitions like *Cartier, Islamic Inspiration and Modern Design*, alongside *Art Here 2023*, illuminated the enduring influence of the region on global aesthetics. Each exhibition echoed the core values of Louvre Abu Dhabi – tolerance, cultural diversity, and appreciation for the universal language of art, while attracting 701.5k visitors. Notably, the Children's Museum drew 231.5k visitors, Art Here attracted 96.5k, and temporary exhibitions hosted 373.5k, with our blockbuster exhibitions exceeding their attendance targets by more than double.

Beyond the exhibitions, we unveiled new acquisitions and loans, including two Picasso paintings and an artwork by Jean-Honoré Fragonard, which were acquisitions and are on display. Additionally, four sculptures from Versailles made their first trip away from the Palace of Versailles on loan, thereby enriching the universal narrative of our collection. By the end of 2023, Louvre Abu Dhabi showcased 240 loans from France Muséums, with 223 displayed in our permanent galleries and 17 enriching the Children's Museum. Additionally, we proudly featured 44 loans from other esteemed institutions in the region and Asia in our permanent galleries. As the first universal museum in the Arab world, we prioritise hosting loans from around the globe to showcase the depth and breadth of history, encompassing diverse cultures from Islamic to Asian and beyond.

We actively engaged in a spectrum of cultural and educational activities, ensuring that Louvre Abu Dhabi remains an inspiring and evolving experience for our community. From the successful launch of the Arabic podcast series, "Adventures at the Museum", tailored for our younger audience, to our unwavering commitment to continuous improvement, as evidenced by initiatives like Sustainability in Museums, which coincided with COP28, we demonstrated our dedication to sustainable museum practices and operations. Our educational programming further contributed to our mission by inviting students to explore the museum and draw inspiration from our collection, message, and core values.

We successfully achieved our target of 26.5k attendees for cultural and community programmes, surpassing our initial goal of 9.5k. Thirty-one programmes were organised in 2023, with notable attendance at events such as the Al Manama programme, drawing 13,060 visitors, and the Eid Al Fitr performance open event, which saw 1,420 more attendees. Additionally, our engagement with schools and universities reached over 45,000 students and teachers, further solidifying our commitment to educational outreach and community enrichment.

Various outdoor activities and activations held on the museum premises also played a significant role, contributing 10% to the total visitor count.

Continuing to be at the forefront of revolutionising visitor experiences through state-of-the-art technology, we introduced innovative approaches to storytelling. From the Children's Museum, employing a multifaceted approach that incorporates gamification for an engaging experience, to our Scan Art feature on our app, which utilises technology to recognise artworks, simplifying art for our visitors and enriching their experience remains central to our mission.

As a young museum, our aspiration extends beyond just growth to embody excellence, innovation, and inclusivity. With every passing year, we aim to elevate our standards and expand our influence on the cultural landscape. Achieving this would not be possible without the unwavering support of our dedicated staff, partners, patrons, and visitors.

#### Manuel Rabaté

Director, Louvre Abu Dhabi



#### VISION, MISSION & VALUES

Our Vision

To be a world-renowned UAE museum, inspiring stories of cultural connections.

Our Mission

Showcase, study and conserve exceptional works of art;

Explore stories of diversity and humanity;

And make a positive social, cultural and economic impact to our community.

Our Values

#### Connected

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

#### **Open-minded**

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

#### Mindful

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

#### **Innovative**

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



#### LOUVRE ABU DHABI MUSEUM IN 2023

#### **VISITORS**

In 2023, Louvre Abu Dhabi welcomed an impressive 1,247,076 visitors, a testament to the museum's captivating collection, exhibitions, and community outreach.

A diverse range of outdoor activities in our park have significantly contributed to this achievement, with a total of 86,692 visitors. Our community has been actively engaged through ongoing marketing campaigns and outreach activities, further enhancing our reach and impact.

As of March 19, 2024, the museum celebrated a remarkable milestone, surpassing 5 million visitors since our grand opening in November 2017. This achievement further cements Louvre Abu Dhabi's status as a cultural landmark of unparalleled distinction and global significance. We continue to promote the museum in our community with ongoing marketing campaigns and outreach activities.

We were honoured to host over 500 esteemed officials and dignitaries, including heads of state, ministers, ambassadors, internationally acclaimed artists, and world-renowned celebrities.

In 2023, Louvre Abu Dhabi witnessed a slight increase in membership, from 2,461 to 2,649, marking a 7.6% rise. HThe Membership for Young Adults tier saw most of the growth. Recognising this trend, efforts for 2024 focus on retention campaigns, member engagement programmes, targeted advertising, and promotions.

International visitors comprised 72% of our footfall, and 28% of visitors were residents of the UAE. First-time visitors constituted a majority, with an impressive 90% in 2023. The average age of visitors remained steady in the early thirties, indicating that our offerings resonate strongly with a young adult demographic. The main motivations for visiting have shown a subtle shift towards 'Art Content' and 'Attraction/Place to Visit,' reflecting evolving visitor interests and our dynamic museum programming.

MUSEUM & PARK VISITORS

1,247,076 VISITORS

**TEMPORARY EXHIBITIONS** 

373,525 ATTENDEES

**EDUCATIONAL PROGRAMMES** 

45,364 PARTICIPANTS

LOANS

240

**ACQUISITIONS** 

**PUBLICATIONS** 

8

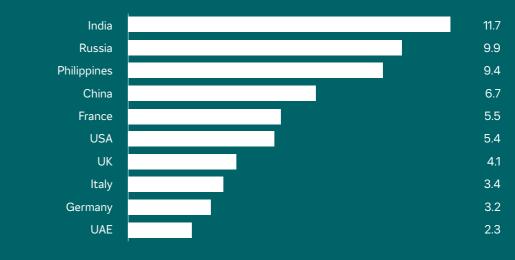
**CULTURAL PROGRAMMES** 

31 EVENTS **26,507** ATTENDEES

**MEMBERSHIPS** 

2,652

#### 2023 TOP OVERALL NATIONALITIES



#### **GENDER UAE/IVS**



#### FIRST TIME/REPEATERS



#### VISITOR'S AGE



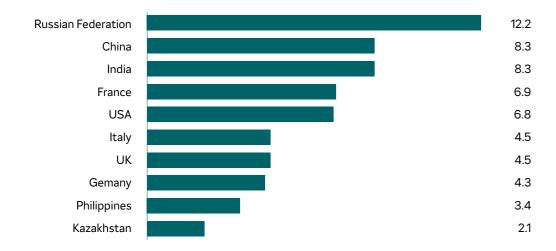
Visitors average age: 32 years

Source: LAD Barometer Survey 2023

#### **AVERAGE TIME SPENT**

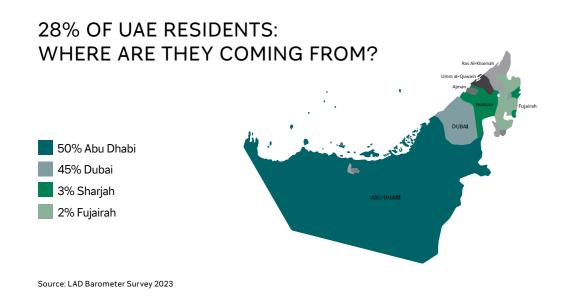
1H 57mins

## 72% OF INTERNATIONAL VISITORS: WHERE ARE THEY COMING FROM?



#### **REGIONS OF RESIDENCE**

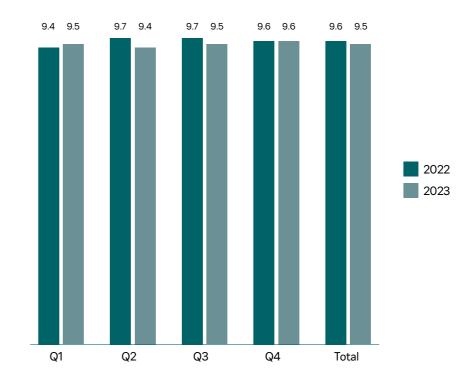




# OVERALL VISITOR SATISFACTION WITH LOUVRE ABU DHABI

The overall satisfaction level of visitors to Louvre Abu Dhabi remains high (average score of 9.5 out of 10).

Visitors' overall satisfaction rating with their visit to Louvre Abu Dhabi has remained consistently high since last year (average score between 9.4 and 9.6 out of 10). Q4 2023 satisfaction rating stood at 9.6 out of 10, the same as in the previous quarter (Q4 2022).

