


# ALSERKAL AVENUE, DUBAI

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WHEN WILL YOU RETURN

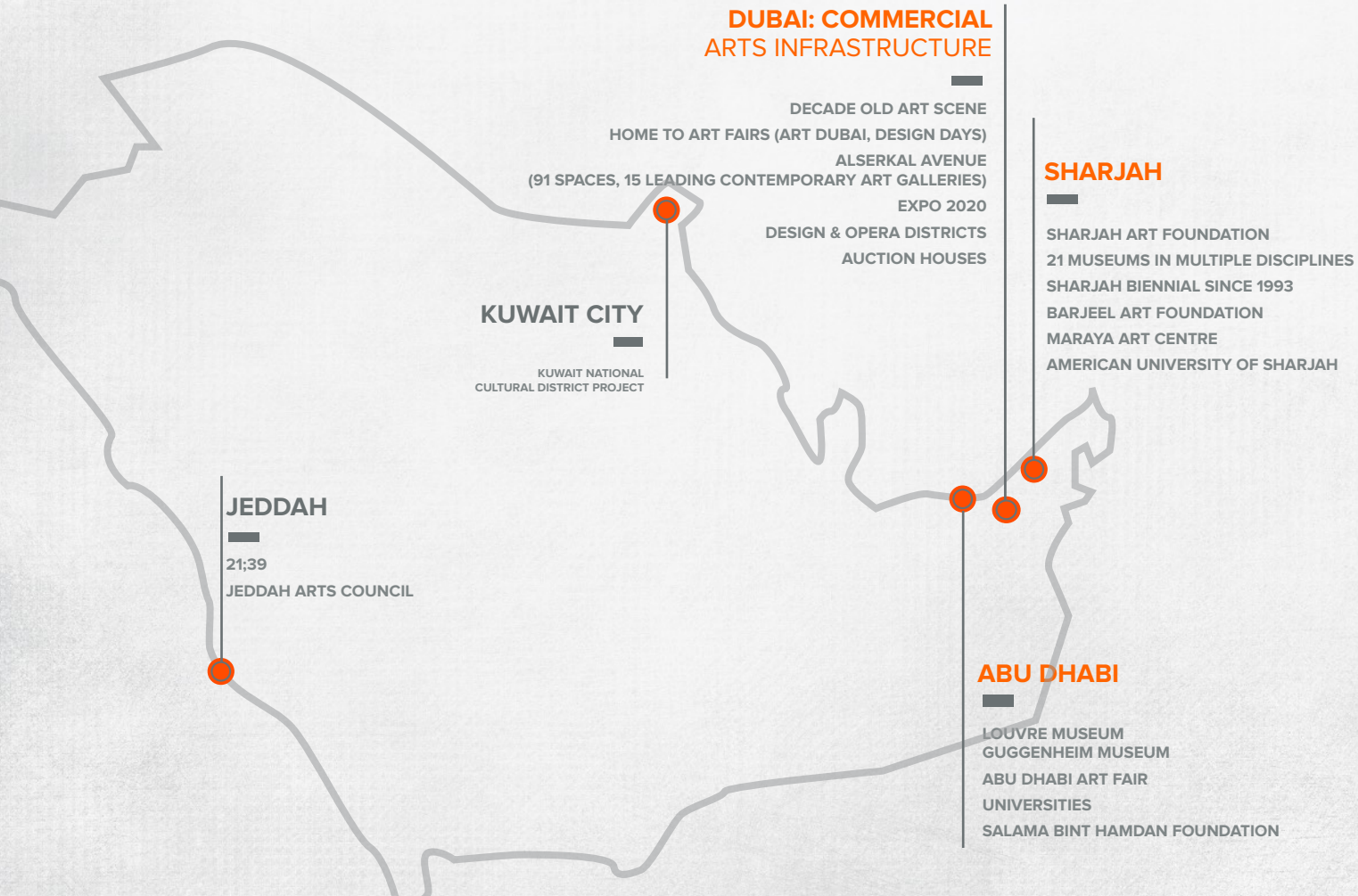


An aerial photograph of Dubai, United Arab Emirates, taken during the golden hour of sunset. The sky is a deep, warm orange, and the city's skyline is silhouetted against it. The Burj Khalifa, the world's tallest building, stands prominently on the right side of the frame. The foreground shows a dense urban landscape with various buildings, roads, and parking lots, all bathed in the soft, golden light of the setting sun.

