

dubai next face of 21st century culture - at the vitra  
museum

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## dubai next

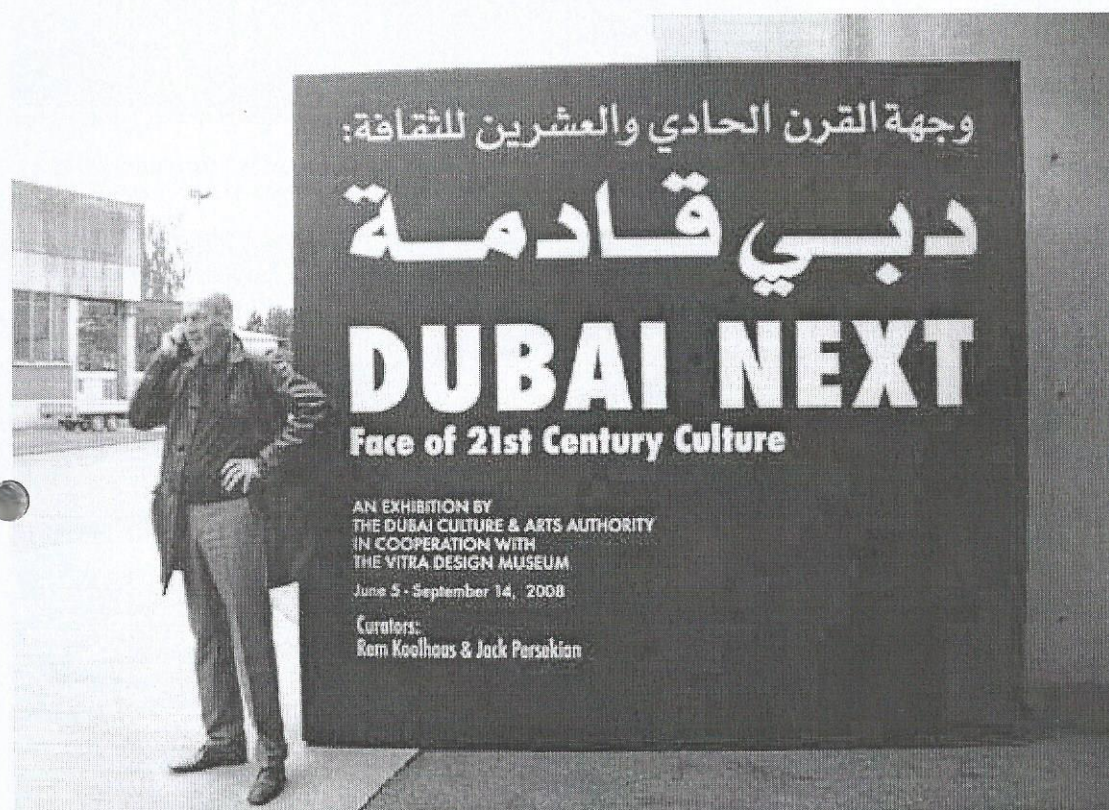
### face of 21st century culture

vitra design museum (fire station), weil am rhein, germany

from: june 5 - september 14, 2008,

curated by rem koolhaas & jack persekian

<http://www.design-museum.de>



rem koolhaas at the exhibition dubai next - image © designboom

the exhibition 'dubai next - face of 21st century culture' was conceived in collaboration with and on behalf of the dubai culture & arts authority and curated by rem koolhaas and jack persekian. the dubai culture & arts authority was created in recent months with the goal of developing dubai into a centre of international and regional culture over the next eight years. to articulate the openness of this approach from the very beginning, the new cultural administration commissioned artists from dubai and other countries to sketch out a contemporary profile of the city, dutch architect rem koolhaas and palestinian curator jack persekian took overall charge of the project. 'dubai next' is the first project being developed within the framework of the dubai culture & arts authority.

'dubai next' tells the story of dubai from a cultural angle. it shows the dynamism with which dubai is evolving and taking shape over the next decades in architectural, urbanistic and cultural projects. everyone knows the architectural landmarks of dubai, but this new global city's true achievement and future promise soars well beyond its dynamic growth and spectacular buildings.



dubai is first and foremost about its people – a vibrant, multicultural and cosmopolitan community made up of over 200 different nationalities. these people are the driving forces behind the widely published new forms of design, culture, communication and lifestyle that shape dubai today. nowhere else in the world is the radical transformation of what people think of nationalities, heritage and culture more evident than in dubai.



'dubai bubbles' by charlie koolhaas - image © designboom

one of the installations at the exhibition 'dubai bubbles' is a large composition of photos taken by charlie koolhaas. the snapshots provide a sneak peak at the inner core of life in the city.