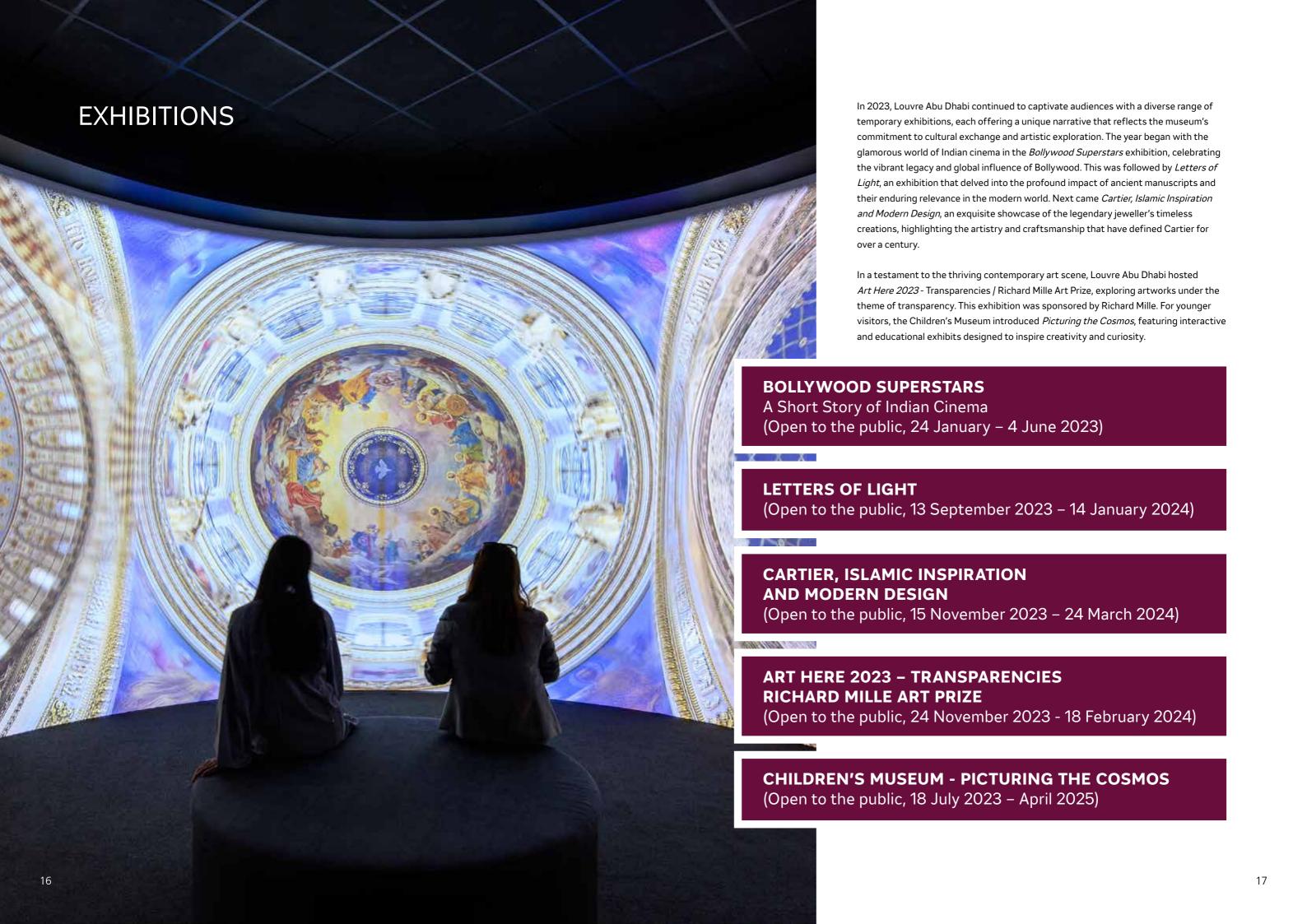


#### MAIN MOTIVATION TO VISIT LOUVRE ABU DHABI:

Art content is the key motivation to visit Louvre Abu Dhabi in 2023, driven by the visitors' desire to see the permanent museum galleries and the masterpieces.



Source: LAD Barometer Survey 2023



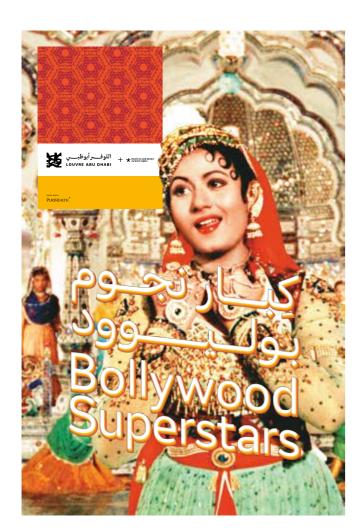
#### **BOLLYWOOD SUPERSTARS**

#### A SHORT STORY OF INDIAN CINEMA

24 JANUARY - 4 JUNE 2023

Generously supported by PureHealth, co-curated by Julien Rousseau,
Curator and Head of the Asian Collections at Musée du quai Branly –
Jacques Chirac, and Hélène Kessous, PhD in Social Anthropology and
Ethnology, École des Hautes Études en Sciences Sociales, with the support
of Dr. Souraya Noujaim, the former Director for Scientific, Curatorial and
Collections Management at Louvre Abu Dhabi ,with the assistance of
Aisha Al Ahmadi, Curatorial Assistant at Louvre Abu Dhabi.

Organised by the Musée du Quai Branly – Jacques Chirac, Louvre Abu Dhabi, and France Muséums.

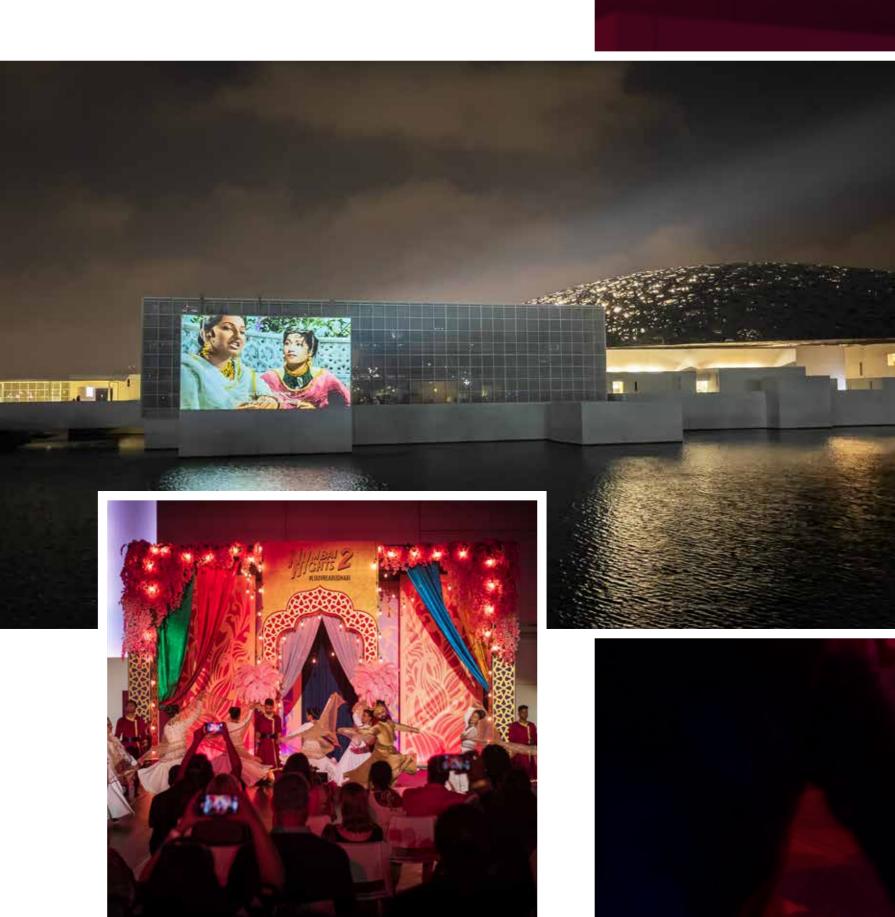




Krishna Dancing with the Cowherd Girls (rasa lila)
Temple wall hanging (pichhwai). Nathadwara, Rajasthan, India
19th century, painting on cotton canvas, 251.5 × 268 cm
Paris, Musee du Quai Branly – Jacques Chirac, Inv. 70.2016.10.1

A regional industry that grew to become a global phenomenon in less than a century, Indian cinema became one of the world's largest, releasing more than 1,500 films each year in almost twenty languages. From the commercial Hindi films produced in 'Bollywood' to 'Kollywood's' Tamil-language movies and the more socially engaged Bengali cinema, Indian cinema reflected the subcontinent's diversity and acted as a public forum where contemporary social and cultural debates were played out.

Featuring extracts from some 40 films and more than 80 artworks, *Bollywood Superstars* investigated the diverse origins of Indian cinema. From 19th-century traditional shadow theatre and early silent movies to the 21st-century gods of the screen, the exhibition presented the richness of India's image-making traditions alongside the influence of popular arts such as storytelling, dance, and theatre, and its close relationship with mythology and religion.



# BOLLYWOOD FILM SCREENING

Louvre Abu Dhabi was delighted to present special outdoor screenings of handpicked Bollywood films on the facade of the museum, curated by the discerning eye of Rinku Awtani. These beloved blockbusters included "Mughal-e-Azam," "Devdas," "Dilwale Dulhania Le Jayenge," "Om Shanti Om," "Kabhi Khushi Kabhie Gham," and "Bajirao Mastani." The screenings provided a window into the rich tapestry of Indian storytelling, capturing the essence of audio-visual artistry across generations.

Attendees were transported through time to witness larger-than-life tales unfold against the backdrop of elaborate sets and stunning period costumes. Each film offered a unique opportunity to bask in the glitz and glamour of the silver screen, evoking a sense of nostalgia and fondness for Bollywood's cinematic legacy.

For lovers of Bollywood cinema, these screenings served as a heartwarming reminder of cherished 'filmi' moments from the past. Louvre Abu Dhabi was honoured to share this journey through Indian cinema history with its audience, offering an unforgettable experience for all.

# SECRET SOIREE MUMBAI NIGHTS

Louvre Abu Dhabi enthusiastically hosted a groundbreaking event: an immersive theatre experience unlike any other. Attendees were treated to an exclusive behind-the-scenes tour of "Mumbai Nights 2," an imaginary Bollywood Blockbuster brought to life in spectacular fashion.

#### **LETTERS OF LIGHT**

#### 13 SEPTEMBER 2023 - 14 JANUARY 2024

Co-curated by Laurent Héricher, Head of the Oriental Manuscripts Department, Bibliothèque nationale de France, and Dr. Souraya Noujaim, Director of the Islamic Arts Department, Musée du Louvre, and former Director of Scientific, Curatorial and Collections Management at Louvre Abu Dhabi, with the assistance of Mariam Al Dhaheri, Curatorial Assistant at Louvre Abu Dhabi, Khalid Chakor-Alami, in charge of Arabic and Persian manuscripts at the Bibliothèque nationale de France, and Sabine Maffre, medieval manuscripts curator at the Bibliothèque nationale de France.

Held in partnership with Bibliothèque nationale de France and France Muséums.

As visitors walked through the five different sections of the exhibit, they discovered the birth of the three monotheisms, their sacred writings, and their dissemination across different languages and cultures. They encountered some of the most exquisite sacred books ever made, featuring the work of skilled calligraphers, bookbinders, and artists who mastered the use of precious pigments and illuminated calligraphy.

Visitors also witnessed other objects and artifacts from the collections of the Bibliothèque nationale de France, Musée du Louvre, and Louvre Abu Dhabi.

The scenography of the exhibition was designed by the Freaks Architecture studio, with Camille Taillardat serving as the Project Manager. Graphics and audio-visual and multimedia interpretation were created by Opixido.