**YET, MUCH LIKE SINGAPORE IN THE 1980S AND CHINA IN THE 1990S, THE RECENT DEVELOPMENT OF THE GULF, PARTICULARLY DUBAI, HAS BEEN MET WITH DERISION: MIKE DAVIS' DAMNING 'WALT DISNEY MEETS ALBERT SPEER' ECHOS WILLIAM GIBSON'S CHARACTERISATION FIFTEEN YEARS AGO OF SINGAPORE AS 'DISNEYLAND WITH THE DEATH PENALTY'. TO BE A CRITIC TODAY IS TO REGRET THE EXPORTATION OF IDEAS THAT YOU HAVE FAILED TO CONFRONT ON YOUR OWN BEAT, DRAGONS YOU HAVE BEEN UNABLE TO SLAY; THE VAST MAJORITY OF DEVELOPMENTS THAT CRITICS DEPLORE ORIGINATED AND HAVE BECOME NORM IN THEIR OWN COUNTRIES.**

**– REM KOOLHAAS, FOUNDER, OFFICE FOR METROPOLITAN ARCHITECTURE (OMA)**

# SELF-SUSTAINING ARTS COMMUNITY



**UAE:**  
REGION'S  
COMMERCIAL  
CULTURAL  
CAPITAL FOR ART

**DUBAI: BECOMING  
A MORE HOLISTIC  
ART SCENE WITH  
NEW NOT-FOR-  
PROFITS**

including:  
Art Jameel  
Jean-Paul Najar Foundation  
Alserkal Residency  
d. Academy

**FUTURE:  
CULTURE AUDIT**

**SUCCESSFUL  
CULTURAL QUARTERS**  
TEND TO SHARE THE ATTRIBUTES  
OF GOOD URBAN PLACES IN  
GENERAL, OFFERING BENEFICIAL  
AND **SELF-SUSTAINING**  
**COMBINATIONS OF ACTIVITY,**  
**FORM AND MEANING.** THEY WILL,  
MOREOVER, BE PLACES OF  
**DYNAMISM,** NEW WORK AND  
MEANING, WHERE CULTURE IS  
PRODUCED AND CONSUMED.

— CITY EDGE: CASE STUDIES IN CONTEMPORARY  
URBANISM



# CREATING A CULTURAL DESTINATION

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## FACT SHEET

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12

CONTEMPORARY ART GALLERIES

12

DESIGN CONCEPTS

500,000

SQUARE FEET

45

CREATIVE HOMEGROWN BUSINESSES

5

NOT-FOR-PROFITS

400,000 (2016)