'dubai bubbles' by charlie koolhaas





'dubia bubbles' by charlie koolhaas



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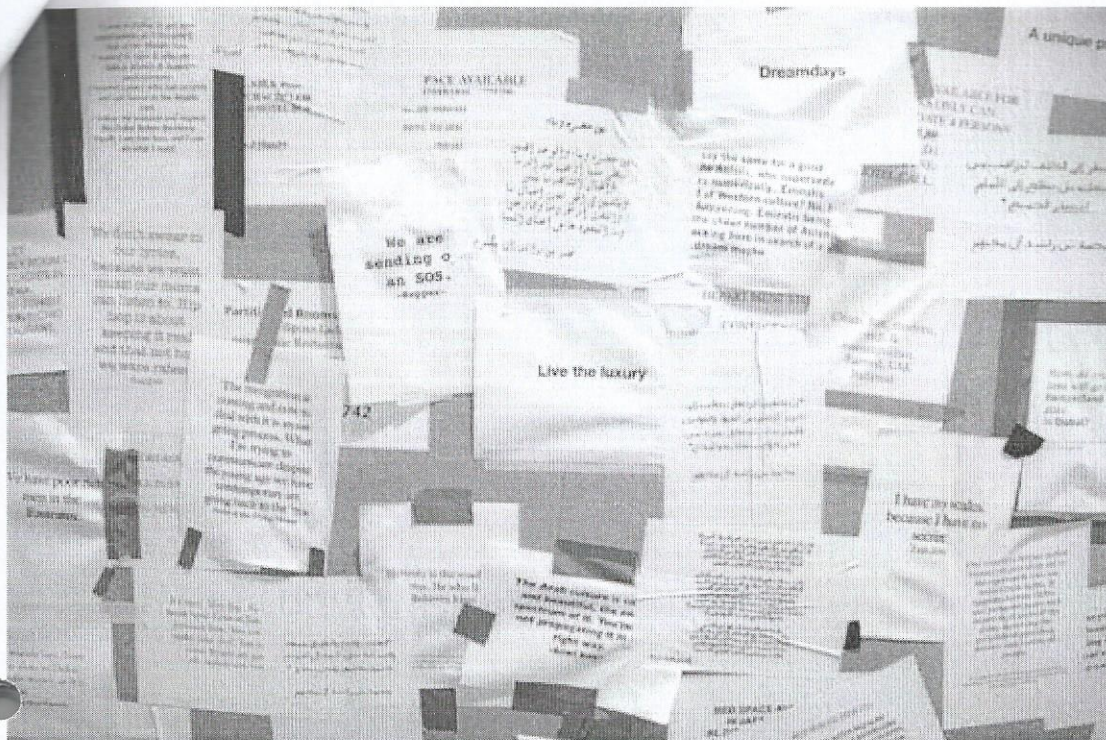
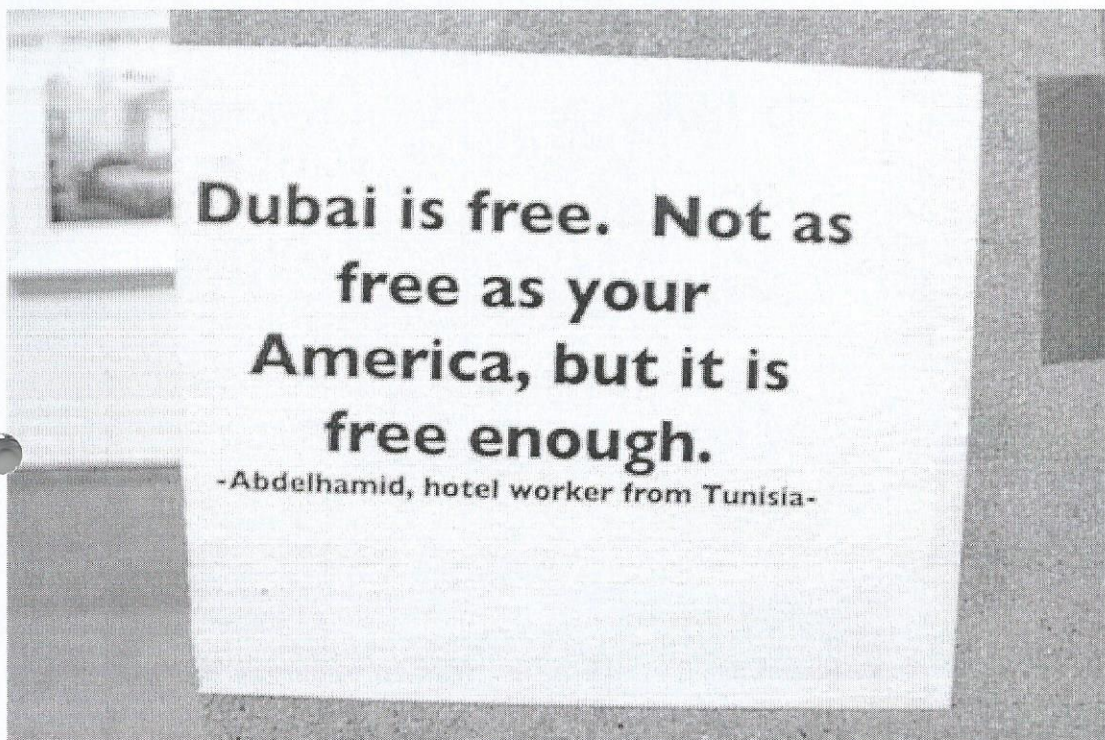


