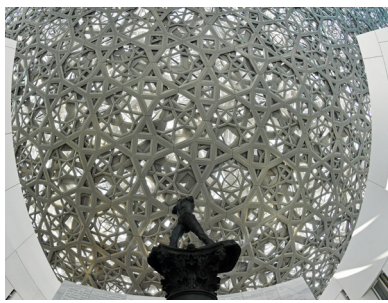


THE MAKING OF THE LOUVRE ABU DHABI

KHALEEJ TIMES | ADVERTISING SUPPLEMENT

See humanity in a new light

Art meets architecture, as Louvre Abu Dhabi weaves tales under marvellous dome



TOURS

For an immersive experience at Louvre Abu Dhabi, visitors can join 90-minute guided tours that introduce the museum's popular artworks and how local traditions influenced its infrastructure. Families can also sign up for a 60-minute special tour to view the museum's collection and architecture. Visitors can also pick up an iPad mini at the venue, or download its official app on their smartphones, for a personalised multimedia guide.



■ Farhana Chowdhury

Louvre Abu Dhabi opened doors to the public in November 2017, and has been fascinating visitors with creative contemporary and permanent displays. A prominent cultural attraction that has been in the making since 2007, it aims to host four temporary but exclusive exhibitions per year set up by 13 museum partners in France. The structure is meant to be a portal that takes visitors on a journey back in time across various civilisations around the world.

Armed with a tag to "See Humanity in a new light", the Abu Dhabi counterpart lives up to grandeur dreamed by Pritzker Prize-winning French architect Jean Nouvel. It houses some of the world's notable artefacts of historical value and shares tales of the past, striking a fine balance between history and architecture.

Each wing holds a different theme, introducing the visitor to a whole new world as they browse, as Mohamed Khalifa Al Mubarak, Chairman, Department of Culture and Tourism - Abu Dhabi, quotes: "Louvre Abu Dhabi embodies our belief that nations thrive on diversity and acceptance, with a curatorial narrative that emphasises how interconnected the world has always been."

Besides showcasing relics from all over the world, Louvre Abu Dhabi is currently hosting a special exhibit, titled Co-Lab: Contemporary Art and Savior-faire, until



BE TECH-SAVVY

Beat the waiting line at the ticket desk by purchasing tickets to Louvre Abu Dhabi through these simple steps:

- Log on to the official website www.louvreabudhabi.com
- Select the "Buy Ticket" option on the right.
- Choose "Buy Now" to acquire the one-day pass.
- Select your preferred date of visit and number of tickets you'd like to purchase, and select "continue"
- Fill in the form, and proceed to enter your card details to complete ticket purchase.

NOTES: Louvre Abu Dhabi has free Wi-Fi. | The museum is closed on Mondays.

March 25 this year. The showcase is part of an Emirati-French Cultural Programme that features four timeless crafts — embroidery, glass, weaving and ceramic. Each piece is created by four UAE-based artists — Vikram Divecha, Zeinab Al-Hashemi, Khalid Shafar and Talin Hazbar — and four renowned historical French manufacturers.

To keep young ones occupied, Louvre Abu Dhabi features a dedicated children's museum that features exhibitions and workshops centred on family-friendly themes.

Adding to convenience, Louvre Abu Dhabi offers a cloakroom alongside lockers to help tourists and residents leave their baggage and browse the museum at ease. For those looking to take a break, the café features delicious dishes and seats that give breathtaking views of the Arabian Gulf. Furthermore, visitors can take home a memento from its Boutique.

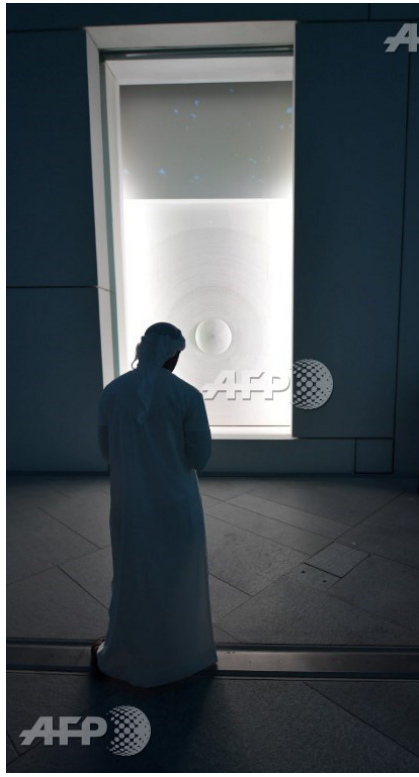
Louvre Abu Dhabi is a sight to behold, not just for culture vultures, but also for residents looking for a memorable day out.