FOOTFALL IN A POPULATION OF 2.7  
MILLION

DESTINATION

ΔΕΣΤΙ'ΝΕΙΣ(Θ)Ν/

DENOTING A PLACE  
THAT PEOPLE WILL  
MAKE A SPECIAL  
TRIP TO VISIT

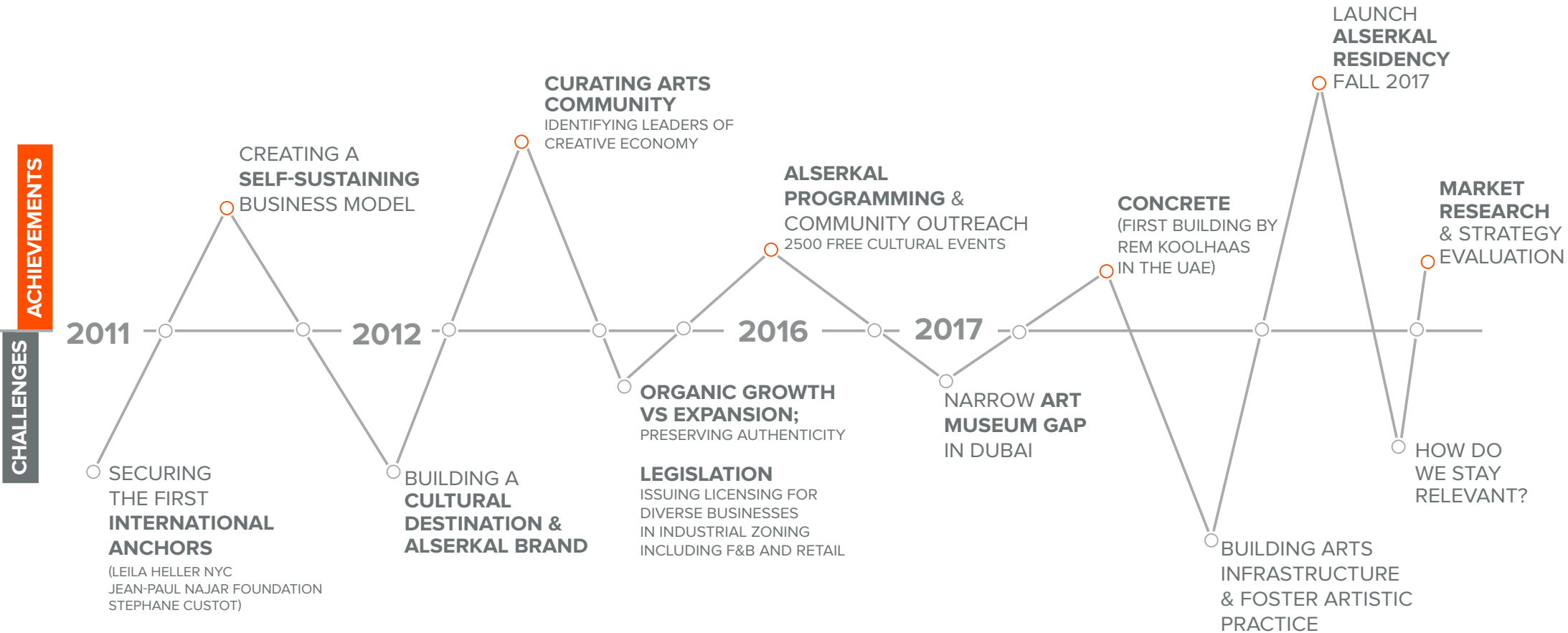
“ THE VISION WAS ALWAYS TO CREATE  
A SPACE WHERE THE ARTS AND  
ARTISTIC OR CREATIVE PURSUITS  
COULD THRIVE. ”

- ABDELMONEM BIN EISA ALSERKAL  
PATRON & FOUNDER OF ALSERKAL AVENUE





# IT'S NEVER EASY TO PAVE THE WAY



# MARKET RESEARCH: 2013 & 2017

PROVIDING ANSWERS  
YET CREATING NEW CHALLENGES

**CURATING** OUR COMMUNITY

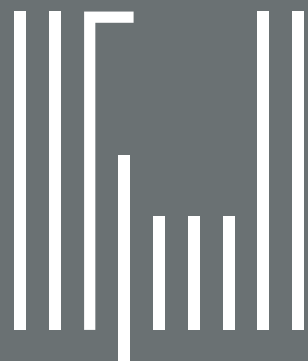
**ENABLE & REFUEL**



VARIETY  
GOOD VIBES  
INDUSTRIAL  
EXCITING  
**CREATIVE**  
ORGANIC  
NEW  
CONTEMPORARY  
DESIGN  
DIVERSITY  
**COMMUNITY**  
COOL  
UNIQUE  
COOL  
INTERESTING  
**ART**  
INNOVATIVE  
GALLERIES  
FRESH  
INSPIRATION  
**CULTURE**