image © designboom

another of the montage style installations at the exhibition features printed public street ads from dubai and quotes from its various inhabitants. all have a 'microsoft wordart' look to them and include phrases such as...



details...



...valued customer, we  
to inform you that from  
April 2008 we will be  
ing sites with content  
do not conform to the  
al, social and cultural  
es of the UAE. Thank  
you."  
(Dubai internet provider)

Bed Space in Satwa(500 Dhs)  
Bath and Kitchen attached  
Contact: 050-8756528

SENTLY

1-2

Only for Muslims

Steel Fixers / Barenders  
NOTE: Preferably with Visa Visa  
Basic Salary + Food  
Transport + Accom. Provided  
VISA PROVIDED

"The close  
indigenou  
Dubai is  
NYT, Apr  
-Rein

+TFC

05030502

FURNISHED ROOM  
AVAILABLE FOR  
MALAYALE

شعوبه ترميم حسان  
والا فواكي العربات الحسان

oo much traffic, Too

Dubai sounds cool to  
me, but probably only  
because I haven't  
been there.  
-Theo, Austrian-

WC



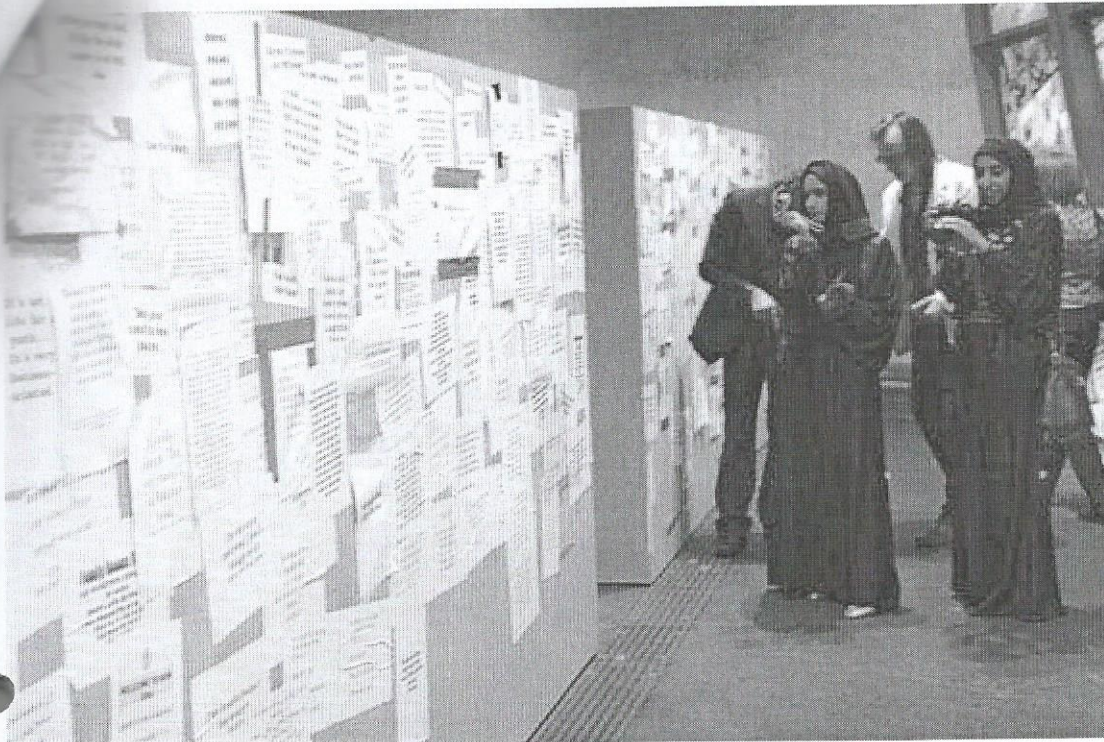


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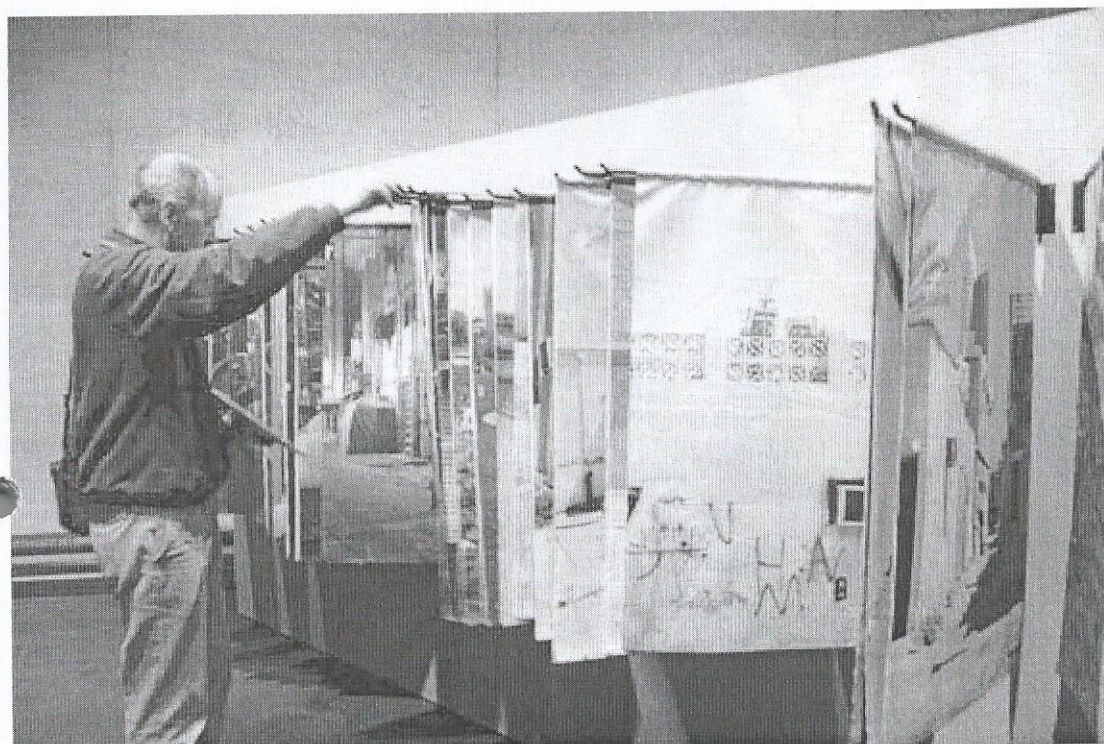


image © designboom

more images from the city were printed on large fabric sheets that visitors could thumb-through.



