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Press Release

Blockbuster 1001 inventions exhibition attracts more than 50,000 visitors in Abu Dhabi during six week run



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Exhibition provides inspiration and a legacy for science, technology and innovation

Abu Dhabi, 03 January 2012: The award winning 1001 inventions exhibition, an anchor attraction of the inaugural Abu Dhabi Science Festival

(ADSF), organised on by the Technology Development Committee (TDC), was declared a great success when its first showing in the Middle East concluded on 24 December 2011. During its five week run the exhibition attracted more than 50,000 visitors.

Professor Salim Al Hassani, Chairman of 1001 inventions, said: "We are delighted that the Abu Dhabi Technology Development Committee welcomed us to the UAE as a Programming Partner in organising the inaugural Abu Dhabi Science Festival. This is the first 1001 Inventions show in the Arabic language. It unveils the cultural roots of modern science and inspires the new generation to innovate and contribute towards the betterment of society. The visitor numbers, their variety and the positive feedback we have received demonstrate a resounding success. We gratified that through the 1001 inventions exhibition was able to contribute to the Abu Dhabi government's efforts in instilling a passion for science, technology, and innovation (STI) in the hearts of the Emirate's youth."

In addition to visitors from the general public, around 9,000 children attended through school tours from across the Emirate of Abu Dhabi. The school tours were organised in partnership with **Abu Dhabi Education Council (ADEC)**, ADSF's education partner. Teachers and students praised the tours as they provided students with an opportunity to learn about science and technology in Muslim heritage, which was brought to life through a host of engaging interactive exhibits and experiences.

Celebrating this success, HE Ahmed Al Calily, Director General of Technology Development Committee (TDC), which organised the inaugural Abu Dhabi Science Festival, said: "We would like to thank 1001 Inventions, which played an essential role as one of our programme partners in showcasing the scientific contributions made by pioneers of Muslim civilization. We hope this will help develop a life-long interest in STI among the youth of Abu Dhabi and inspire them to become the scientists of tomorrow."

HE Al Calily added: "We are pleased with the success of the first Abu Dhabi Science Festival, which attracted more than 100,000 people. The excellent reviews we had from visitors to the 1001 inventions exhibition is a strong endorsement of the festival's content, and the approach we took in delivering it."

In organising the Abu Dhabi Science Festival, the Abu Dhabi Technology Development Committee (TDC) partnered with **Abu Dhabi Education Council (ADEC)** as its education partner. The Festival was presented by TDC and Tawazun in association with Dolphin Energy and in partnership with the Edinburgh International Science Festival (EISF) and 1001 Inventions and as Programming Partners. The festival was also sponsored by Total and GHC.

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About 1001 Inventions

1001 Inventions promotes awareness of achievements from the 'Golden Age' of Muslim civilization and how those contributions helped build the foundations of our modern world. This period lasted approximately 1000 years from the 7th century onwards. The 1001 Inventions global exhibitions and educational products all highlight the scientific and technological achievements made by men and women, of different faiths and cultures, who lived in or were connected with broader Muslim civilisation. Through high quality productions, 1001 Inventions aims to inspire ambition in young people to strive towards building a better world.

The 1001 Inventions exhibitions have received more than two million visitors during blockbuster runs in London, Istanbul, New York and Los Angeles. The best-selling 1001 Inventions book has sold more than 150,000 copies. Furthermore, the ground-breaking education film "1001 Inventions and the Library of Secrets" has been download more than 20 million times and won "Best Film" awards in Cannes, London, Los Angeles and at the New York Film Festival.

1001 Inventions is an initiative of the Foundation for Science, Technology and Civilisation (FSTC), a British-based international network of world renowned historians. The global strategic partner for 1001 Inventions is Abdul Latif Jameel Community Initiatives.

“Events like these should be organised in future as well as they attract people...”
by Haris Khan
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The TDC story: 2011

The Abu Dhabi Policy Agenda and Economic Vision 2030 have clearly shown the Abu Dhabi government's desire to build a knowledge based economy. By 2030, Abu Dhabi will be an Emirate in which the benefits of Science, Technology and Innovation (STI) pervade every aspect of life - inspiring the people, empowering the Emirate and transforming the economy.

TDC was established to support, supervise and coordinate the development of STI in the Emirate. It will be responsible for the incorporated planning and monitoring of Abu Dhabi's STI plan to ensure a globally competitive STI base in the Emirate, to support the creation of a vibrant enterprise base and to foster world class talent with the right skills and attitudes.

To achieve these goals, TDC is pursuing a broad program of change in five key policy areas: human capital, research and development, enterprise development, infrastructure, and laws and regulations.

These programs, in conjunction with others across Abu Dhabi, aim to embed science, technology and innovation within the fabric of Abu Dhabi.

For further information about the 1001 Inventions initiative, images, video etc. please contact Junaid Bhatti, Director of Marketing. Tel: +44 743 007 4278. Email: junaid@1001inventions.com.

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