

Dubai Culture, Kart tie up for Future Designer initiative

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Dubai Culture and Arts Authority (Dubai Culture) have signed a co-operation deal with Kart Group to support Future Designer, a public art initiative that aims to contribute to the development of the city's creative landscape and support its art and design community.

The collaboration is aligned with Dubai Culture's role as an enabler of the emirate's cultural and creative sector.

The 'Future Designer' initiative aims to create a unique installation titled 'The Leader', an experimental, interactive, three-dimensional artwork based on the projection of the silhouette of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai.

Supported by art sponsors, this ambitious initiative aims to contribute to enhancing the presence of public art in Dubai and drive greater social interaction with art.

The Kart Group will be exhibiting the installation at the Dubai Design Week, which will kick off on November 9 at the Dubai Design District.

The public artwork will be installed in a number of prominent locations across Dubai with the aim of enhancing the aesthetic environment and creative vibrancy of the city, while also raising the community's engagement with art and enhancing the cultural sector in the UAE.


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The initiative seeks to convey a message of hope that art and creativity will flourish despite the Covid-19 crisis.

Arranged in layers, the innovative art installation invites viewers to experience a fascinating play of light and shadow.

As viewers approach it, the layers of the artwork turn into the silhouette of Sheikh Mohammed displaying his distinctive three finger salute that represents winning, victory and love. Also one of his inspirational quotes will be engraved on the sculpture's outer edges.

Kart Group said it seeks to use proceeds from the artwork's sale to support talented students in the emirate aspiring to pursue a profession related to designing the future, by giving them scholarships for courses at the Dubai Institute of Design and Innovation (DIDI).

The initiative seeks to prepare young, creative people in the UAE to lead the future of global design.

Dubai Culture Director General Hala Badri said it was committed to providing productive platforms for the growth of design and visual arts, which are important elements of the creative sector.

"This is aligned with the sectoral priorities of our strategic roadmap and our efforts to integrate art and creativity into the life of the community through meaningful collaborations," noted Badri.

"Through such initiatives, we seek to enhance Dubai's position as a global centre for art and culture, an incubator for creativity, and a thriving hub for talent. Kart Group's innovative initiative is closely aligned with Dubai Culture's vision and goals," she added.

Kart Managing Director Mustafa Khamash said: "As a bridge between cultures, the region, and particularly the UAE, has much to offer the world in terms of unique art and design perspectives."

"With this project, we hope to inspire the community and get everyone to come together to create an immersive installation that not only projects our aspirations but also provides support to our young talented designers who are the future of global design," he stated.

DIDI President Mohammad Abdullah said: "Design matters more than ever. As markets around the world confront the realities of these extraordinary times, a plethora of industries face not only challenges but also unique opportunities for change and transformation."

"At DIDI, we are preparing the next generation of talent for the future job market by helping them choose their own cross-concentration study path to foster hybrid skills built around critical thinking, creativity and collaboration," he added. **-TradeArabia News Service**



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