Muhannad Shono The Unseen 2023 Louvre Abu Dhabi

# CARTIER, ISLAMIC INSPIRATION AND MODERN DESIGN

#### 16 NOVEMBER 2023 - 24 MARCH 2024

Generously supported by Cartier, co-curated by Évelyne Possémé, former Chief Curator of Ancient and Modern Jewellery at the Musée des Arts décoratifs, Paris, and Judith Henon-Raynaud, Chief Curator and Deputy Director of the Department of Islamic Art at the Musée du Louvre, Paris.

Exhibition co-organised by Louvre Abu Dhabi, the Musée des Arts décoratifs, with the assistance of Fakhera Al Kindi, Curatorial Assistant at Louvre Abu Dhabi, with the support of Cartier.

This exhibition is based on a project that was initially conceived and co-organised by the Dallas Museum of Art and the Musée des Arts décoratifs titled Cartier and Islamic Art: In Search of Modernity.

Visitors discovered the influence of Islamic art on Cartier's designs and creations at Louvre Abu Dhabi's exhibition, *Cartier, Islamic Inspiration and Modern Design*.

Featuring over 400 works, including jewellery and precious objects, masterpieces of Islamic art, drawings, textiles, and photographs, the exhibition showcased the influences of the Islamic arts on Cartier's designs from the beginning of the 20th century to the present day.

The exhibition was complemented by digital projections, immersing visitors into the intricate shapes and patterns of Cartier pieces inspired by the Islamic arts.

The scenography of the exhibition and the immersive digital space were designed by the New York-based design studio Diller Scofidio + Renfro.





Bandeau
Cartier New York, 1924
Platinum, diamonds, natural pearl
5.2 × diam. 18 cm
Cartier Collection, HO 28 A24



Vanity case
Cartier Paris, 1924
Gold, platinum, mother-of-pearl,
turquoise, emeralds, pearls, diamonds, enamel
Cartier Collection, VC 34 A24



Fragment of architectural decoration
Iran, Ray, 14th–15th century
Ceramic mosaic with coloured glaze
Paris, Musée du Louvre, Department of Islamic
Art, AFI 1917



Immersive installation in the Forum area

# ISLAMIC ART- MIRROR OF THE INVISIBLE WORLD, FILM SCREENING AND AFIKRA DISCUSSION

Louvre Abu Dhabi hosted an outdoor screening of "Islamic Art: Mirror of the Invisible World," inspired by our recent exhibition "Cartier, Islamic Inspiration and Modern Design." Prior to the documentary, a discussion moderated by Mikey Muhanna, Founder and Executive Director of afikra, featured eL Seed, a contemporary artist renowned for international exhibitions and public spaces, Suheyla Takesh, a curator and writer at the Barjeel Art Foundation, and Fakhera Al Kindi, Senior Curatorial Assistant at Louvre Abu Dhabi.

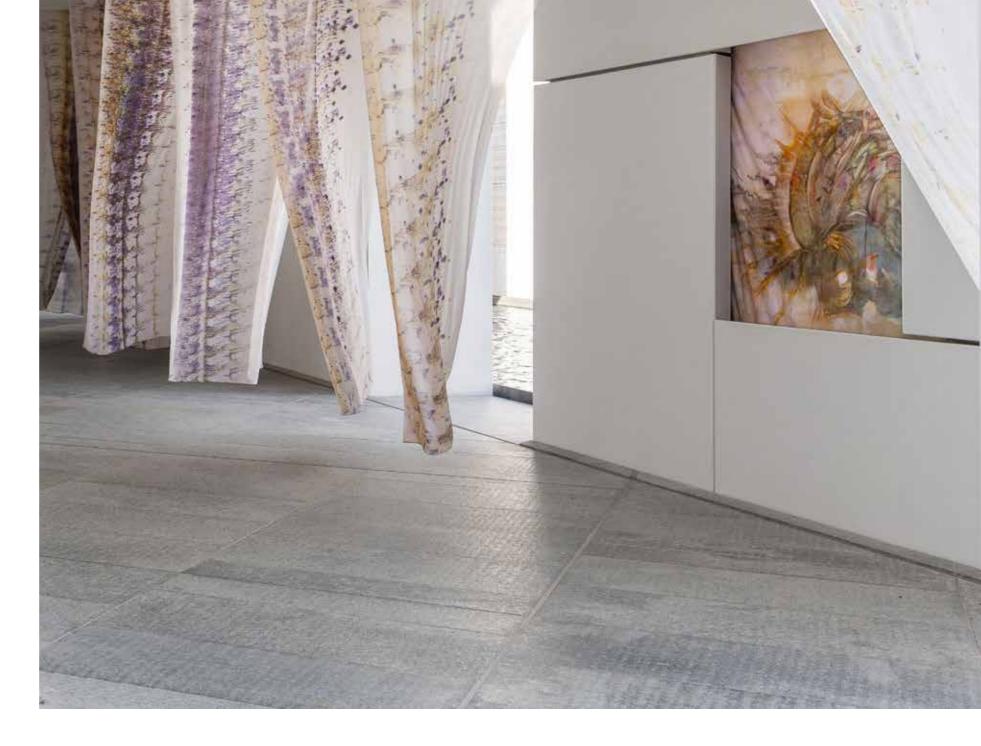
# ART HERE 2023 – TRANSPARENCIES/RICHARD MILLE ART PRIZE

**GUEST CURATOR: MAYA EL KHALIL** 

Exhibition theme: Transparencies

Generously supported by Richard Mille, the exhibition took place beneath the museum's intricate floating dome of light and shade, drawing on the interplay of shadows, liquid reflections and flashes of permeating sunlight as a starting point. Transparency is more than just a material quality of lucidity or opacity; it encompasses both the physical act of seeing and the subjective experiences of looking, which can shift in different contexts. Though it implies clarity, and therefore simplicity or veracity, it is part of a process that sees meanings shift with movement, understanding and over time proposals.

Participants included Saudi curator and artist Alaa Tarabzouni; Kuwaiti multidisciplinary artist Farah Behbhani; Emirati painter Hashel Al Lamki; UAE-based Indian artist Nabla Yahya; Saudi visual and performance artist Sarah Brahim; UAE-based Syrian artist siblings Sawsan and Bahar Al Bahar; and Saudi visual and land artist Zahrah Al Ghamdi.





Siblings Sawsan and Bahar Al Bahar presented handblown glass sculptures made by craftspeople in Bab Sharqi, Damascus and Berlin for their work Waterdust, while Alaa Tarabzouni used three stainedglass panels for Remember to Forget, depicting the streets and boundaries of Al Khuzama in Riyadh. Using biomaterial made of algae, Sarah Brahim's Flesh Memory encapsulated breath, a profound yet unseen motion that connects all life across time. For Softbank, Nabla Yahya used a three-dimensional cartographic representation of the 164-kilometre Suez Canal, while Farah Behbehani's Hiya (She) paid homage to the 10th-century Syrian Muslim astronomer with coloured glass, stainless steel, and sound. With twisted tree limbs, plastic waste, bones and debris, Zahrah Al Ghamdi's Anthropocene's Toll: A Planet Asphyxiated thoughtfully prompted introspection and advocated for the rethinking of our relationship with the natural world. Hashel Al Lamki's Foraminifera used a painter's expertise to investigate how multiple layers of fabric interact with natural pigments, exploring the material and cultural significance of pigments.







Artists were selected by a distinguished six-member jury, led by His Highness Sheikh Zayed bin Sultan bin Khalifa Al Nahyan, an Adviser to the Ministry of Foreign Affairs (MOFA), Chairman of UAE Unlimited, an art collector and a patron of the Centre Pompidou, the British Museum and Sharjah Art Foundation. Joining him were Dr. Souraya Noujaim, Director of the Islamic Arts department at Musée du Louvre in France, and former Director of Scientific, Curatorial and Collections Management at Louvre Abu Dhabi; Maya El Khalil, independent curator and art adviser, former Founding Director of ATHR Gallery in Jeddah, and curator of Louvre Abu Dhabi *Art Here 2023*; Clare Lilley, Director of Yorkshire Sculpture Park, the selector of the annual Frieze Sculpture in London's Regent's Park 2012–22 and a trustee of Art UK, London, the George Rickey Foundation, New York, and the Jupiter Artland Foundation, Edinburgh; Dr. Guilhem André, Acting Director for Scientific, Curatorial and Collections Management at Louvre Abu Dhabi, seasoned museum professional, expert archaeologist and art historian; and Mohammed Kazem, a renowned Emirati artist previously shortlisted for the 2021 edition of *Art Here*.

Louvre Abu Dhabi and Swiss watchmaking brand Richard Mille revealed Nabla Yahya as the winner of the third edition of the Richard Mille Art Prize at an exclusive ceremony that took place at Louvre Abu Dhabi on 24 January 2024.

*Art Here 2023* ran from 24 November 2023 to 18 February 2024. The total number of visitors up to 31 December 2023 was 51,092.



# CHILDREN'S MUSEUM EXHIBITION PICTURING THE COSMOS

Opened on 18 July 2023, *Picturing the Cosmos* is the fifth exhibition to be presented in the Children's Museum space. This mesmerising journey into the infinity of space explores the cosmos and its depiction in art. Since the dawn of time, the beauty of the sky has sparked human imagination, with celestial bodies and phenomena holding a central place in both ancient and modern stories passed through generations and cultures worldwide. Long before the development of astronomy or space exploration, artists used the cosmos as an endless and universal source of inspiration.

The exhibition is organised into three sections spread over the three levels of the Children's Museum. The first section illustrates the diverse ways humans view the universe. The second section focuses on the shared dream of space travel, now gradually becoming a reality. The third section simulates an exploration of Mars, providing a fun and immersive experience.

Featuring 25 artworks and objects from the Louvre Abu Dhabi collection, alongside French and Emirati loans, the exhibition spans scientific instruments, artistic representations of space, popular culture, and astrophotography. By the end of 2023, *Picturing the Cosmos* had welcomed 139,106 visitors. The gamified experience strongly contributes to high visitor engagement, with visual challenges and puzzles inviting children to interact closely with the artworks. The immersive scenography makes the exhibition accessible and attractive for families.

