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## A three-dimensional creation that celebrates the "leader" and his three-dimensional sign

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The Dubai Culture and Arts Authority (Dubai Culture) has revealed its cooperation with the Kart Group to support the Future Designer Initiative, which seeks to provide innovative work that meets the passion of art lovers and contributes to enhancing the Dubai scene, as well as the initiative's humanitarian goal, which is to encourage creative people. The design is titled



"Dubai Culture" and "Kart" launch the initiative of the future designer

A three-dimensional creation that celebrates the "leader" and his three-dimensional sign



- The artwork uses shadow, its shades, and a set of layered pieces.

From the source

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مصطفى خمّاش:

«الإمارات، باعتبارها  
ملتقى للثقافات،  
لديها الكثير لتقدمه  
للعالم، من حيث هوية  
التصميم المتفردة، التي  
تمتلكها.»



محمد عبدالله:

«أهمية التصميم تبرز،  
في يومنا هذا، أكثر من  
أي وقت مضى.. ورغم  
التحديات يستمر القطاع  
في تقديم فرصة  
للتطور.»

picture



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The design is titled "The Leader", and it is an experimental, interactive, three-dimensional artwork based on displaying a picture of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, across the shade and its degrees, as the innovative compositional work uses a set of arranged pieces According to specific layers that make those who approach the work, through light and shadows, see a picture of His Highness Sheikh Mohammed bin Rashid Al Maktoum, raising his hand with His Highness's three distinctive sign: "Winning, Victory, and Excellence", in an embodiment of the inspiring leadership journey. The work is selected words of His Highness, inscribed on the outer edges of the sculpture.

### **Scene Enhancement**

The artwork is expected to be executed in a number of prominent sites in Dubai, with the aim of adding more creative touches to it, contributing to inspiring community members, enhancing the cultural scene and providing it with distinguished works.

The work also carries a message of hope that Dubai Culture affirms, through it, the determination to move forward in confirming the ability of creators to recover quickly from the impact of the "Covid-19" crisis, and the continuation of cultural and artistic projects and activities, with the support of the cultural community and art sponsors, as well as striving. To expand the circle of cultural activities and arts in Dubai, and to stimulate the positive participation of community members in this ambitious initiative.

The Kart Group will participate in the installation work in the Dubai Design Week, which will be launched tomorrow in the Dubai Design District.

The group aspires to use the proceeds of the initiative to support talented people in the emirate, by offering scholarships at the Dubai Institute of Design and Innovation to a number of talented students aspiring to practice the design profession, in order to contribute to preparing young creative people in the UAE to lead the future of global design.



The Dubai Institute of Design and Innovation is the first academic institution concerned with the design sector in the region, as it aims to enhance talent by helping graduates develop future skills, in a manner that blends visual knowledge, digital skills and strategic competence.

### **Inspiration for the best**

For her part, the Director General of the Culture and Arts Authority in Dubai, Hala Badri, said, "The idea of work is based on inspiration, and there was nothing better than the image of His Highness Sheikh Mohammed bin Rashid Al Maktoum, to express this content and that message .. so His Highness thought and the achievements that "Thanks to his sound vision for the future, she has achieved a source of inspiration for all of us, and for everyone who seeks to succeed and achieve leadership and excellence in the future."

She added: "The design and visual arts sector is an important part of the creative sector that (Dubai Culture) is committed to enabling and providing ideal platforms for its prosperity in Dubai and the UAE, in line with one of the sectoral priorities of its updated strategic roadmap represented in enabling participation by integrating art and creativity within Spaces of the city of Dubai, and to enhance opportunities for fruitful cooperation, in order to enhance the emirate's position as a global center for culture, an incubator for creativity and a forum for talent.

For his part, General Manager of the group, Mustafa Khammash, said: "I think that our region, especially the UAE, as a crossroads of cultures, has a lot to offer to the world in terms of its unique design identity.

Through this project, we hope to succeed in inspiring community members, and make everyone unite to present a unique work that not only reflects our aspirations, but also provides support to our talented young designers who will shape the future of global design. "

For his part, the President of the Dubai Institute of Design and Innovation, Mohammed Abdullah, said, "The importance of design is more prominent today than ever before.

Despite the challenges that this exceptional situation imposed on all sectors, this sector also continues to present an opportunity for change and development.



He added: "We are preparing future generations at the institute and preparing them for future jobs, by enabling students to choose a university course and refining skills that depend on thinking and creativity. We welcome cooperation between the Dubai Culture and Arts Authority and Kart Design Group, and we commend its initiative to support the development of emerging talents. , In line with Dubai's vision and efforts to move to a knowledge-based economy, and for its role also in highlighting the importance of the education sector specialized in the field of design.

### **Suitable sites**



The Director General of the Dubai Culture and Arts Authority, Hala Badri, affirmed that "the goals of this innovative initiative of the Kart Design Group meet the vision and objectives of the Authority, so it will provide all possible support for its success and achieving its goal," calling on all partners to contribute to its support as well.

Through this cooperation, Dubai Culture will work to support and enable this initiative, by investing its database and partnerships to promote artistic work, support it in the media, and through its digital platforms, in addition to choosing appropriate sites, to install the selected artistic work, and provide the necessary logistical support to implement the work. Outstanding creative.

**The artwork carries a message of hope confirming the continuation of cultural and artistic projects and activities.**

**Proceeds are intended to support talented people in the emirate, with scholarships offered at the Dubai Institute of Design.**

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