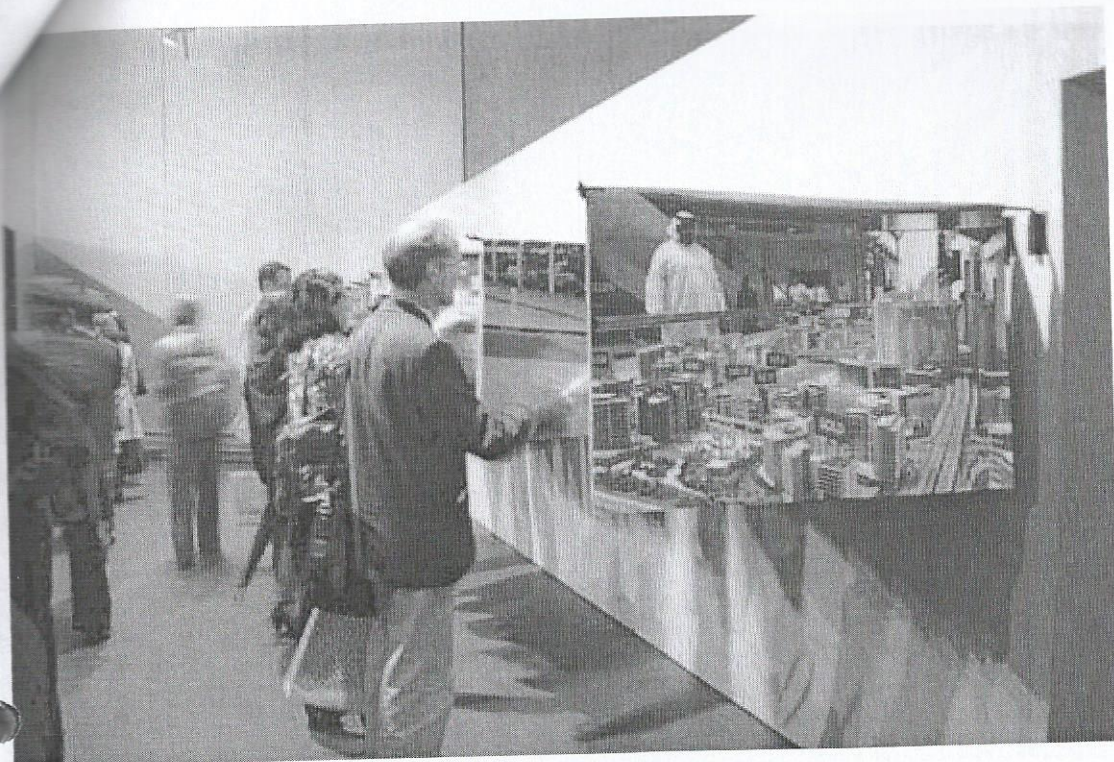


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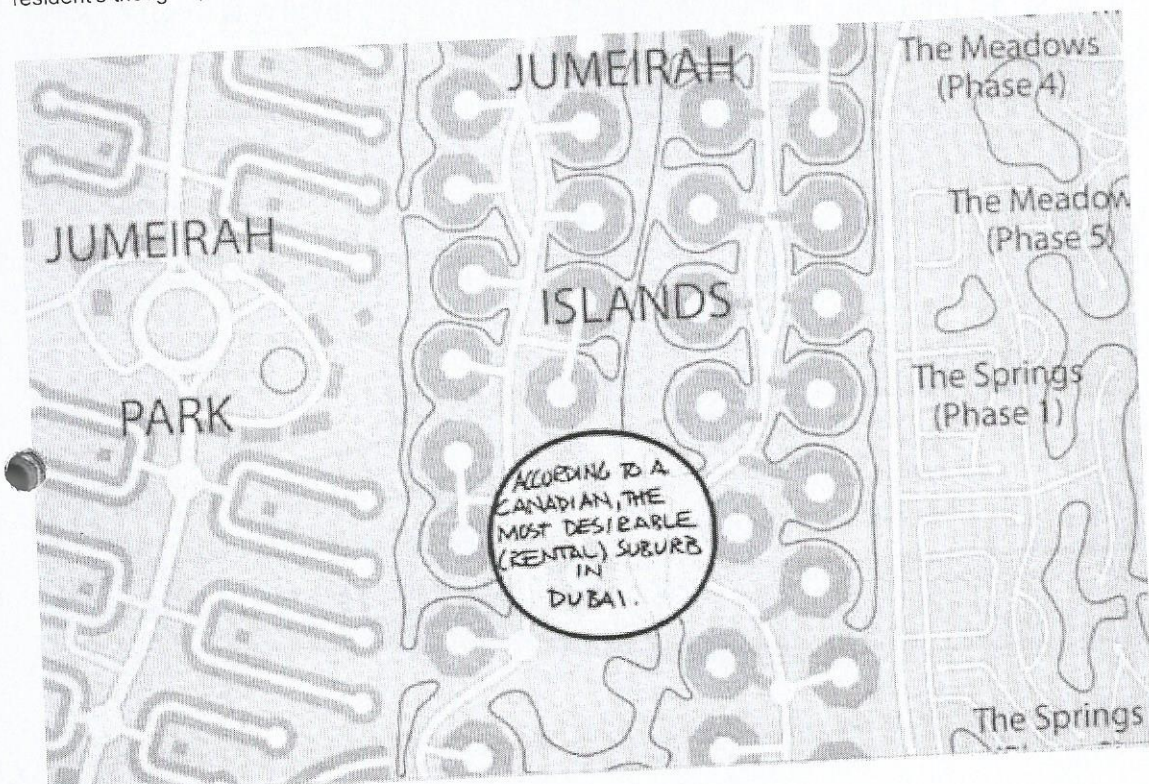
detail





image © designboom

a large black-and-white map of dubai was covered in trivial information about locations in the city. resident's thoughts, statistics etc. gave insight to specific areas.



details...