Generously supported by Mubadala Investment Company, the exhibition also includes cooperation with the UAE Space Agency and Mohammed Bin Rashid Space Centre. The museum received two significant loans from the UAE Space Agency: a mock-up of the Emirates Mars Mission Probe and the Sokol astronaut suit, displayed alongside original artworks and loans from museum partners.

The partnership with Mohammed Bin Rashid Space Centre, initiated with the exhibition's launch, significantly elevated the Children's Museum's visibility. Content from the Centre, including an International Space Station tour, was integrated into the exhibition. His Excellency Dr. Sultan Al Neyadi recorded a historic welcome message from space, encouraging visitors to explore the universe and its artistic depictions. This message premiered at the exhibition's opening on 18 July 2023.

On 3 August, the museum hosted a live call with His Excellency Dr. Sultan Al Neyadi, organised by Mohammed Bin Rashid Space Centre and attended by His Highness Sheikh Nahyan bin Mubarak Al Nahyan. Over 300 people participated, communicating with Al Neyadi and learning about his mission.

We welcomed the Emirati astronaut again on 29 November, with the Expedition 69 team, as well as astronauts from NASA and the Russian Space Agency. They explored *Picturing the Cosmos* and shared their insights in a Q&A session with museum visitors and students.





#### **HIGHLIGHT OF OUR ACQUISITIONS**

In 1917, Pablo Picasso travelled to Rome after Jean Cocteau asked him to design the sets and costumes for his ballet *Parade*, staged by the Russian Serge Diaghilev. On this occasion, he visited Naples, where he discovered the treasures of the Archaeological Museum of Naples, as well as the Roman frescoes of Pompeii, where he found the inspiration for a new set of artworks influenced by ancient art. There, he met with the Ukrainian dancer Olga Khokhlova, whom he married in 1918. This encounter initiated the creation of many paintings and drawings for over ten years. Throughout time, Picasso painted many different versions of Olga, from a fragile and mute young woman at the beginning of their relationship to the mother of Picasso's first child, her portraits evolved and became increasingly distorted and violent, a testimony to the evolution of the couple's relationship. The portrait proposed for acquisition is considered as the most singular, beautiful, and mysterious portrait of Olga. In 1923, she was not the young ballet dancer Picasso just met, as portrayed in *Portrait d'Olga dans un fauteuil* (1918), she was his wife, mother of his son and classical muse. Picasso was at the height of his classicism and Olga is now poised and stiff like a Greco-Roman statue.

From 1914, Picasso experimented with a return to realism, he moved away from his cubist research and created more academical works, sometimes combining realism and Cubism into a single work. This return to Antiquity is very present at the end of the First World War and became a real source of inspiration and escape for many artists of the early twentieth century. In addition to these subtle references to Antiquity, Picasso often visited the Louvre and took inspiration from his predecessors, such as Jean-Auguste-Dominique Ingres and its neo-classical style. Christian Zervos noted that "Picasso's work between the years 1923 and 1925 oscillates between two parallel, but inverse, directions, so one reflects upon the past, whilst the other looks towards a future laden with promise."

The works of this period bear witness to the lifestyle that Picasso and Olga led. By the time the present piece was painted, Picasso was living and working in an apartment on the fashionable rue La Boétie with Olga and their young son Paulo. Picasso's financial successes had allowed the couple to buy a new car and hire a chauffeur, and Olga was enjoying the trappings of their bourgeois lifestyle.

#### Portrait de femme assise (Olga)

Pablo Picasso, 1923
Paris or Antibes, France
Oil on canvas
H. 100 cm W. 81 cm



The candlestick is made up of nine truncated faceted sides and a slightly depressed drip-pan of petalled edges, along with a cylindrical neck, which culminates in a bulging socket. It is made entirely of brass, inlaid in silver and gold, and incised with details. The central band features a frieze of standing courtly figures and is enclosed by two friezes of anthropomorphic script running above and below and two friezes of running quadrupeds. The neck is adorned with a frieze of smaller figures, while the socket displays seated musicians.

This artwork is exceptional as part of an extremely limited group of works of less than 30 faceted candlesticks identified to date, with the last one still in private hands. It is a superb example of the types of prestigious objects displayed and used in courtly ceremonies and pageantry. And makes a fantastic addition to the narrative pertaining to the proliferation and advancement of metallurgy in the Arab world.



Candlestick c. 1275 Probably Mosul Brass, gold, and silver inlay H. 26 D. 30 cm

This quadrant astrolabe is of the type attributed to Prophatius Judaeus or Jacob ben Machir ibn Tibbon (c. 1236–1305). It was made for the latitude of 34°, that of Fez, Meknes or Damascus and contains lines for the times of Islamic prayer.

Cast in brass and hammered and engraved on both sides with numerous inscriptions as well as circular scales, it holds two folding pinhole sights. A small hole above the shackle (apex) was used to fix a plumb line, now missing, usable for both sides of the instrument. The quadrant is completed by a ring suspended by a chain.

This astrolabe makes a fitting addition to Gallery 8, dedicated to navigational and scientific instruments made possible by unprecedented scientific and technological advances, a testament to the development of the sciences during the Middle Ages. It is displayed alongside Al-Zarkali's Saphea and ibn Tibbon's quadrant novus belonging to the museum's collection.



Prophatius Quadrant Astrolabe
15th or 16th century, Maghreb or Syria Brass
H. 23 cm W. 26.3 cm 0.3 / 0.4 cm
188 mm radius and 3.6 to 3.8 mm thickness



#### Here I Am

2020

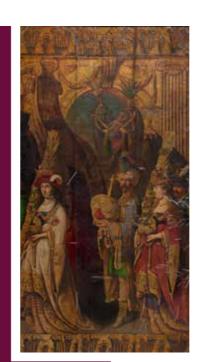
Sanki King (born Abdullah Ahmed Khan) Born 1990, in Jeddah, Saudi Arabia

Black ink on paper 22.9 x 22.9 cm Sketch for a mural, available to be temporarily displayed on a larger scale, subject to implementation by the artist Born in Saudi Arabia, Abdullah Ahmed Khan grew up in Pakistan with his father, who encouraged him to paint and draw from an early age. In the late 1990s, he was strongly influenced by hip-hop culture, rap, BMX and beatboxing, and began doing figurative graffiti in the streets of Karachi, adopting the nickname Sanki, 'the eccentric'. In 2013, when he was rapidly moving towards more monumental pieces, he joined the American street artists' crew Beyond Mankind Krew (BMK), established in New York. In 2014, he produced his first 'calligraffiti', associating elements of traditional Arab calligraphy with the techniques of street art. Influenced by the Arab oral tradition, Sanki King includes quotations, diary entries, literary extracts and poetry in his works.

Here I Am is a calligraffiti inspired by Muhammad Iqbal's poem, 'Shama'. In one of the passages, Iqbal says 'you are the path, the traveller, the guide, the destination', expressing the human instinct to strive for self-awareness and self-actualisation. With this artwork, Sanki King wants to present himself to the viewer in his totality, explaining his own journey to self-awareness. The circular shape refers to a mandala, symbol of self and cosmic wholeness.

Here I Am is Sanki King's first work for a museum, produced for the Louvre Abu Dhabi exhibition Abstraction and Calligraphy – Towards a Universal Language (17 February – 12 June 2021). It perpetuates a project within the museum's collections that highlights the links between the Arabic calligraphic tradition and the modern and contemporary work of artists from both the Middle East and the West. The dialogue that has been established between East and West reflects the museum's universal ambition to build bridges and highlight the links between different cultures.

The work will also add to the collection of contemporary art from the Gulf region that the museum is starting.



#### The Triumph of David

Dutch school c. 1650 Italy. Venice

Painted and embossed leather panels, laid down on canvas 340 x 1690 cm (overall, set of 11 panels)

Painted on a series of gilded leather panels, *The Triumph of David* is an exceptional work. Certainly, its size, pictorial qualities and majestic presentation of its figures against such an imposing architectural background make an immediate impression, testifying to the grandiose nature of its subject matter. The painter also made use of a number of technical refinements. Although it has not yet been possible to identify the artist responsible for its creation, its stylistic features are highly evocative of Rembrandt and his pupils, particularly in the effects of light and shadow, the deliberate use of contrasting colours, luxury and refinement, and the resolutely 'Orientalist' touch.

While the author of *The Triumph of David* remains unknown at present, this is undoubtedly the work of an eminent painter of the Dutch Golden Age, produced in collaboration with a first-rate Dutch manufacturing workshop. As such, it is a prime example of the interaction between artists and craftsmen in the 16th and 17th centuries. Its iconography, which blends a Baroque spirit with a taste for a dream of the Orient, makes it an example of the crossroads between the imaginations of East and West. While the interpretation of the subject remains Western, it illustrates an important episode in the life of King David, a key figure for the three religions of the Book. Moreover, very few works of this type have survived, as they often disappeared during the vicissitudes of the homes in which they were housed, making this a truly unique and spectacular work, complementing the museum's collection of renowned artists from the northern schools.

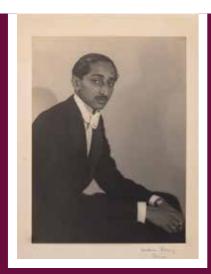


#### A Circular Limoges Enamel Charger, depicting the Punishment of Niobe by Diana and Apollo

Pierre Courtoys (c. 1520 – before February 1581), after Giulio Romano (fl. 1544–81) France, Limoges Parcel-gilt polychrome enamel 45.7 cm

Although the exact birth and death dates of Pierre Courtoys are unknown, a picture of his successful career as an enameller in Limoges can be surmised both from contemporary city records and the high quality of the works attributed to him. His earliest extant piece is a cup depicting the Judgement of Paris and the Triumph of Diana, dated to 1544. His latest known work, five panels depicting an Allegory of Man and the Labours of the Months, is after an engraving of c. 1581, thus providing a terminus post quem for the artist's death. He signed his works using a variety of spellings and is therefore referred to as Courtoys, Cortoys, Courteys, Corteys or Courteu, interchangeably. He was a contemporary of Pierre Reymond and is sometimes described as having trained in the workshop or been a disciple of the master.

