

Cairo, Egypt – 12<sup>th</sup> of September 2022

## **ADD ART, AN ART SUBSIDIARY OF ALDAU DEVELOPMENT, LAUNCHES THE FIRST EDITION OF ALDAU INTERNATIONAL ART FESTIVAL IN HURGHADA THIS OCTOBER**

In support of the arts, ALDAU Development celebrates the first edition of ALDAU International Art Festival (AIAF) in Hurghada, kicking off with a rich week-long workshop, followed by an exclusive opening ceremony, and an art exhibition presenting the work of the 40 artists at ALDAU exhibition hall.

The event is held under the auspices of the Egyptian Ministry of Tourism & Antiquities and organized by ADD Art, a newly established subsidiary of ALDAU Development; the first of its kind in the local art scene to be founded by and within a corporate body. ADD Art aims to be a key player in supporting by adding value through art to the company, its' clients and artists.

For its first edition, the art festival will kick off with a week-long workshop from September 22<sup>nd</sup> until October 1<sup>st</sup>, bringing together over 30 artists all the way from the USA, UK, France, Jordan, Tunis, Jordan, Uzbekistan, Turkey, Congo, Sudan, and Egypt among others working side by side in Red Sea's ALDAU Art Promenade, to engage in cross-cultural dialogue and produce iconic artworks. The artworks will be revealed at an exhibition at the ALDAU exhibition hall, and welcoming visitors and tourists alike from October 2<sup>nd</sup> until October 7<sup>th</sup>.

The festival's theme is inspired by the ALDAU (Al Dhow), which was a traditional Arabian sailing vessel that served in trade and achieved cross-cultural exchange. AIAF invites artists from Egypt and other countries to Hurghada, to work side by side for a week by the Red Sea, creating artworks, exploring ideas and renewing this cross-cultural dialogue.

The official exhibition opening will be attended by key public figures, and the event will feature a special live performance by the Egyptian legendary composer Omar Khairat in a celebration of creativity and arts at The Arena.

Positioning ALDAU International Art Festival as the main event that will soon make Hurghada a cultural

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destination, ALDAU Development continues to contribute to the importance of art and culture through ADD Art's continuous initiatives.

## ABOUT ALDAU DEVELOPMENT

ALDAU Development, member of Sami Saad Holding, has pioneered in the delivery of best-in-class hospitality and residential properties in Egypt and abroad for the last twelve years.

With its keen understanding of the market and its ground-breaking experience, ALDAU Development has successfully owned, developed, and managed the portfolio of award-winning resorts, hotels, conference center as well as residential & commercial projects.

ALDAU Development hospitality division currently operates in 3 destinations; the quality leading hospitality complex Steigenberger ALDAU Resort comprises of three 5-star deluxe properties in Hurghada, the contemporary Holiday Inn London west in London and the ultra-modern Hyatt Regency Cairo West in Cairo. ALDAU Development Real-estate division has earned an unparalleled reputation for bringing hospitality excellence into residential & commercial projects including ALDAU Heights, ALDAU Strand both residential compounds launched in 2015 & 2016 respectively. As for the commercial projects; ALDAU Village mall in Hurghada & C'West in Cairo. In addition to our new upcoming project Cairo West Residence.

For more information, please visit our website [www.aldaudevelopment.com](http://www.aldaudevelopment.com) or follow us on [Facebook](#) and [LinkedIn](#).

### ADD Art Social media:

- Facebook: <https://www.facebook.com/ALDAU.ADDArt>
- Instagram: <https://www.instagram.com/aldau.addart/>

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