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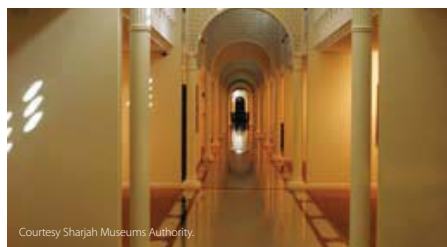
**canvas folios**

# INTRODUCTION VISUAL ARTS IN THE UAE

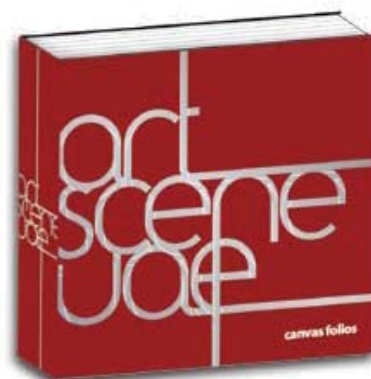
With the UAE currently at the forefront of a new movement of artistic and cultural expression in the Middle East and beyond, this book will provide a comprehensive overview of what is now one of the region's fastest growing and most dynamic art scenes.

Each chapter will look at a different aspect of this increasingly diverse and complex sector, from arts institutions and government-sponsored projects through fairs, auctions and galleries to those providing the creative force—the artists themselves.

The authoritative text will be based on extensive research, privileged access and specially commissioned material, including interviews with important UAE arts figures, and supported by context-setting essays by two leading regional commentators. Overall the book will provide a unique insight into what makes the UAE such an important international hub for art and how this cultural vision will help define the country's identity in the future.



## APPROXIMATE BOOK SPEC



PUBLISHER: Canvas Central  
TERRITORY: World  
CONCEPT LAUNCH: 2011  
RELEASE DATE: Q1 2013  
SIZE: 24 x 24 cm  
PAGES: 300  
ILLUSTRATIONS: Full colour and black and white  
PRINT RUN: 5000  
LANGUAGE: English  
PAPER: Art matte  
PRICE: \$90

## CONTENT HIGHLIGHTS

### INTRODUCTORY ESSAY

Giving an overview of the breadth and diversity of the UAE art scene, tracing its extraordinary development in recent years and placing it in a regional and international context.

### ARTISTS

A look at the UAE's creative talents, from established masters to younger up-and-coming artists, examining their individual voices, styles and methods of working and encompassing the full range of creative media.

### ARTISTS IN RESIDENCE

A residency hub where independent and government entities are creating unprecedented opportunities for artists to produce works in the Emirates.

### GALLERIES AND FOUNDATIONS

An insight into the UAE's burgeoning gallery scene - from traditional spaces to funkier venues. Also includes coverage of the UAE's first not-for-profit foundations.

### MUSEUMS AND CURATORS

Assessing the UAE's emerging network of world-class art museums on Saadiyat Island, including the Guggenheim Abu Dhabi and Louvre Abu Dhabi as well as the Sharjah Museums Department and the curators running them.

### PATRONS & COLLECTORS

An overview of the top art collectors, patrons and opinion formers currently resident or active in the UAE.

### ART FAIRS & BIENNIALS

Reviewing the UAE's network of art fairs, both past and present, including the Sharjah Biennial, Art Dubai and Abu Dhabi Art.

### AUCTIONS

An overview of the establishment within the UAE of the world's major auction houses and of the art market within the UAE.

### GOVERNMENT INITIATIVES

What the UAE government is doing to promote art and culture, from the work of agencies such as TDIC, ADACH and the Dubai Culture and Arts Authority to the Ministry of Education.

### UAE ART ABROAD

How the UAE's artistic development and achievements are projected overseas, with a particular focus on presence at such landmark events as the Venice Biennale.

### THE ALTERNATIVE SCENE

The UAE's development of a diverse, innovative and forward-thinking arts constituency and what the future may hold for the local art scene.