From its beginning, the Louvre Abu Dhabi has brought in remarkable works of Renaissance enamel from Limousin, and in many aspects the quality of this production echoes that of the great Italian majolica works of the 16th century. This dish adds to the corpus of enamels already present in the museum and helps trace a common thread between different civilisations, as the technique of enamelling on metal is shared by Eastern and Western cultures. Such large pieces by Pierre Courtoys, especially polychrome ones, are very rare in museums. The only other known examples being held in the British Museum and the Musée du Louvre.



#### The Maharaja of Indore

c. 1930
Man Ray Paris, France
Vintage gelatin silver print
H. 23 x W. 17 cm
Signed by Man Ray and stamped on the verso:
'Man Ray/31bis Rue/Campagne/
Première/PARIS-14'

This very rare gelatin silver print of Yeshwant Rao Holkar II, the Maharaja of Indore, taken by his friend, the Surrealist artist and master photographer Man Ray (1890–1976), is emblematic of Man Ray's supreme ability to capture the essence of his sitter but also of photography as a medium where light and shadow play equally dramatic parts. In this image, Man Ray eulogises the Maharaja as a rare aesthete in the outward portrayal of formality and the intimate revelation of natural charm. Part of a series of photographs of the Maharaja and his wife Sanyogita Devi privately commissioned by the Maharaja and taken during the couple's visit to Europe in 1927, this photograph is a testament to Man Ray's international fame. The portraits of the Maharaja of Indore provide valuable insights into the opulence and grandeur of Indian royalty, offering a bridge between different cultures and epochs, which aligns with the universal museum's mission to foster cross-cultural understanding and appreciation. Man Ray's photographs within the Louvre Abu Dhabi galleries serve as a testimony to Paris's 20th-century glory, a time when the city served as a meeting point for artists, writers, cultural figures and royalty, allowing for the formation of new relations and friendships.



#### Asante Stool of the Queen Mother

19th century Ghana wood, silver H. 43 cm W. 64 cm D. 38.5 cm Called *mmaa dwa or ahemmaa dwa*, this stool is an insignia from the court of the Asante people of the Akan complex of southern Ghana. Like other Akan groups, Asante people practice matrilineal systems of succession and inheritance, connecting generations through mother to child. This stool is exclusively for Queen Mothers – *odikrohemaa* or *ohemaa* – the royalty of Ghana. The stool is full of potent symbolism, linking the power of the moon to the Queen Mother.

On the stool, the silver ribbons flow at the sides and centre from the outside surface of the raised ends, over the edge and into the seat engraved perforations with symbolic iconography. In the silver bands, the repoussé patterns feature an eight-petalled flower surrounded by two waxing and two waning moons, which refer to the cycle of life and death in connection with procreation and generation. *The Crux Decussata* or female cross, referred by the Akan as *mberam*, is the symbol for Nyame, the creator of the revolving universe, is noticed on the silver bands. Projecting the idea of the universe on to the earth, the Queen Mother represents the Mother-Moongoddess, the king the Sungod, and the state the Universe.

Decorated in dark blue and lustre, the central medallion of this charger bears the arms of King Charles VII of France. The broad border contains three shields – with the arms of Louis, Dauphin of France, and of the Duke of Burgundy, and those of Portugal for the Duchess of Burgundy – divided by sparking flints between two briquets de Bourgogne.

It is suggested that this charger was probably given as a present by Philip 'the Good' to either the king, Charles VII, or his son Louis, the Dauphin. Although Philip was Charles's enemy, when the Dauphin arrived in the duke's Flemish territories, Philip nonetheless wrote to the king directly. King Charles replied that the duke 'should act as he would wish the king to act, if likewise he [the duke] had taken refuge with him'. The Dauphin was treated very generously and given a residence at Genappe.

Hispano-Moresque ceramics were one of the major examples in the late Middle Ages and early Renaissance of the technical heritage and stylistic transfers between East and West and this piece, made in a diplomatic and royal context, is representative of this movement. In addition, its particularly distinguished provenance bears witness to the alliances that were formed between sovereigns in the 15th century and foreshadows the political and power issues that were to emerge in Europe – and beyond – throughout the modern period.



#### Hispano-Moresque Earthenware Blue and Lustred Armorial Charger

c. 1456–61 Valencia, probably Manises 45.8 cm

# HIGHLIGHTS OF OUR PERMANENT GALLERIES

# MALTESE PILLARS REUNITED AT LOUVRE ABU DHABI

Two ancient ornamental pillars, known as cippi, have been reunited at Louvre Abu Dhabi after 240 years. Dating back to the 3rd or 2nd century BC, the pillars are on loan from the National Museum of Archaeology in Malta and the Musée du Louvre. They are displayed as part of an exhibition celebrating 50 years of UAE-Malta diplomatic relations. These pillars, which once helped decipher the Phoenician alphabet, symbolise the historical and cultural connections between the East and West.



#### LEONARDO DA VINCI'S LAST MASTERPIECE 'SAINT JOHN THE BAPTIST'

To celebrate its fifth anniversary, Louvre Abu Dhabi is exhibiting Leonardo da Vinci's *Saint John the Baptist*, on loan from the Musée du Louvre. The painting has been displayed since 8 November 2022, and will remain for two years, marking a significant cultural exchange between France and the UAE. This masterpiece exemplifies Leonardo's skill in chiaroscuro and sfumato, enhancing its mystical and serene qualities. The display underscores the enduring collaboration between the two museums and offers visitors a rare opportunity to view this iconic artwork outside Paris.



#### VERSAILLES SCULPTURES UNVEILED AT LOUVRE ABU DHABI

Louvre Abu Dhabi has unveiled four sculptures from the Palace of Versailles which depict the continents and represent the artistic grandeur of the 17th and 18th centuries. These sculptures are part of the museum's celebrations for its fifth anniversary. The event marks a significant milestone, highlighting Louvre Abu Dhabi's dedication to showcasing a wide range of cultural and historical artifacts. These new additions further enrich the museum's diverse collection, offering visitors a unique glimpse into the artistic heritage of Versailles.



#### **ARTWORK ROTATIONS**

Louvre Abu Dhabi adheres to international preservation standards and conducts three annual rotations of light-sensitive artworks, such as manuscripts on paper and parchment, miniature paintings, Japanese prints, printed books, photographic materials, and delicate textiles. The rotations for 2023 took place in October. Additionally, one of these annual rotations, incorporating significant changes due to the renewal of major loans and new acquisitions occurred in July 2023.

The Grand Vestibule displayed 3 of the international loans, alongside 9 loans from French partners. In Wing 1, we exhibited 2 international loans, 89 loans from French partners, and 22 regional loans from the UAE. Additionally, 15 artworks from our permanent collection added to our Grand Vestibule, with another 87 displayed in Wing 1.

Wing 2 hosted an exclusive collection of 157 gold and silver coins, comprising 93 pieces from the Louvre Abu Dhabi collection, 57 from French partners, 4 from regional lenders, and 3 international loans (2 from The Leeum, Samsung Museum of Art in Seoul, South Korea, and 1 from the Ayala Museum in Makati, Metro Manila, Philippines).

In Wings 3 and 4, our modern and contemporary periods benefited from exceptional loans from partner museums. Highlights included Saint John the Baptist by Leonardo da Vinci (Musée du Louvre), Femme à la cafetière by Paul Cézanne (Musée d'Orsay), and Gelb-Rot-Blau by Wassily Kandinsky and Around a point by František Kupka (Musée national d'art moderne). Wing 3 featured a total of 168 artworks, comprising 124 from the Louvre Abu Dhabi collection, 43 loans from French partners, and 1 regional loan. Wing 4 displayed 150 artworks, with 103 from the Louvre Abu Dhabi collection, 34 loans from foreign partners, and 13 regional loans.



#### **COLLECTION CARE & CONSERVATION**

Louvre Abu Dhabi is dedicated to ensuring the long-term care of all objects within its collection, whether on display or in storage. The team has been following all technical operations in the galleries and storage and has recommended artwork protection strategies to ensure the safety of the collection on display and identified building- and climate-related topics to be assessed and improved.

Mounting and Installation: In 2023, the team developed and provided expert recommendations for rotations and exhibitions, focusing on mounting solutions, validations, and requirements for light and climate.

Throughout the year, 207 new mounts were produced. The team also coordinated directly with lenders to manage mount production for all incoming loans.

Climate Monitoring: Monthly climate data from storage spaces, galleries, and showcases, both in permanent and temporary exhibitions, were meticulously gathered, assessed, and communicated with lending institutions. A total of 55 climate reports were drafted and shared with various lenders, tailored to their specific requests.

Light Monitoring: Light levels for photosensitive artworks were carefully configured during installation and continuously monitored throughout the display cycle. An annual monitoring report, including illuminance calculations, was prepared to document exposure levels and determine the necessary resting periods in storage, adhering to international museum standards.

Collection Storage: The team identified suitable storage locations and ensured adequate packing for the entire collection, with special attention to new acquisitions. All new acquisitions underwent a precautionary quarantine period to safeguard the entire Louvre Abu Dhabi collection.

Pest Control: Biannual pest control applications were conducted in storage rooms and permanent galleries to prevent potential infestations. Six pest surveys were completed this year, with four executed in collaboration with GRMC Pest Control. Survey data were meticulously recorded in a custom-made database.

Pollutants: A comprehensive project on pollutants inside showcases was conceived and planned during the year.

#### DIGITAL CONDITION REPORTING

Condition report software was introduced in 2023 and, during the second half of the year, the team started using it exclusively. So far 1,222 digital condition reports have been drafted, which covers almost 90 per cent of the Louvre Abu Dhabi collection (excluding the Hoard of Jazira and Rickett's Collection that will be treated separately).







#### **REMEDIAL CONSERVATION**

The team has planned, organised, managed and implemented the following projects:

- Shamanic ritual mask, Yup'ik Culture c. 1890-1910 : Yup'ik mask consolidation of detached element
- Polonaise carpet: mounting for vertical display
- Saddle cover (Iran): cleaning of metal threads and reinforcement of fragile elements
- Umm Al Quwain metal artwork (lamp): conservation treatment
- Umm Al Quwain ceramic bowl: conservation treatment

A total of 10 artworks have been treated for pests (anoxia), as the Louvre Abu Dhabi anoxia chamber equipment became operational during 2023. The treatment of the Umm Al Quwain artworks was also used to deliver training on the conservation of ceramics and metals, addressed to Louvre Abu Dhabi teams and the Umm Al Quwain Museum Conservator.

