



For Immediate Release
23 September 2021

Press Release

Hammour House art project brings together diverse communities at Expo 2020 Dubai to showcase unique responses to sustainability

- His Excellency Sheikh Nahayan attends preview of unique collaborative art project
- Thought-provoking artworks include sea-inspired installations and a batik tapestry
- Project celebrates the vibrant community, creativity and the underwater world

Download accompanying assets [here](#)

IMPORTANT: Media are urged to begin the [Expo 2020 media accreditation process](#) now to ensure accreditation credentials are obtained in time. Accreditation is necessary to gain access to all visual content on the Media Asset Management System (MAM).

DUBAI, 23 September 2021 – Expo 2020 Dubai has unveiled its one-of-a-kind community art project, known as Hammour House, at an exclusive preview attended by **His Excellency Sheikh Nahayan Mabarak Al Nahayan, UAE Minister of Tolerance and Coexistence and Commissioner General of Expo 2020 Dubai**.

Hammour House will bring together fishermen, scientists, artists, school students and a number of institutions at Expo 2020 Dubai to showcase a selection of visually striking and emotionally inspiring installations on-site.

Inviting communities around the world to connect with the issues of sustainability, Hammour House examines the coral reefs of the UAE and its inhabitants, particularly the orange-spotted grouper, commonly known locally as hammour.

His Excellency Sheikh Nahayan Mabarak Al Nahayan said: “Hammour House embodies Expo 2020’s theme, ‘Connecting Minds, Creating the Future’, which links creativity and engagement, and aims to bring the whole community together to build awareness, and enable action towards addressing our biggest challenges from the viewpoint of the arts”.

During the six-month mega-event, the project will showcase a vibrant tapestry depicting marine life, created by school students using batik technique and sustainable dyes. It will also feature *Hammour Fish*, a sculpture made from ghost nets (fishing nets lost and/or abandoned at sea), by Australian artist Sue Ryan.



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In an exciting creative programme that includes daily knitting experiences and innovative UAE-based artist- and art teacher-led workshops, visitors will have the opportunity to contribute to an ‘ever-growing’ coral reef sculpture, made from recycled materials, which will be showcased on-site at Expo 2020.

The programme also presents musical evenings in collaboration with the Centre for Musical Arts (CMA), where students will compose and perform an exclusive soundtrack, especially for Hammour House.

Bringing together diverse segments of the community and organisations, Hammour House tells crucial stories that respond to Expo 2020’s subtheme of Sustainability (one of three subthemes, alongside Opportunity and Mobility), celebrating the underwater world.

One of Hammour House’s inspirations is the *One Thousand and One Nights* story of *Abdullah the Fisherman and Abdullah the Merman*, particularly the introduction of the story where the fisherman develops a friendship with the merman and learns about underwater life and begins to appreciate that fish are not only a source of food, but also organisms subject to complex systems and hierarchies similar to those found on land.

Dr Hayat Shamsuddin, Senior Vice President, Arts & Culture, Expo 2020 Dubai, said: “Through our programming, we are highlighting connections between seemingly disconnected narratives and community members. By bridging arts with science, we aim to engage with serious topics to develop a deeper understanding of sustainability issues; and by facilitating connections between fishermen, scientists, artists, schoolchildren, and institutions, we aim to address the future of our oceans. We also want visitors to consider that whatever happens in any body of the ocean, affects the entire state of the environment on a global scale.

“Through our collaborative art project, we want to create connections between communities around the world to inspire a better future for everyone, while also realising our common values regardless of the differences among us.”

One of the first global mega-events to take place since the beginning of the COVID-19 pandemic, Expo 2020 runs from 1 October 2021 to 31 March 2022, inviting visitors from around the world to join the making of a new world and experience a six-month celebration of human creativity, innovation, progress and culture.

-ENDS-

About Expo 2020 Dubai

From 1 October 2021 to 31 March 2022, Expo 2020 Dubai will welcome visitors from every corner of the globe to join the making of a new world, as it brings together the planet in one place to reimagine tomorrow.

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- With the purpose of '*Connecting Minds, Creating the Future*', Expo 2020 will be the world's most impactful global incubator for new ideas, catalysing an exchange of new perspectives and inspiring action to deliver real-life solutions to real-world challenges
- Expo 2020 will be the biggest cultural gathering in the world, presenting a visually striking and emotionally inspiring 182 days, as more than 200 participants – including nations, multilateral organisations, businesses, and educational institutions, as well as millions of visitors – create the largest and most diverse World Expo ever
- Expo 2020's subthemes of *Opportunity, Mobility and Sustainability* will inspire visitors to preserve and protect our planet, explore new frontiers and build a better future for everyone
- For six months, Expo 2020 will be a must-visit family destination, with thousands of events, amazing exploratory experiences, and free entry for children up to age 18
- Expo is committed to building a more equitable and just world for everyone, while keeping visitors safe by following the latest guidance of the world's leading medical, science and health experts
- Expo 2020 is the first World Expo to take place in the Middle East, Africa and South Asia (MEASA) region, located on a 4.38 sqkm site adjacent to Al Maktoum International Airport in Dubai South
- Built with a meaningful and measurable long-term legacy in mind, the Expo site will transform into District 2020 – a model global community that will rethink the cities of the future – after Expo 2020 closes its doors

How to cover Expo 2020 Dubai in person at event time or report on the event remotely

To attend Expo 2020 or cover Expo 2020 remotely using content and assets generated by Expo, you must be accredited.

To kick off your journey with Expo 2020, please ensure that you:

1. **Register to access our Media Information System, Tawassul at <https://media.expo2020dubai.com>.**
Tawassul is regularly updated, providing the latest content assets, including press releases, photographs, audio and video, the electronic media kit, and information on broadcast and photography operations. It also provides you with important information and updates on facilities and services such as media accreditation, visa information for international accredited media, and permits. Access to other media-related systems (Media Asset Management System and Media Bookings System), which will be launched in Q2 2021, will only be permitted to accredited media (see below). Information about these systems can be found on Tawassul.
2. **Once registered, submit an Expo 2020 Media Accreditation expression of interest.**
Within this expression of interest, please appoint an Accreditation Liaison Officer (ALO) from within your organisation who will act as the single point of contact with Expo 2020 for media accreditation. Following this, approved media organisations will be provided login details and instructions for the accreditation system to enable them to submit applications.

For support, contact Expo 2020 Dubai's Media Services team at media.services@expo2020.ae or +971 (0)56 689 2101.

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In 1851 the Crystal Palace was the centrepiece of London's Great Exhibition – the first World Expo. It celebrated the man-made industrial wonders of a rapidly changing world. Architecture, contents and a theme, 'Industry of All Nations', were combined to create a big idea of nations meeting nations in shared technological and commercial progress. In more recent years, participants in World Expos, including governments, international organisations and companies, have gathered to find solutions to universal challenges and to promote their achievements, products, ideas, innovations, their national brand, and their nations as destinations for tourism, trade and investment.

World Expos are held under the auspices of the [Bureau International des Expositions \(BIE\)](#), the intergovernmental organisation responsible for overseeing and regulating international exhibitions ('Expos') and for fostering their core values of Education, Innovation and Cooperation. Today, four types of Expos are organised under the BIE's auspices: World Expos, Specialised Expos, Horticultural Expos and the Triennale di Milano.

For media enquiries, please contact:

Press Office

On call contact

Email: press.office@expo2020.ae

Tel: +971 56 688 9509

P.O. Box 2020, Dubai, UAE

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