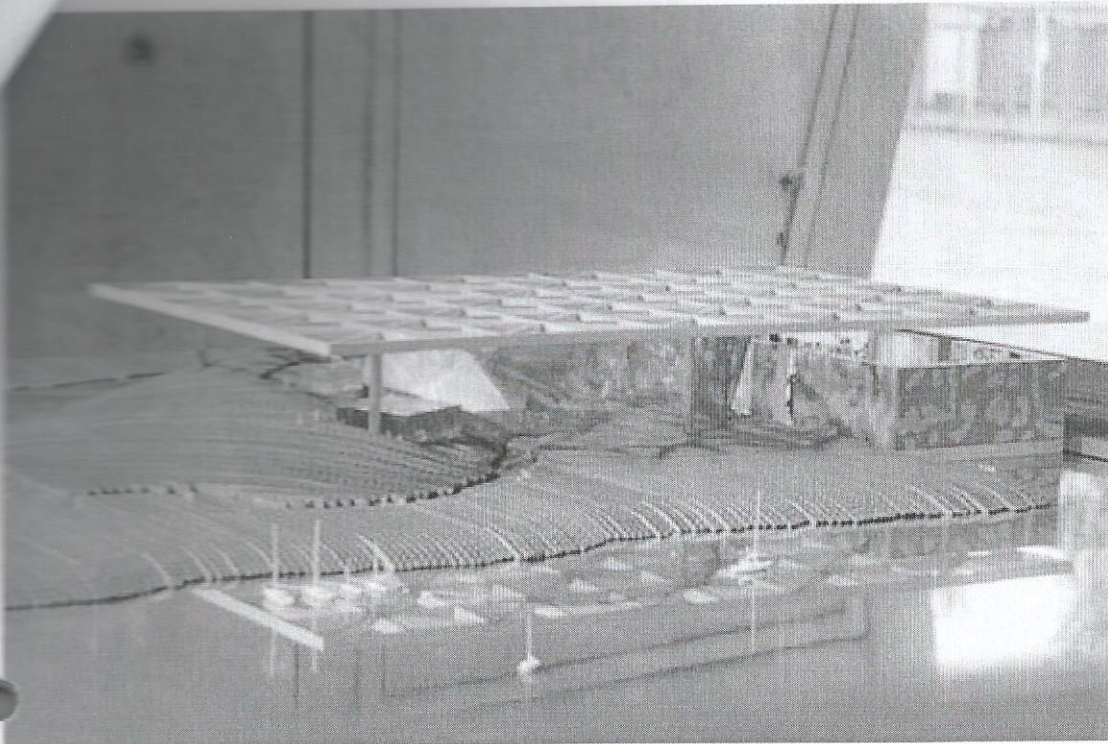




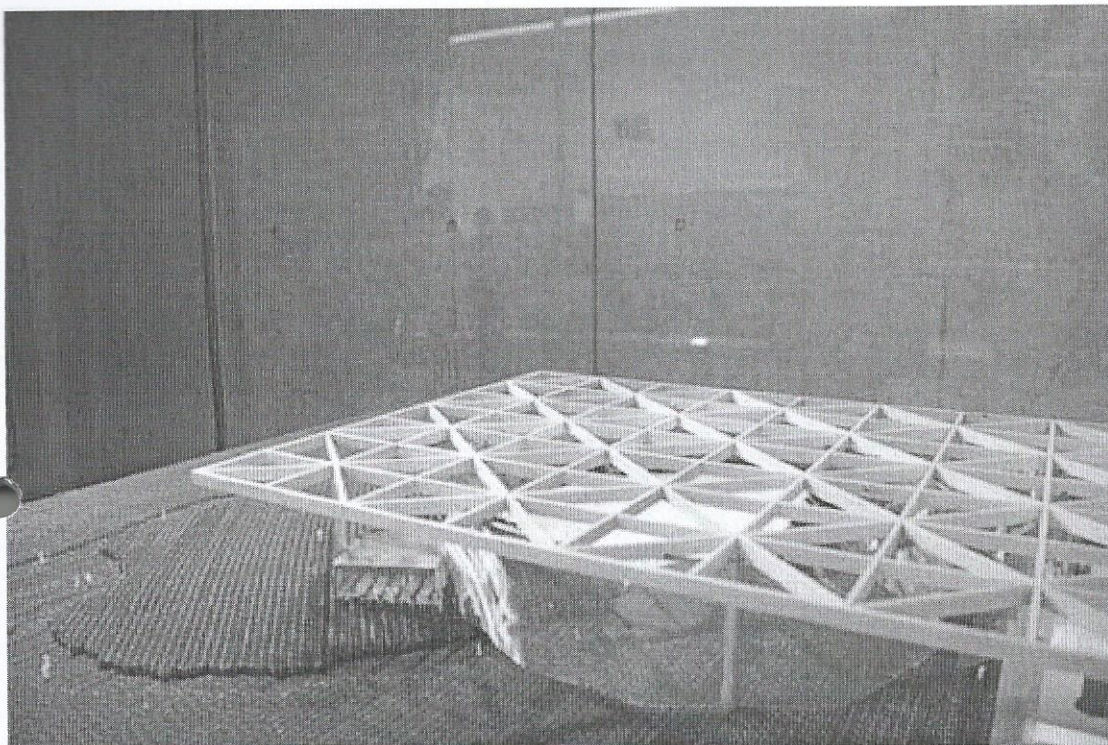