# MARKETING CAMPAIGN LAUNCH Q4 2012



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BOOKSTORES

## ADVERTISING

Three full pages in *Canvas* magazine  
(from launch date onwards)

Quarter page ad x 4 issues of *Canvas Daily*  
at Abu Dhabi Art

Leader board ad x 3 months on  
[www.canvasonline.com](http://www.canvasonline.com)

Leader board ad x 3 months on  
[www.canvasguide.com](http://www.canvasguide.com)

HTML blast to *Canvas* database of over  
40,000 addresses

## PR

A leading PR agency will be appointed for  
editorial placement and media engagement

Press releases to leading media and  
industry professionals

Review in *Canvas* magazine book section

Review on [www.canvasguide.com](http://www.canvasguide.com)

## DISTRIBUTION

Leading bookstores

Museums and galleries in the Middle East,  
North Africa, Europe and North America

Online sales via *Canvas* website and Amazon

## EVENTS

Book launch event

Potential panel discussions during important  
international art events

Promotion at *Canvas* stand at international  
art fairs

## DOCUMENTARY

This unique project may be released as a  
short documentary in the future

Q2 2013

# SPONSORSHIP OPPORTUNITIES



## TITLE PATRON x 1 (CORPORATE) - \$150,000

### BENEFITS

- Prominent recognition/logo on book jacket
- Placement of promotional card in book
- Logo on all advertising
- Logo + mention in all press releases
- 500 books\*
- 100 invitations to book launch events
- Innovative PR opportunity
- Platform for long-term cultural goals
- Presence at press conference
- Branding at panel discussions and launch

## LEAD PATRON x 3 (CORPORATE) - \$75,000

### BENEFITS

- Recognition/logo on book jacket
- Logo on all advertising
- Mention in all press releases
- 250 books\*
- 50 invitations to book launch event
- Innovative PR opportunity
- Platform for long-term cultural goals

## PATRONS (INDIVIDUAL) - \$10,000

### BENEFITS

- Acknowledgement in book
- 10 books\*
- 5 invitations to book launch event

\*Excluding shipping costs

## BULK ORDERS

*Art Scene UAE* is an innovative corporate gift to promote your company's image as a supporter of the arts and make a lasting impact on your clients.

The cover price of the book will be \$90. Pre-publishing bulk orders offered at a special discount.

200 COPIES @ \$85/copy*	Total: \$17,000 Saving of: \$1,000
500 copies @ \$80/copy*	Total: \$40,000 Saving of: \$5,000
1000 copies @ \$70/copy*	Total: \$70,000 Saving of: \$20,000

\*Excluding shipping costs

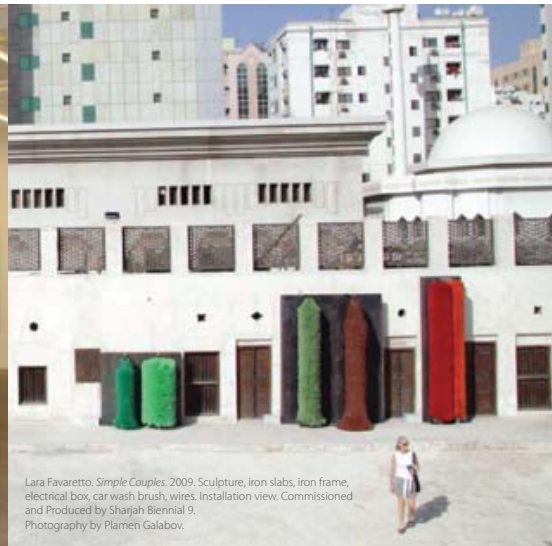
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Courtesy Total Arts Gallery.



Courtesy Traffic.



Lara Favaretto. *Simple Couples*. 2009. Sculpture, iron slabs, iron frame, electrical box, car wash brush, wires. Installation view. Commissioned and Produced by Sharjah Biennial 9. Photography by Plamen Galabov.



Courtesy Art Dubai.

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Courtesy Farjam Collection.



Courtesy UAE Pavillion.



Courtesy Christie's.



Courtesy TDIC.