#### ANCIENT PHOTOGRAPHY COLLECTION

In 2023, the conservation project of the collection of ancient photographs made significant progress. Key activities included accessioning and marking 1,792 items with Louvre Abu Dhabi inventory numbers and 70 with temporary numbers. The team generated 81 digital condition reports, cleaned and rehoused 171 items, flattened 10 photographs for exhibition, conducted conservation treatments on 25 photographs, and mounted and/or framed 88 photographs for display.

#### COLLECTION PHOTOGRAPHY AND DIGITISATION

The high-resolution photography of the Louvre Abu Dhabi collection has continued during 2023, with 177 artworks being photographed, along with 140 images (details) being made of the Terrestrial Globe, 756 manuscript pages being individually photographed, and 4 artworks being reshot for Louvre Abu Dhabi publications.



#### **RESEARCH LABORATORY**

As in previous years, a number of tours of the laboratory were organised throughout the year for both Louvre
Abu Dhabi staff and external visitors such as staff from the Guggenheim New York and Guggenheim Abu Dhabi
museums in February; Zaki Alsan, Director of ICCROM Regional Conservation Centre in Sharjah; Jeanne-Marie
Teutonico, Associate Director of Programs at the Getty Conservation Institute, in June; staff from the Department
of Cooperation and Cultural Action (SCAC) of the French Embassy in Abu Dhabi and from the international projects
section of the French National Institute for Heritage (INP) in September.





#### OUTREACH ACTIVITIES

#### **CONFERENCE AND TALKS**

Two public talks were organised in the frame of the Talking Art series:

26 APRIL: DR. DEVIKA SINGH, THE COURTAULD INSTITUTE OF ART, ART IN INDIA: A TRANSNATIONAL HISTORY

International connections have shaped the history of Indian modern and contemporary art. Be it through travelling exhibitions, the Triennale India exhibition since 1968, the numerous residencies that Indian artists took up abroad or the vigorous debates that artists and critics engaged with in the pages of journals such as MARG and Vrishchik. Yet few of these are widely known or acknowledged. This talk revealed key episodes of intense international engagement from the post-independence period – a time of impassioned artistic activity, visionary patronage and discursive energy. Focusing primarily on case studies from the Mumbai and Delhi art milieux, it analysed the increased movement of art and ideas in and out of India and discussed the individuals who defined it. This series of arresting stories shed light on the entangled history of Indian and international art and helped reconcile practices and worldviews that have often been taken to be profoundly different. At its core was the argument that Indian art cannot be analysed separately from what are usually perceived as foreign or extraneous actors and developments. The talk therefore mapped an internationally reconfigured history of art with Indian artists, critics and patrons at its centre.



# 17 MAY: PROF. DANIEL FOLIARD, UNIVERSITÉ PARIS CITÉ, CAMERA AND TIME OUTSIDE THE 'WEST': READING THE LOUVRE ABU DHABI PHOTOGRAPHIC COLLECTIONS AGAINST THE GRAIN

This talk elaborated on Louvre Abu Dhabi's photograph collections with the aim of decentering perspectives. Questioning the Eurocentric narratives that have framed the history of photography, the speaker focused on the relationship between photography and time, a critical dimension of the medium from its inception. He examined how early photographs of a geographical area stretching from Egypt to Iran – the so-called 'Orient' of European travel accounts – are much more than mere images. They are visual crossroads that have the ability to crystallise the manifold perceptions of what the past, present and future could be – to the photographer, to the subjects of the photograph, and to those looking at the image. This talk raised questions relating to the logic of archiving, staging and invisibilisation that force a broader rethinking of museum collections and practices of display.



# SCHOOL & UNIVERSITY OUTREACH

Learning lies at the heart of Louvre Abu Dhabi's mission. The museum aims to play a pivotal role in the UAE's educational sector by engaging with schools and universities through diverse programmes. In 2023, Louvre Abu Dhabi welcomed 45,364 participants in its educational initiatives, driven primarily by daily school and university visits.

Major events like the "Students Take Over the Museum" days also significantly contributed, with December 2023 marking the highest B2E attendance since 2018, counting 7,725 students and teachers.



#### SCHOOL ENGAGEMENT

The "Students Take Over the Museum" initiative provides access to the museum for schools for an unforgettable experience for their students:

- Cranleigh Abu Dhabi: Kicked off the year with a School Take Over in January and returned on 25 October with Cranleigh UK and Ghanaian SOS Hermann Gmeiner School. Their Creative Interpreters programme brought artworks to life through choral and drama performances, concluding with a Ghanaian-led drumming procession and a performance by a 45-piece orchestra.
- Repton Schools: Hosted a full curriculum day at the museum, engaging students from Year 2 to Year 13 in innovative classes and creative activities. Over 2,200 members from Repton Dubai, Repton Abu Dhabi, and Repton Al Barsha attended, intertwining subjects like mathematics, science, music, and art with the museum's art collection and exhibits.





#### **UNIVERSITY ENGAGEMENT**

University Take Over Day (9 March), engaging 18 groups and over 5,000 participants through digital interventions, workshops, and performances. It used the museum's collection as a catalyst and centered on the question: What does it mean to be Human?

Sustainability Challenge for Universities (7 December 2023): Make the Intangible Tangible or the Tangible Intangible, as part of the Museums and Sustainability talks aligned with COP28. Four university groups shared their evolving concepts in response to the challenge.





#### **CURRICULUM AND LEARNING RESOURCES**

The museum developed the Louvre Abu Dhabi curriculum chapter, as requested by the Department of Culture and Tourism. This chapter integrates all cultural sites into the arts and sciences school curriculum, linking subjects to the museum's collection and UAE identity through queries, engagement questions, and activities.

Additional learning resources and activity guides were created for the permanent galleries, including:

- Cippi of Malta Flashcards
- Let's Sketch Series
- Teachers Guide

For international exhibitions, resources included:

• Young Visitors Guides for Bollywood Superstars, Letters of Light, and Cartier, Islamic Inspiration and Modern Design

The museum developed the Louvre Abu Dhabi curriculum chapter, requested by the Department of Culture and Tourism to include all cultural sites in the school's art and sciences curriculum. Content was synthesised, analysed, and organised by sections, with subject links to the museum's collection, UAE identity, query and engagement questions, activities and much more. The museum also developed several learning resources and activity guides for the permanent galleries such as the Cippi of Malta Flashcards, Let's Sketch Series, Teachers Guide, and for international exhibitions that included three Young Visitors Guides for *Bollywood Superstars*, *Letters of Light*, and *Cartier*, *Islamic Inspiration and Modern Design*.













# HERITAGE SCIENCE WORKSHOP FOR SCHOOL TEACHERS

The museum's laboratory scientists conducted a hands-on workshop in the Research Laboratory for secondary school teachers, as part of the Museum for Teachers training programme. This second session of Put the A (Arts) in STEM (Science, Technology, Engineering and Math) introduced participants to heritage science. Following an introduction to the role of scientists in a museum and a tour of the Research Laboratory, teachers learned to take samples from painting mock-ups, examine paint stratigraphy using a stereo microscope, and create schematic drawings of the stratigraphy. This standard examination technique provides insights into the materials, application methods, and history of painted objects, including alterations, new paint layers, dirt, and previous conservation treatments.



#### **ENCOUNTERS WITH MUSEUM EXPERTS**

In collaboration with the France Muséums team, Louvre Abu Dhabi organised five 'Encounters with Experts' at the Resource Centre. These sessions facilitated valuable exchanges between our team and scholars and curators from our partner museums, focusing on their research and exhibition projects.

- Representations of women in colonial postcards / Safia Belmenouar (Musée du quai Branly)
- Representations and symbolism of skin colour through still and moving images in India / Hélène Kessous (Musée du quai Branly)
- The ghosts in the museum / Julien Rousseau (Musée du quai Branly)
- Elsa Schiaparelli and the artists / Marie-Sophie Carron de la Carrière (Musée des Arts Décoratifs)
- Museum Studies Directorate at the Louvre / Françoise Mardrus (Musée du Louvre)

These encounters aim to foster intellectual exchange and collaboration, enriching our team's insights and contributing to the museum's ongoing projects.

#### **PODCASTS**

#### "ON SHOW" PODCAST

Louvre Abu Dhabi's podcast "On Show" takes you on a different journey with every episode, exploring the stories behind the museum's exhibitions, galleries, and masterpieces at the pace of a conversational walkthrough. The podcast episodes are available in three languages: English, Arabic and French; and are available on our app, as well as on key podcast platforms such as Apple Podcasts, Google Podcasts, Anghami, Spotify, Deezer and Castbox.

In 2023, we added three new episodes to "On Show" exploring the temporary exhibitions for the year.







#### "ADVENTURES AT THE MUSEUM" PODCAST

The museum released "Adventures at the Museum," a new podcast targeted at children between 6 and 10 years old. The show is a new way for children to explore artworks from the Louvre Abu Dhabi collection and engage with the narrative of the museum through storytelling.

Each episode in the series presents a short fictional story commissioned to an Emirati author about an artwork from the collection. The authors wrote the stories based on fictional and imaginative elements that are inspired by facts about each artwork to make the podcast engaging, relevant and interesting for children.

















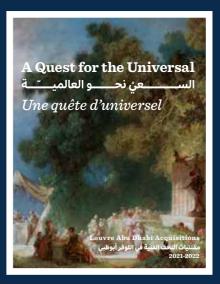


Louvre Abu Dhabi's publications aim to make art and culture accessible to all. In 2023, we published three exhibition catalogues, two new guidebooks, reprinted our first-ever book on the formation of our collection, released new publications on recent acquisitions, and a small-format souvenir book.

With a mandate to publish in English, French, and Arabic, we recently expanded our *Pocket Guide* to include Chinese and Russian, demonstrating our commitment to inclusivity and global engagement.