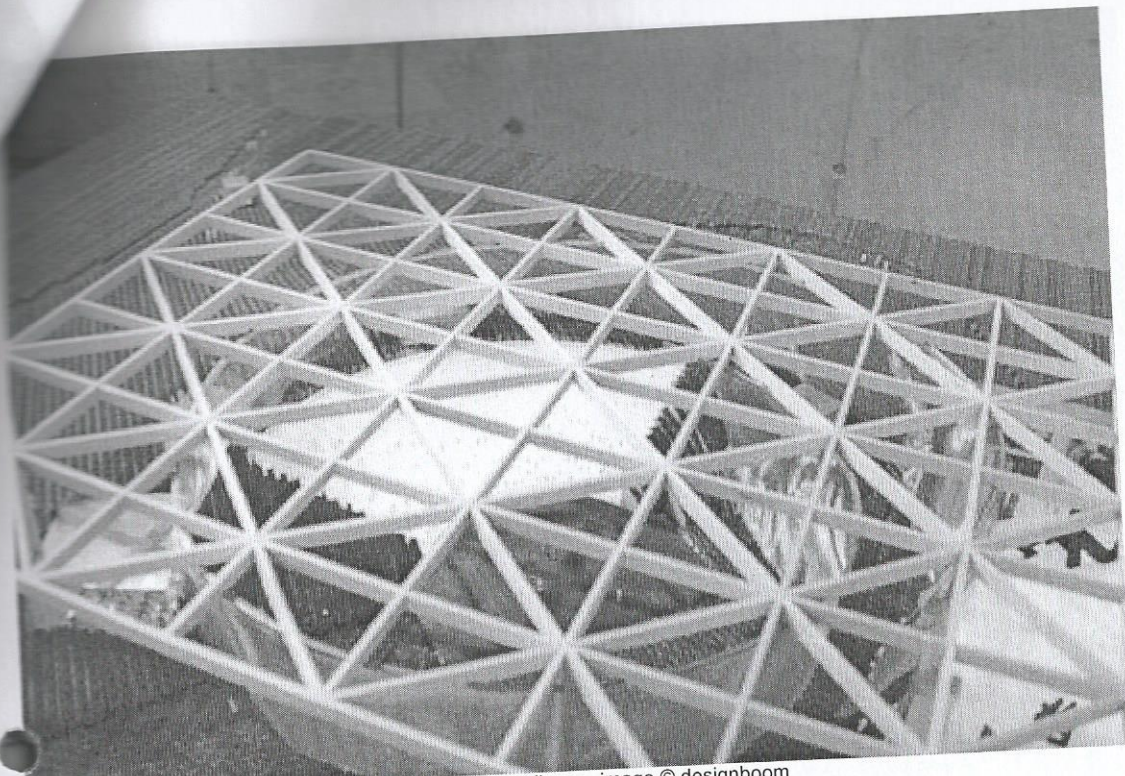


proposal for temporary art gallery and theatre by rem koolhaas - image © designboom