**5 SUB-BRANDS**  
**412 EVENTS**  
**278** PIECES OF COLLATERAL  
**FOLIO**



ALSERKAL AVENUE



WHEN DID YOU ARRIVE



# CONCRETE BRINGING A WORLD OF ART INTO THE REGION

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A MULTI-DISCIPLINARY SPACE  
DESIGN TO HOST MUSEUM-  
GRADE, INTERNATIONAL  
EXHIBITIONS

SYRIA: INTO THE LIGHT

WHILE WE WAIT,  
COMMISSIONED BY  
VICTORIA & ALBERT  
MUSEUM, LONDON







## **IMPACT**

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- **BUILDING A BASE FOR CREATIVE ECONOMY IN DUBAI**
- **ATTRACTING AND RETAINING TOP TALENT**
- **PRODUCING NEW SKILLED WORKFORCE**
- **SHAPING IDENTITY OF THE CITY**
- **WRITING ARTS HISTORY FOR THE REGION**

# BUILDING GLOBAL SUPPORT NETWORK

## WHO MADE IT HAPPEN

ALSERKAL FAMILY SUPPORT

**23** TEAM MEMBERS



## PRIVATE INVESTMENT

**93** COLLABORATIONS

55,000 DATABASE MEMBERS

25 COUNTRIES

AND A LOT OF PRESS...



### TORONTO

Aga Khan Museum

### NEW YORK

US Consulate Creative Time  
Asia Contemporary Art Week  
Global Cultural Districts  
Network (GCDN)  
ArteEast  
MoMA  
Frieze

### PENNSYLVANIA

Rolls Royce Foundation

### MIAMI

Art Basel Miami  
Untitled

### RIO DE JANEIRO

VideoBrasil

### LONDON

Crossway Foundation  
Ibraaz  
Parasol Unit  
Delfina Foundation  
Fiorucci Trust  
British Council  
Tate Modern  
British Museum  
Art 16  
Royal College of Arts  
Sotheby's Institute  
Shubbak Festival  
Frieze  
Caspian Arts Foundation

### KASSEL/ ATHENS

documenta

### BERLIN

Goethe Institut  
Berlin Art Link  
ABC

### BASEL

Foundation Beyeler  
Art Basel

### ZÜRICH

Swiss Art Gate  
Pro Helvetia  
Kunsthalle Zürich  
Hauser & Wirth

### PARIS

Alliance Française  
FIAC  
Thinkers & Doers  
Centre Pompidou

### ROME

MAXXI

### VENICE

Venice Biennale  
UAE Pavilion  
Peggy Guggenheim Collection  
LightBox/My Art Guides

### TURIN

Artissima

### KIEV

Future Generation Art Prize

### MOSCOW

Garage Museum of  
Contemporary Art

### ISTANBUL

Borusan Contemporary  
ArtInternational  
SALT  
Istanbul Biennial  
Protocinema

### BAKU

YARAT

### BEIRUT

Arab Fund for  
Arts and Culture  
Beirut Art Center  
Ashkal Alwan  
Arab Image Foundation  
Foundation Saradar  
Hay Festival  
Beirut Exhibition Center

### DOHA

Mathaf: Arab Museum of  
Modern Art

### JEDDAH

King Abdulaziz Center  
21, 39

### DUBAI

Dubai Culture  
DTCM  
#MyDubai  
Emirates Literature Festival  
Design Days Dubai  
Art Dubai  
Abraaj Group Art Prize  
Tharawat Family Business  
Forum