Louvre Abu Dhabi's Terminology Management System (TMS) consolidates over 14,000 entries in Arabic, English, and French, providing a searchable database for internal and external stakeholders. This system ensures greater consistency and quality control in our publications, positioning us as a leader in specialised trilingual art terminology management. The TMS will also contribute to the artistic practice section of the Abu Dhabi Culture Glossary, which DCT is launching on the Abu Dhabi Culture website, in collaboration with Louvre Abu Dhabi and other museums in the Saadiyat Cultural District. Additionally, Louvre Abu Dhabi supports the French translation and review of other glossary components, including cultural practice, tangible and intangible cultural heritage, and natural history.

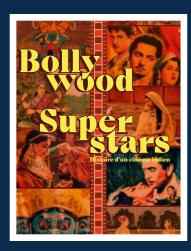
Our booth at the Abu Dhabi International Book Fair in May 2023 drew attention, fostering valuable connections and reinforcing our dedication to global cross-cultural dialogue. The booth attracted numerous attendees and dignitaries, enhancing the visibility of our programmes and activities.

















#### OTHER ACTIVATIONS

#### RUN WITH ABU DHABI SPORTS COUNCIL

14 JANUARY 2023

Louvre Abu Dhabi invited the community to explore its beauty through a special run in collaboration with the Abu Dhabi Sports Council. With distances ranging from 1 km to 10 km, the event provided a perfect day out for families and individuals alike, reflecting our commitment to engaging the community in cultural and recreational activities.



#### **SALT CAMP**

4 FEBRUARY - 30 APRIL 2023

SALT Camp at Louvre Abu Dhabi offered a unique opportunity for attendees to indulge their senses and explore the intersection of food, culture, and creativity. From immersive dining experiences to interactive culinary workshops, the event celebrated the rich tapestry of flavours, traditions, and stories.



#### MICHELIN GUIDE FOOD FESTIVAL 2023

24 FEBRUARY - 30 APRIL 2023

The inaugural Michelin Guide Food Festival 2023 attracted over 5,600 guests, offering a taste of culinary excellence from 16 Michelinstarred restaurants. The festival's success was enhanced by the introduction of combo tickets, enabling attendees to combine their culinary journey with a visit to the museum. This strategic approach not only provided a unique value proposition but also attracted a broader audience, interested in both gourmet dining and cultural exploration.



# AL MANAMA UNDER THE DOME

**APRIL 2023** 

Al Manama, translating to "a place to rest and sleep" in Arabic, is a traditional summer pavilion native to the Arabian Gulf region. Similar to the Japanese tea house or Mongolian yurt, it employs sustainable construction methods to stay cool in hot climates, elevated to allow airflow and shaded by Mathalah canopies made from repurposed dhow boat sails.

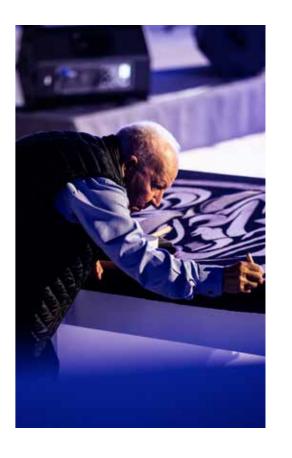
Renowned Emirati architects Ahmed and Rashid Bin Shabib have revived Al Manama in collaboration with Cartier, celebrating its cultural significance through reinterpretation. Featured at Louvre Abu Dhabi during Ramadan 2023, three Manamas served as modern spaces for a Majlis, library, and film screenings, demonstrating their versatility in contemporary cultural settings.



# THE RHYTHM OF CALLIGRAPHY AND OUD

7 APRIL 2023

At Louvre Abu Dhabi, we celebrated the harmonious blend of calligraphy and oud, two timeless elements of cultural expression. In collaboration with the Arab League Cultural Institute (ALC), brought together the artistry of calligraphers and the mesmerising melodies of oud players. The event featured the renowned Iraqi musician Naseer Shamma, and the acclaimed calligrapher Nja Mahdaoui, creating a captivating experience that highlighted the intersection of visual and auditory arts. Through this cultural fusion, we enriched our visitors' understanding of Middle Eastern heritage and artistic traditions, reinforcing our commitment to fostering cultural dialogue and appreciation through innovative programming.



# TRIBAL STREET DANCE: POP UP PERFORMANCES

22 APRIL 2023

The museum hosted an enriching evening programme featuring a unique fusion of African, Khaleeji, Break and Street dance, complemented by spoken word and visual art. The rhythmic beats of the drums carried audiences across continents, cultures, and time, creating a captivating experience under the dome.



#### **INTERNATIONAL YOGA DAY**

17 JUNE 2023

In collaboration with the Indian Embassy, the museum hosted a special event celebrating the International Day of Yoga. This free yoga session, held under the iconic dome, offered participants an opportunity to experience the restorative serenity of the museum's unique environment, which harnesses the energy of the sun, sea, and wind. The event aimed to promote physical well-being and mindfulness while highlighting the museum's commitment to cultural and community engagement.



# LOUVRE ABU DHABI TRIATHLON WITH ABU DHABI SPORTS COUNCIL

1 OCTOBER 2023

In an exciting development for both the sporting and cultural communities, Louvre Abu Dhabi hosted its first triathlon, marking the beginning of the UAE Triathlon Federation race series. This iconic event is poised to become a staple in the local triathlon calendar, thanks to its unique and picturesque setting. Athletes began the race with a swim in the warm waters surrounding the museum. Following the swim, participants transitioned to a closed road course on Saadiyat Island, providing a scenic and safe cycling experience. The triathlon culminated with an extraordinary run course that took athletes through the heart of the museum itself, offering a truly unparalleled experience.



#### MANCHESTER CITY FOOTBALL TROPHY TOUR

8 OCTOBER 2023

The Manchester City Football Trophy Tour exceeded expectations, with 943 attendees enjoying an evening filled with sports excitement. The event featured photo opportunities with Manchester City's trophies, diverse F&B options, and a live broadcast of the Manchester City vs. Arsenal match. To broaden our appeal, we introduced combo tickets, allowing visitors not just to experience the event but also to explore the museum, thereby expanding our audience reach and enriching the overall visitor experience.

#### **MIAMI VIBES**

#### 2 NOVEMBER - 18 NOVEMBER 2023

Miami Vibes Festival was a cherished fixture on Abu Dhabi's culinary calendar, eagerly awaited by both residents and visitors alike. This annual event offered a delightful array of restaurant offerings, all conveniently located under one roof within a venue practically made for Instagram-worthy moments. With a touch of retail therapy added to the mix, anticipation for each new edition ran high.

#### **PISTOLETTO TALKS**

#### **25 NOVEMBER 2023**

Louvre Abu Dhabi hosted a captivating conversation with acclaimed artist Michelangelo Pistoletto.

Moderated by Donatien Grau, Head of Contemporary Programmes at Musée du Louvre, Paris, the event delved into Pistoletto's illustrious artistic career.

Born in Biella, Italy in 1933, Pistoletto is renowned for his pioneering contributions to the Arte Povera movement and iconic mirror paintings. His multidimensional approach merges art and life through sculptures, installations, and performances, exhibited in museums worldwide.

Acknowledged with prestigious awards such as the Golden Lion for Lifetime Achievement at the Venice Biennale, Pistoletto continues to inspire through his innovative artistic expressions. The event provided a unique opportunity to explore the transformative journey of this visionary artist at Louvre Abu Dhabi.

#### NATIONAL DAY AT LOUVRE ABU DHABI TALES OF THE SEA

#### 2 & 3 DECEMBER 2023

This National Day, visitors embarked on a captivating journey through the UAE's maritime heritage at Louvre Abu Dhabi. They immersed themselves in the stories of the sea people—exploring their enduring traditions, professions, and crafts that defined their lives. The museum hosted complimentary National Day events on the 2nd and 3rd of December, featuring traditional Al Nahma performers. Guests participated in activities such as learning traditional songs and experiencing a live oyster opening show, celebrating the rich cultural tapestry of the UAE's maritime legacy.



## KAYAKING & CATAMARAN

Louvre Abu Dhabi presented innovative avenues for exploring the museum and its iconic architecture through engaging kayak tours and the newly introduced electric catamaran excursions.



#### WHITE CANVAS

This project consisted of four different thematic projections on the façade of the museum building, from the concrete beach side, that have been distributed throughout the year, to accompany major museum exhibitions or celebrations:

- 1. Cultural Emirati heritage through the lens of Wilfred Thesiger's photographs
- 2. Light installation accompanying temporary exhibition Letters of Light
- 3. Light installation accompanying temporary exhibition Cartier, Islamic Inspiration and Modern Design
- 4. Lighting projections for the UAE National and Flag Days



#### A MUSEUM FOR ALL

Louvre Abu Dhabi continues its commitment to enriching the visitor experience through ongoing efforts and initiatives.

#### **BOUTIQUE RENOVATION**

Our boutique was successfully renovated October this year. A book shop corner, a kid's corner, a dedicated gift section, an impulse buying zone and a seating area were added to enhance the visitor's experience.



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#### CALL CENTRE

To enhance our visitor experience, we enhanced our Call Centre over the past year.

**CHATBOT INTRODUCTION:** In October 2023, we launched an advanced chatbot feature on our website. This user-friendly tool leverages the latest in artificial intelligence and natural language processing to offer instant assistance to visitors, answering inquiries and providing information in a conversational manner.

**VOICE CHANNEL UPGRADE:** Further enhancing our commitment to excellent visitor services, we completed a major upgrade to our voice channel in December 2023. By transitioning to the Sprinklr platform, we unified our communication channels, enabling more efficient and effective interactions with visitors and concierge services.

These advancements in our Call Centre reflect our ongoing dedication to providing exceptional service to our visitors.

#### LOUVRE ABU DHABI APP

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 130 audio commentaries, podcasts, videos, texts, pictures, and is available in seven languages including Arabic, English, French, Chinese, Russian, German and Hindi.

In 2023, the mobile app consolidated its position as the main digital interpretation tool used by the museum with 136,755 downloads (exceeding 2022 numbers by 62 percent). This reflects the current exponential trend observed since 2020, which resulted this year with an average of over 11,000 monthly downloads.