—farhana@khaleejtimes.com

GALLERIES

The museum galleries are divided into 12 sections that takes visitors on a journey from prehistoric times to modern contemporary art. After an introduction through the Grand Vestibule, visitors can explore the following areas:

- The First Villages
- The First Great Powers
- Civilisations and Empires
- Universal Religions
- Asian Trade Routes
- From the Mediterranean to the Atlantic
- Intersection: Cosmography
- The World in Perspective
- The Magnificence of the Court
- A New Art of Living
- A Modern World
- Challenging Modernity
- A Global Stage



» Avigilon

Securing national treasures



Avigilon cameras have been designed to accurately detect movement and provide exceptional image detail

For state-of-the-art museums, protecting priceless masterpieces and ensuring the safety of thousands of visitors annually requires an advanced surveillance solution. Increasingly, this means deploying a system that incorporates not only high definition (HD) cameras, but also sophisticated artificial intelligence (AI) driven video management software, designed to help operators efficiently identify and respond to potential security events.

Solutions like Avigilon cameras featur-

avigilon™

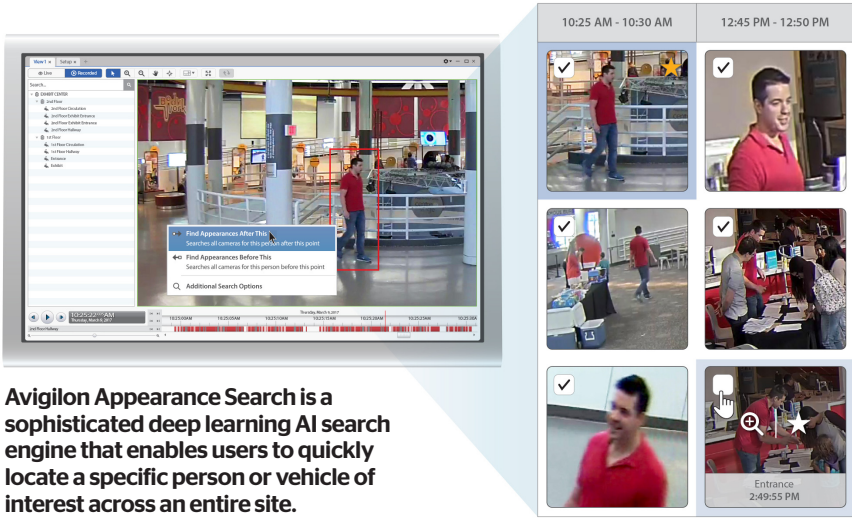
ing patented self-learning video analytics are designed to accurately detect the movement of people and vehicles in critical areas while providing exceptional image detail. Combined with the advanced search capabilities of Avigilon Control Centre video management software, these cameras allow museum security operators to effectively monitor and accurately verify surveillance footage, enabling them to proactively respond to security events.

As security technology evolves, Avigilon continues to be at the forefront of developing AI technology that better focuses operators' attention on what matters most. Innovative technology, like the

award-winning Avigilon Appearance Search™ technology, makes searching through video footage for a person or vehicle, as easy as searching the Internet. It incorporates the unique characteristics of a person's face, as well as shape, size, texture, colour, clothing and accessories to increase the speed and accuracy of investigations. Additionally, solutions like Avigilon Unusual Motion Detection (UMD) use AI to detect and flag unusual motion, helping reveal events that might have otherwise been missed.

The continued evolution of AI will provide security operators with powerful tools for efficient and effective surveillance, dramatically changing the way we interact with our security systems.

Learn more at: avigilon.com/khaleej



Avigilon Appearance Search is a sophisticated deep learning AI search engine that enables users to quickly locate a specific person or vehicle of interest across an entire site.



BUILDING OUR FUTURE



Building landmarks



The firm has worked on some of the most prestigious projects in the Middle East

Arabtec is a leading engineering and construction Group specialising in complex projects in the Middle East and North Africa. Through its operating companies and investments, the Group delivers construction and infrastructure projects, including commercial, residential, social, industrial and economic infrastructure in the UAE and other selected countries in the region. The UAE-based group's list of completed projects includes iconic buildings such as the world's tallest building, Burj Khalifa in Dubai, Abu Dhabi landmark the Emirates Palace Hotel, and Louvre Abu Dhabi Museum; as well as other technically challenging work on airports and related infrastructure.

In 2005, Arabtec became the first construction company to be listed on the Dubai Financial Market. Today, Arabtec Holding consists of operating companies, which span all segments of the construction cycle. The Group is currently working on some of the most prestigious projects in the Middle East, such as the UAE Pavilion and the Midfield Terminal Building in Abu Dhabi.



We are proud to have taken part in the delivery of such an iconic project in the UAE

Hamish Tyrwhitt
Group CEO



BUILDING OUR FUTURE