### SHARJAH

Sharjah Art Foundation  
Sharjah Biennial  
Barjeel Art Foundation

### ABU DHABI

Abu Dhabi Art  
TCA  
Embassy of Canada  
Salama Bint Hamdan  
Foundation

### NEW DELHI

Kochi Muziris Biennale  
India Art Fair  
Gujral Foundation

### KOCHI

Kochi Muziris Biennale

### DHAKA

Samdani Art Foundation  
Dhaka Art Summit

### HONG KONG

Spring Workshop  
Art Basel HK  
Asia Art Archive  
Sovereign Art Foundation  
West Kowloon Cultural district

# DUBAI'S ALSERKAL AVENUE: A PREMIER ARTS DISTRICT AND CONTRIBUTOR TO GLOBAL AWARENESS OF DUBAI



“The area has emerged organically as a creative nerve center, edgy in a conservative city, a place where **Dubai's** gallerists, fashion designers and hip entrepreneurs are flocking.”

**The New York Times**

“Alserkal avenue has become **Dubai's** densest and most fascinating arts district...”

**FINANCIAL TIMES**

“As internationally renowned architects renovate new spaces on dubai's Alserkal Avenue, caroline roux charts its growing significance as the city's most exciting contemporary arts district.”

**The Telegraph**

“**The Emirate's** contemporary arts hub serves as home to established galleries and experimental pop-ups.”

**FINANCIAL TIMES**

“The area has emerged organically as a creative nerve center, edgy in a conservative city, a place where dubai's gallerists, fashion designers and hip entrepreneurs are flocking.”

**The New York Times**

“The current heart of the art world, however, is Alserkal Avenue in industrial quarter Al Quoz.”

**B|B|C TRAVEL**

“Since the avenue was established in 2007, it has become home to a community of contemporary art galleries and alternative art spaces, as well as design, media and industrial studios.”

**de  
zeen**

“**Dubai** has an organic art hub born out of an industrial zone..”

**CNN**

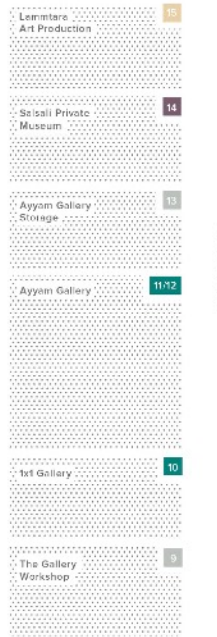
DISCOVER ALSERKAL AVENUE

# WALK THIS WAY.

## LEGEND

- ART
- NOT-FOR-PROFIT
- PERFORMING ARTS
- DESIGN
- CULINARY
- COMMUNITY SPACES
- ORIGINAL CONCEPTS
- INDUSTRIALS

ENTRANCE: STREET 8



LANE IIIII

LANE IIIII

LANE III

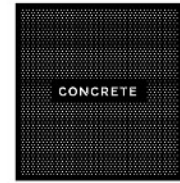
LANE II

LANE II

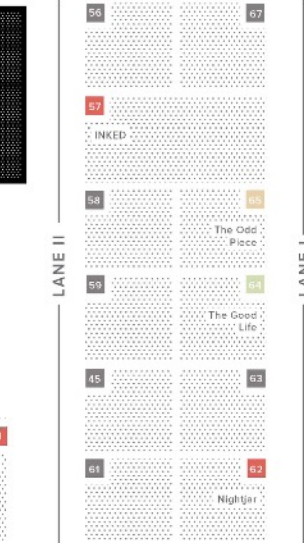
LANE I



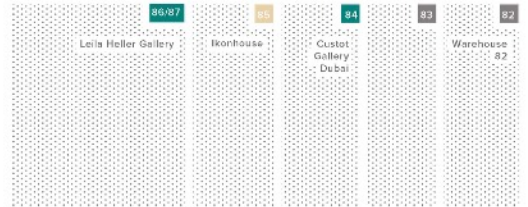
ENTRANCE: STREET 17



THE YARD



PEDESTRIAN ENTRANCE

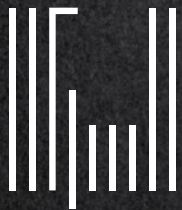


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