In an effort to enhance our app's user experience, we added a new feature entitled "Art Scan". Through image recognition technology and by simply taking a picture of any artwork exhibited in the permanent galleries, the Art Scan allows users to launch media and digital labels related to the artworks, directly in one of the seven languages available as chosen by the visitor.

#### **CHARGING STATIONS**

iCharge is a network of fully automated portable power bank vending kiosks that are accessible via mobile app. It allows visitors to rent a power bank to charge their mobile phones while they are enjoying their time for a small fee (AED 5 per hour) and return it back to the designated location at Louvre Abu Dhabi.

#### **ENHANCED WAYFINDING**

Working alongside a brand design consultant, guidelines were established for Louvre Abu Dhabi to unify and enhance visitor wayfinding around the museum.

Part of the introduction of the new guidelines and the wayfinding installations that were completed was also the anticipation of the re-introduction of the museum visitor maps.

#### DIGITAL ENGAGEMENT

Louvre Abu Dhabi is dedicated to keeping our audience engaged through our website and social media channels. Throughout the year, we effectively communicated our various exhibitions, activities, and events on all social media platforms. Utilising engaging videos and an inviting tone, we encouraged our audience to be part of the Louvre Abu Dhabi experience. This strategy yielded remarkable results, surpassing our followers' growth and engagement KPIs set at the beginning of the year. The newly launched audience journey on our website generated 59% higher digital conversions compared to the previous year.

Our communication over digital channels focuses on:

- USER-FRIENDLY CONTENT: Direct booking links were integrated to ensure seamless online conversions and enhance the overall user experience.
- WEEKEND STORIES: Regular updates were shared every weekend, tagged with @visitabudhabi and @saadiyat.ae, to broaden our reach.
- PLATFORM-SPECIFIC INTERACTIVE CONTENT: Engaging activities such as TikTok quizzes and Instagram story quizzes ("Test your knowledge") were used to interact with our followers.
- INSTAGRAM COMPETITIONS: Supported by giveaways, these competitions increased engagement, humanised the museum, and made it more approachable.
- VIRTUAL STORY TOURS: Virtual tours of each exhibition were provided upon their opening, offering an on-ground sneak peek of the exhibits.



# PARTNERS AND SPONSORS

#### PATRONS PROGRAMME

2023 was a pivotal year for Louvre Abu Dhabi's Patrons Programme. Since the launch of the new Louvre Abu Dhabi Patrons Programme in December 2022, the redesign programme has brought together various support levels into a single, cohesive brand, making it a leading example for cultural philanthropy in the region.

Existing patrons played an active role in developing the new programme, renewing and strengthening their support.



#### PRIVATE EVENTS

Louvre Abu Dhabi offers unique spaces for private events, managed by the Development and Partnership team as part of fundraising efforts. These spaces are primarily reserved for private entities supporting the museum's activities, with limited availability for government entities and NGOs. Noteworthy events in 2023 included:

- Forbes Awards Ceremony and Dinner PureHealth Launch of new corporate identity
- DCT x UFC Gala Dinner
- Michelin Guide Food Festival, Al Burda Awards Ceremony

# BRAND COLLABORATION WITH SWATCH 'THE GREAT WAVE & ASTROLABE'

Swatch and Louvre Abu Dhabi collaborated on a unique watch design inspired by Hokusai's *The Great Wave off Kanagawa* and Al-Battuti's astrolabe. The watch features crashing waves on the face and an etching of the astrolabe on the underside, reflecting regional heritage. Astrolabes, used since the 8th century, measured stars' positions for time and location calculations.

Our collaboration with Swatch in April 2023 garnered international attention, with over 340 articles in 15 languages. Such collaborations not only contribute to fundraising but also enhance the museum's regional and international reach.





# LOUVRE ABU DHABI STAMP WITH EMIRATES POST GROUP

In the presence of His Excellency Abdulla Mohammed Al Ashram, the CEO of Emirates Post Group, Louvre Abu Dhabi unveiled the commemorative stamp in collaboration with Emirates Post Group on 7 February 2023. This momentous occasion marked a significant milestone in showcasing the museum's pioneering position as a hub for cultures and human civilisation. The new postage stamp is in line with the Emirates Post Group's objective of documenting and highlighting key features of the country's civilisational monuments, featuring the iconic building of the museum, highlighting the architectural grandeur of Louvre Abu Dhabi.

#### **COLLABORATION WITH B2B PARTNERS**

The museum's B2B partners are Online Travel Agencies (OTAs), Destination Management Companies (DMCs), and other key players in the travel industry. In 2023, we engaged in ten key international markets, executing a range of activities to expand our network, forge strategic partnerships and to enhance our market reach.

We have participated in nine international missions, showcasing our museum, and forming new international partnerships. In collaboration with the Department of Culture and Tourism we have organised 266 FAM trips, providing first-hand experiences of our offerings to potential partners and clients, conducted 11 local roadshows in collaboration with key partners, enhancing our visibility in the local market segment.

#### CORPORATE SOCIAL RESPONSIBILITY

Louvre Abu Dhabi's corporate social responsibility (CSR) focuses on inspiring and transforming communities through art and culture. Our initiatives promote cultural exchange, support emerging artists, and prioritise sustainability. By engaging with local communities and fostering education, we aim to create a positive, lasting impact on society and build a brighter, more inclusive future.

# DETERMINATION RUN AT LOUVRE ABU DHABI

As part of the Department of Culture and Tourism Determination Week, on 16 November Louvre Abu Dhabi hosted the Determination Run, in collaboration with Zayed Higher Organization for People of Determination and Abu Dhabi Sports Council. The event saw more than 300 people of determination run 1.1 km starting from under the dome of the museum.

#### **SECURITY, HEALTH & SAFETY**

The museum focuses on safety and security across its operations, and we conduct risk assessments regularly to ensure a balance between business operations and risk management.

Our focus on environmental monitoring and emergency preparedness, including indoor environmental and air quality assessments, ensured a safe environment for visitors and staff. Upgrades in our CCTV system and the introduction of a vehicle delivery management system further enhanced security.

Also, we retained ISO 45001 certification that showcases our commitment to global standards and continual improvement. We delivered over 300 related training sessions to staff and contractors and our internal teams, twelve staff from across museum departments completed ISO 45001 Lead Auditor Training, and two of our team obtained FANR Radiation Protection Officer Certification.

In collaboration with external entities and as part of our MoU with Abu Dhabi Police and the National Security Institute, we welcomed their training specialists to deliver cultural property licensing and specialised training to our team on several occasions. We also strengthened our operational readiness by working with FANR, NSI, ADCD, ADMCC, Saadiyat Police Station, and the Coast Guard.

Strategic drills conducted with Abu Dhabi Civil Defense and Abu Dhabi Police tested our preparedness for fire and active shooter scenarios.



#### **THANK YOU**

To Our Valued Partners, Sponsors, and Members,

We extend our heartfelt gratitude for your unwavering support and dedication. Your contributions are the cornerstone of our success and growth. Your commitment and participation have created a vibrant and thriving community. Your engagement and enthusiasm are what make our organisation truly special. Thank you for being an integral part of our journey.

#### **CORPORATE PARTNERS & MEMBERS**

- Accenture
- Aldar
- Bloomberg Philanthropies
- BP
- Cartier
- Engie
- Ethara

- Global Ventures
- Mubadala
- PureHealth
- Richard Mille
- Swatch
- TotalEnergies

#### **PATRONS & MEMBERS**

To our generous patrons, your support and generosity enable us to pursue our goals and make a meaningful impact. Your contributions help us to innovate and grow, ensuring a brighter future for all.

#### LIST OF PATRONS

- Mr. Jacopo Romagnolo
- Mr. Marwan Abu Manneh
- Mr. Olivier Mestelan
- Mr. Omar Al AskariMrs. Chantal Patricot

- Mrs. Fairouz Villain
- Mrs. Ikram Al Mouaswas
- Mrs. Nadine Maalouf
- Mrs. Rola Abu Manneh
- Ms. Snow Feinan Li

To our loyal members, your continued support and engagement makes us strive to improve ourselves daily.

#### MUSEUM LENDERS

- Abu Dhabi National History Museum
- · Ajman Museum
- · Al Ain National Museum
- Ayala Museum
- Bibliothèque nationale de France, Département des Cartes et plans
- Bibliothèque nationale de France, Département des Manuscrits
- Department of Culture and Tourism Abu Dhabi
- Dubai Culture
- Dubai Municipality
- · Guggenheim Abu Dhabi
- · Leeum, Samsung Museum of Art
- Musée d'Archéologie nationale Domaine national du château de Saint-Germain-en Laye
- Musée d'Orsay
- Musée des Arts décoratifs
- Musée de Cluny Musée national du Moyen Âge
- Musée du Louvre, Département des Antiquités égyptiennes
- Musée du Louvre, Département des Antiquités grecques, étrusques et romaines

- Musée du Louvre, Département des Antiquités orientales
- Musée du Louvre, Département des Arts de l'Islam
- Musée du Louvre, Département des Objets d'art
- Musée du Louvre, Département des Peintures
- Musée du Louvre, Département des Sculptures
- Musée du Quai Branly Jacques Chirac
- Musée national d'Art moderne Centre Pompidou
- Musée national des Arts asiatiques Guimet
- Musée national des Châteaux de Versailles et de Trianon
- Nahar Productions
- National Museum of Archaeology, Malta
- Ras Al Khaimah National Museum
- Saudi Commission for Tourism and National Heritage
- Sharjah Maritime Museum
- The Jordan Museum
- The National Museum of Oman
- The National Museum of Saudi Arabia
- UAE Space Agency

All UAE government institutions, local and international institutions who supported us:

- · Abu Dhabi Civil Defense Authority
- · Abu Dhabi Executive Office
- · Abu Dhabi Government Media Office
- Aldar Education
- Arabic Language Center
- Crown Prince Court
- Department of Community Development
- Department of Culture and Tourism Abu Dhabi
- Department of Education and Knowledge
- Department of Finance
- Environment Agency Abu Dhabi
- Embassy of France in the UAE

- Embassy of India in the UAE
- Institut Français
- National Library and Archives
- New York University Abu Dhabi
- Sorbonne University Abu Dhabi
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- UAE Ministry of Culture and Youth
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