Press Release

Louvre Abu Dhabi’s Children’s Museum to Reopen with New Interactive Art Experience

Opening on 18 June, ‘Emotions!’ invites children and families to explore their feelings through an immersive, multimedia art exhibition

Abu Dhabi, 9 June 2021: Louvre Abu Dhabi’s Children’s Museum is set to reopen with a fascinating exhibition where children will be able to identify and explore emotions through artwork and immersive experiences. Launching on 18 June, the Emotions!: The New Art Adventure exhibition will feature 10 artworks and multiple interactive stations to familiarise children with identifying emotions - an essential milestone in a child’s development.

Running until 2023, Emotions! will combine entertainment and education across three floors of immersive experiences, gamification, and interactive play areas, encouraging children aged four to 10 to learn about different emotions and how to spot them.

Children begin their art ‘adventure’ at the exhibition by creating a personal profile and getting a wristband to collect points through activities and challenges. Visitors are first introduced to artworks from varying periods and geographical locations through a series of observation games, discovering the hidden details and stories behind each work.

Interactive games and activities will include various digital and touchless experiences, in addition to a workshop area with self-led tutorials - virtually presented by three young Emirati artists - on how to represent emotions through different art activities such as drawing, collage and 2D sculpture. Children will learn how emotions can also be expressed through body language via a touchless interactive game using movement recognition.

The years between four and 10 are regarded as formative for a child’s development. In this period children begin to develop a sense of self and start understanding their emotions and how to express them. Emotions! will encourage children to engage with their feelings through play and learning, with its educational games and experiences helping children to learn empathy, openly express emotion, let go of unpleasant feelings, and understand that all emotions are acceptable.

HE Mohamed Khalifa Al Mubarak, Chairman of the Department of Culture and Tourism – Abu Dhabi, said: “Louvre Abu Dhabi’s Children’s Museum is a haven of discovery, learning, and stimulation and we are thrilled to see it reopen its doors to children and their families. The arts have the capacity to open a child’s creative potential, allowing them to see themselves and the world differently. The emotional wellbeing of our children is just as important as their physical wellbeing, and this important exhibition uses art as a catalyst for young ones to healthily connect with and express their feelings.”
Manuel Rabaté, Director of Louvre Abu Dhabi, said: “The Children’s Museum is at the heart of Louvre Abu Dhabi’s mission to engage the next generation through art. There has been much talk about how the events of the past 15 months have impacted children’s emotional and social development, so it is timely that we are reopening the Children’s Museum with a well-thought-out exhibition that supports these critical elements. With free entry for children, it also represents an excellent value day out for families.”

Amine Kharchach, Interpretation & Mediation Manager at Louvre Abu Dhabi, said: “To ensure an engaging and meaningful experience, Emotions! offers children and families a variety of interactive and gamified activations that will lead them to explore the world of emotions through the lens of art. Emotions! also harnesses innovative technology to ensure the safest, touch-free yet interactive experience possible, in an environment which is mindful of families’ needs.”

Entry to Louvre Abu Dhabi is free of charge for visitors aged 18 and under. Families need only purchase museum admission tickets for accompanying adults for the whole family to access all Louvre Abu Dhabi galleries and exhibitions. Access to the Children’s Museum is included in the cost of admission.

To ensure the safety of all visitors, most Children’s Museum activities are touchless and material-sharing in activities is not allowed. Capacity limits and social distancing in all Children’s Museum spaces will be adhered to, and regular sanitising stations made available.


-ENDS-

Notes to editors:

Louvre Abu Dhabi is open Tuesday–Sunday from 10 am – 6:30 pm; closed on Mondays. Pre-purchased tickets are required to visit the museum. E-tickets can be reserved via the museum’s website.

Follow Louvre Abu Dhabi on social media: Facebook (Louvre Abu Dhabi), Twitter (@LouvreAbuDhabi) and Instagram (@LouvreAbuDhabi) #LouvreAbuDhabi.

For more information on Louvre Abu Dhabi’s acquisitions policies and principles, visit our website.

Louvre Abu Dhabi has been certified as a “Go-Safe” site. Our partnership with VPS Healthcare means that the health and wellbeing of our visitors will be prioritized throughout their visit. From timed ticketing, to temperature checks, to the ample space to social distance throughout the galleries and outdoor spaces of the museum.

Ongoing offers and promotions:

Teachers are eligible for unlimited access to Louvre Abu Dhabi and its programming with the museum’s Teacher Pass. The Teacher Pass is available at AED 120 for teachers, academics and other educators holding valid accreditation, based in the UAE or abroad.

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Further information and terms and conditions on all offers and promotions can be found on the museum’s website: www.louvreabudhabi.ae.

ABOUT LOUVRE ABU DHABI

Created by an exceptional agreement between the governments of Abu Dhabi and France, Louvre Abu Dhabi was designed by Jean Nouvel and opened on Saadiyat Island in November 2017. The museum is inspired by traditional Islamic architecture and its monumental dome creates a rain of light effect and a unique social space that brings people together.

Louvre Abu Dhabi celebrates the universal creativity of mankind and invites audiences to see humanity in a new light. Through its innovative curatorial approach, the museum focuses on building understanding across cultures: through stories of human creativity that transcend civilisations, geographies and times.

The museum’s growing collection is unparalleled in the region and spans thousands of years of human history, including prehistoric tools, artefacts, religious texts, iconic paintings and contemporary artworks. The permanent collection is supplemented by rotating loans from 13 French partner institutions, regional and international museums.

Louvre Abu Dhabi is a testing ground for new ideas in a globalised world and champions new generations of cultural leaders. Its international exhibitions, programming and Children’s Museum are inclusive platforms that connect communities and offer enjoyment for all.

ABOUT SAADIYAT CULTURAL DISTRICT

Saadiyat Cultural District on Saadiyat Island, Abu Dhabi, is devoted to culture and the arts. An ambitious cultural undertaking for the 21st century, it will be a nucleus for global culture, attracting local, regional and international guests with unique exhibitions, permanent collections, productions and performances. Its ground-breaking buildings will form a historical statement of the finest 21st century architecture; Zayed National Museum, Louvre Abu Dhabi and Guggenheim Abu Dhabi. These museums will complement and collaborate with local and regional arts and cultural institutions including universities and research centres.

ABOUT THE DEPARTMENT OF CULTURE AND TOURISM – ABU DHABI

The Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi) drives the sustainable growth of Abu Dhabi’s culture and tourism sectors, fuels economic progress and helps achieve Abu Dhabi’s wider global ambitions. By working in partnership with the organisations that define the Emirate’s position as a leading international destination, DCT Abu Dhabi strives to unite the ecosystem around a shared vision of the Emirate’s potential, coordinate effort and investment, deliver innovative solutions, and use the best tools, policies and systems to support the culture and tourism industries.

DCT Abu Dhabi’s vision is defined by the Emirate’s people, heritage and landscape. We work to enhance Abu Dhabi’s status as a place of authenticity, innovation, and unparalleled experiences, represented by its living traditions of hospitality, pioneering initiatives and creative thought.