

## **JUBAIL ISLAND LAUNCHES ITS INAUGURAL PUBLIC ART PROGRAMME AT THIS YEAR'S EDITION OF ART OF LIVING, ARCHITECTURAL DIGEST MIDDLE EAST'S IMMERSIVE SHOWCASE SPOTLIGHTING THE REGION'S DYNAMIC ART SCENE**

- *Architectural Digest Middle East's Art of Living show returns to Jubail Island, 1 – 4 February 2024*
- *During AD's Art of Living 2024, Jubail Island launches its inaugural Public Art Programme, with artist Tarek Elkassouf's "Transformative Energy" artwork unveiled as the first piece in the series*
- *Jubail Island's Public Art Programme will comprise a selection of curated artwork that will be installed across the islands' villages and communities over the next months, to intertwine Art, Architecture, and Nature*
- *Architectural Digest Middle East appointed Mariana Wehbe PR as Creative Consultant for this year's show*

**Abu Dhabi, United Arab Emirates, 05 February 2024:** Jubail Island, Abu Dhabi's iconic destination, celebrated the launch of its Public Art Programme during Art of Living 2024, Architectural Digest Middle East's immersive art show that returned to Jubail Island for its second edition.

The event, which underscores Jubail Island's commitment to culture and community welcomed various galleries as artists from across the world exhibited their works in the community's show villas, where guests had the opportunity to discover the work of regional creatives, as well as Jubail Island's villas simultaneously - all in an immersive ambiance of lights, music, live performances, and food stations.

As part of the annual event, Jubail Island launched its Public Arts Programme, a new initiative that introduces art to Jubail Island's community, lifestyle and beautiful landscaped public spaces. Tarek Elkassouf's artwork, "Transformative Energy" was the first piece in Jubail Island's Public Art series, unveiled at this year's Art of Living event.

Mahmoud Dandashly, Chief Business Officer of LEAD Real Estate Developer, said: "The Public Art initiative is tailored towards residents, and visitors, encouraging them to engage with art on a daily basis. Art has a proven ability to stimulate thoughts and perceptions, evoking a deep appreciation for its beauty and emotional impact. An art programme mirroring Jubail's essence will add to the island's charm and beauty, spreading a positive impact on the Abu Dhabi community and the broader UAE, whilst creating a legacy for future generations."

Dandashly, added: “The Emirate of Abu Dhabi places great emphasis on the promotion of arts and culture, and the Jubail Island’s Public Arts Programme is an initiative aimed at continuing Abu Dhabi’s journey, as a talent hub and leading global destination for arts and culture. The Programme is geared towards enriching the experience of Jubail Island community. Jubail Island is proud to play its part in bolstering Abu Dhabi’s art and culture scene.”

Tarek Elkassouf is an acclaimed Sculptor who is consistently pushing the boundaries of what is possible within the realm of sculpture. In his Artist Statement, he explores the concept of balance after transformation.

Elkassouf has meticulously sculpted six unique and awe-inspiring outdoor sculptures, each possessing its own distinctive character and message. The Artwork entitled "transformative Energy" are thoughtfully crafted using Basalt and lime stone, ensuring their durability and resistance to environmental factors. Transformative Energy embodies the dynamic spirit and rapid progress of the UAE, and draws inspiration from the UAE’s commitment to sustainability and cultural heritage.

In reflecting on being part of Jubail Island's Public Art programme, Tarek shared: "This Artwork finds its home in a place of unparalleled beauty. I am filled with pride to be a contributing brushstroke to the burgeoning canvas of art that is flourishing in Jubail Island and the broader Abu Dhabi landscape."

Commenting on his artwork, Tarek Elkassouf said “The proximity of the stone sculpture and the living, breathing mangrove reserve of Jubail Island might seem like a contrast, but delving deeper into their symbolic interplay reveals an intricate relationship that celebrates both the permanence of art and the ephemeral beauty of nature. Together, they create a holistic experience, intertwining the tales of human creativity and nature being a constant inspiration.”

Standing tall at 3.25m, the artwork was unveiled at Jubail Island during *AD's Art of Living* exhibition, where Jubail Island community members and guests discovered a new experience of island life, where architecture, art, and nature met.

The AED15 billion Jubail Island, a project owned by JIIC and developed and managed by LEAD Real Estate Developer, will be home to an idyllic collection of six residential village estates located between Yas Island and Saadiyat Island.

Nestled among the breath-taking natural beauty and rich biodiversity of the mangroves, the landmark community will offer residents every convenience and amenity, seamlessly blending sustainable living, luxury, and wellness in an iconic new addition to Abu Dhabi’s real estate landscape.

**ENDS**

## **About Jubail Island**

The Jubail Island development will be an idyllic collection of villages located between Yas Island and Saadiyat Island and will become Abu Dhabi's leading sanctuary designed to appeal to wellness and nature enthusiasts, positioned amid the rich biodiversity of the mangroves.

The luxury project will offer wholesome F&B outlets and a wide range of facilities, including a beach club, a business centre, a sports centre, schools, supermarkets, nurseries, a community club, specialised clinics and other commercial establishments.

For more information, please visit <https://www.jubailisland.ae/> or download Jubail Island mobile application.

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## **About Architectural Digest Middle East**

Part of the Condé Nast stable, Architectural Digest Middle East has become the most trusted voice on design and luxury lifestyle in the region since it launched in March 2015. Home to a discerning audience of design enthusiasts and professionals, the brand targets the premium sector of the market and showcases both residential and commercial design.

Through its print and digital editions, [admiddleeast.com](http://admiddleeast.com), social media, and signature events, AD Middle East provides an exclusive view into the world's most beautiful spaces, inspiring its influential readers to redesign and refresh their lives. Architectural Digest US was first published in 1920 and there are now nine global editions with a highly engaged combined audience of millions.

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