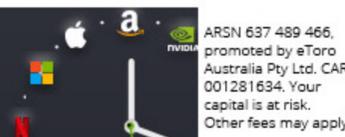




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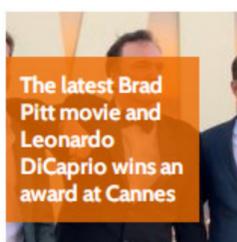
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Dubai Culture and the Kart Group launch the "Future Designer" initiative



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Dubai Culture and Arts Authority (Dubai Culture) announced its cooperation with the Kart Design Group, "Kart Group" to support the "Future Designer" initiative through which the group seeks to present an innovative artwork that meets the passion of art and culture lovers and contributes to enhancing the creative scene in Dubai, as well as the humanitarian goal of the initiative to support creative people.



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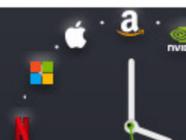
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The innovative design bears the title "The Leader", and it is an experimental, interactive, three-dimensional artwork based on displaying a picture of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, "may God protect him", using the shadow and its degrees, where the innovative compositional work is used by a group One of the pieces arranged according to specific layers, which makes 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 three distinctive sign: "Winning, Victory, and Excellence", in an embodiment of the inspiring leadership journey, as well as The work is reinforced by selected words of His Highness inscribed on the outer edges of the sculpture.

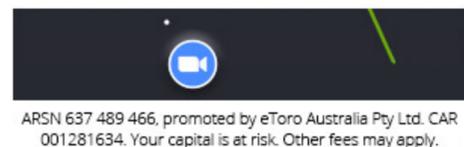
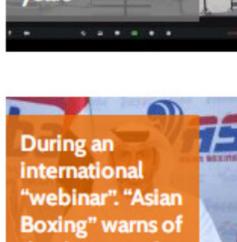
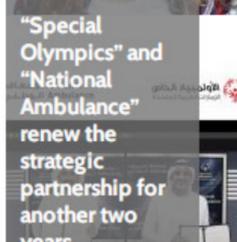
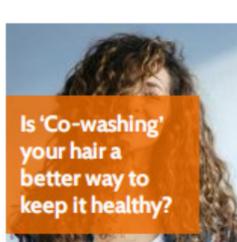
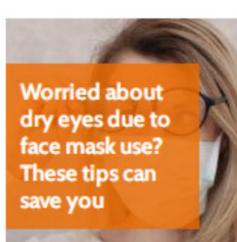
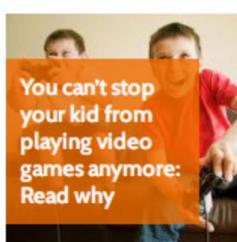
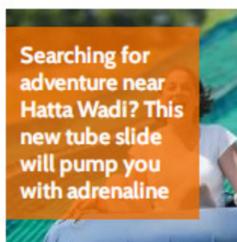
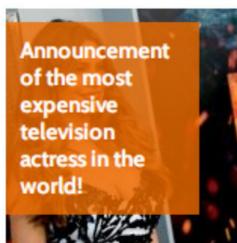
It is expected that the artistic work will be implemented in a number of prominent sites in the Emirate of Dubai, with the aim of adding more creative touches to it and contributing to inspiring members of the community, enhancing the cultural scene and providing it with more distinguished works .. The work also carries a message full of hope that emphasizes the "Dubai Culture" through which the insistence on To proceed with affirming the ability of creative people to recover quickly from the impact of the Covid-19 crisis, and to continue cultural and artistic projects and activities with the support of the cultural community and art sponsors, as well as seeking to expand the circle of cultural and arts activities in Dubai and 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 start on November 9 in the Dubai Design District.

Kart 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, thus contributing 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 through a method that blends visual knowledge, digital skills and strategic competence.

Hala Badri, Director General of the Culture and Arts Authority in Dubai, "Dubai Culture", 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 made thanks to His vision for the future is a source of inspiration for all of us, and for all who strive to succeed and achieve leadership and excellence in the future.



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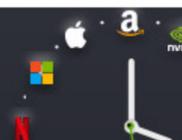
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She added: The design and visual arts sector is an important part of the creative sector that Dubai Culture is committed to enabling and providing ideal platforms for its prosperity in Dubai and the UAE, in line with one of the sectoral priorities of its updated strategy roadmap of enabling participation by integrating art and creativity within city spaces. Dubai, and enhancing opportunities for fruitful cooperation, leading to enhancing the emirate's position as a global center for culture, an incubator for creativity and a forum for talent .. noting that the authority affirms that the objectives of this innovative initiative of the Kart Design Group meet its vision and goals, and it will provide all possible support for its success and achievement. She aims at him, inviting all her partners and those who share her passion to contribute to her support.

For his part, Mustafa Khammash, General Manager of Kart Design Group, 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 the unique design identity that it possesses .. And through this project, we hope to succeed in inspiring individuals. Society, and to 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, Mohammed Abdullah, President of the Dubai Institute of Design and Innovation, explained: The importance of design today is more prominent than ever before .. Despite the challenges that this exceptional situation poses to all sectors, this sector also continues to present an opportunity for change and development.

He added: We, at the Dubai Institute of Design and Innovation, are preparing future generations and preparing them for future jobs by enabling students to choose a university course and refine skills that depend on thinking and creativity. We welcome cooperation between the Dubai Culture and Arts Authority and the Kart Group, and we commend their initiative to support the development of emerging talents. .

Dubai Culture will work through this cooperation to support and enable this initiative by investing its database and partnerships to promote and support artistic work in the media, and through its digital platforms, in addition to selecting suitable sites for the installation of the selected artistic work and providing the necessary logistical support to implement the distinguished creative work.

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