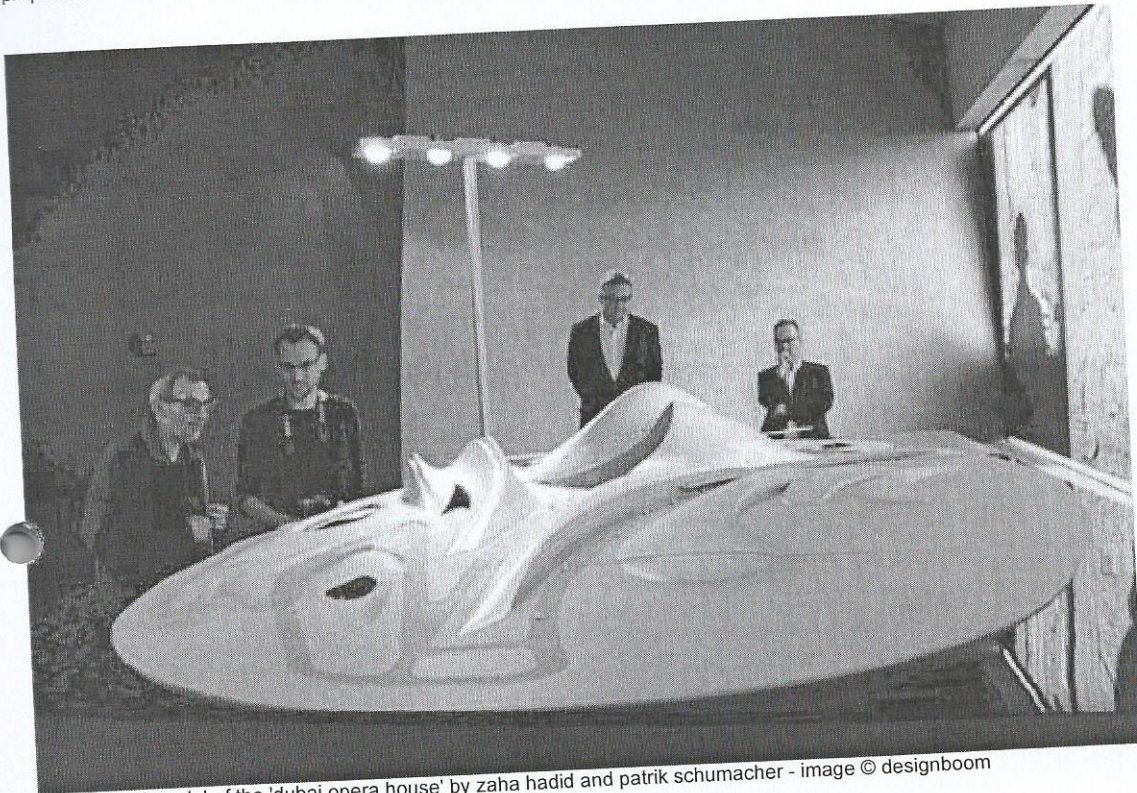


proposal for temporary art gallery and theatre by rem koolhaas - image © designboom





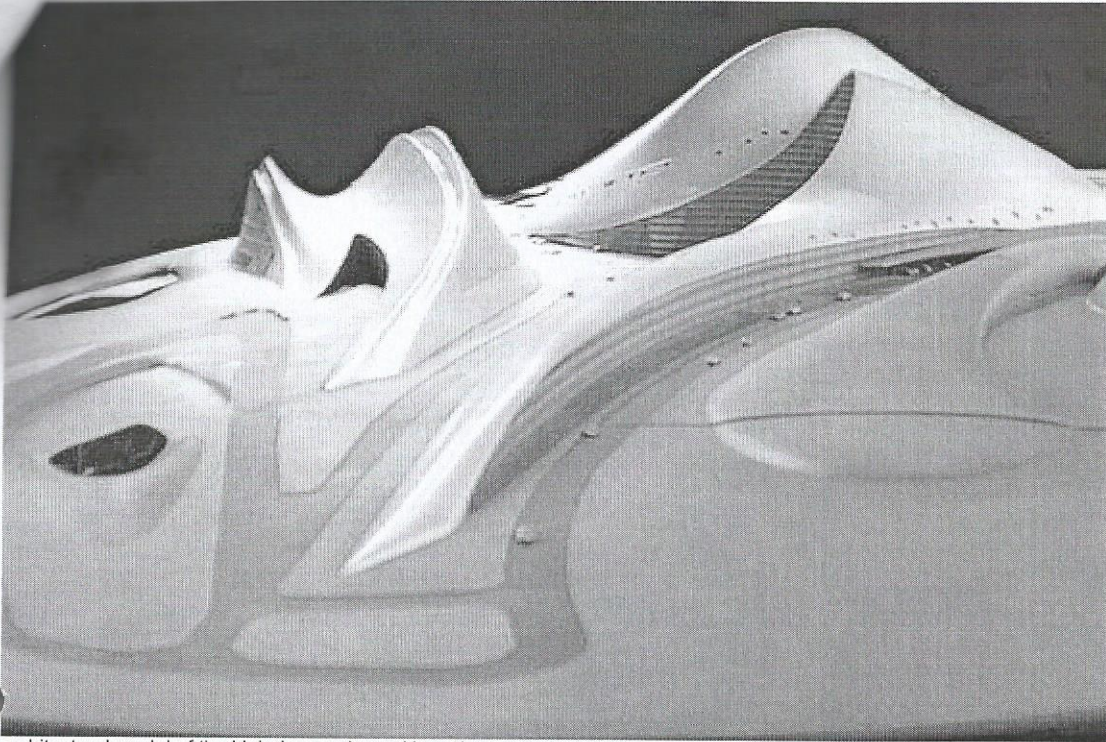
proposal for temporary art gallery and theatre by rem koolhaas - image © designboom



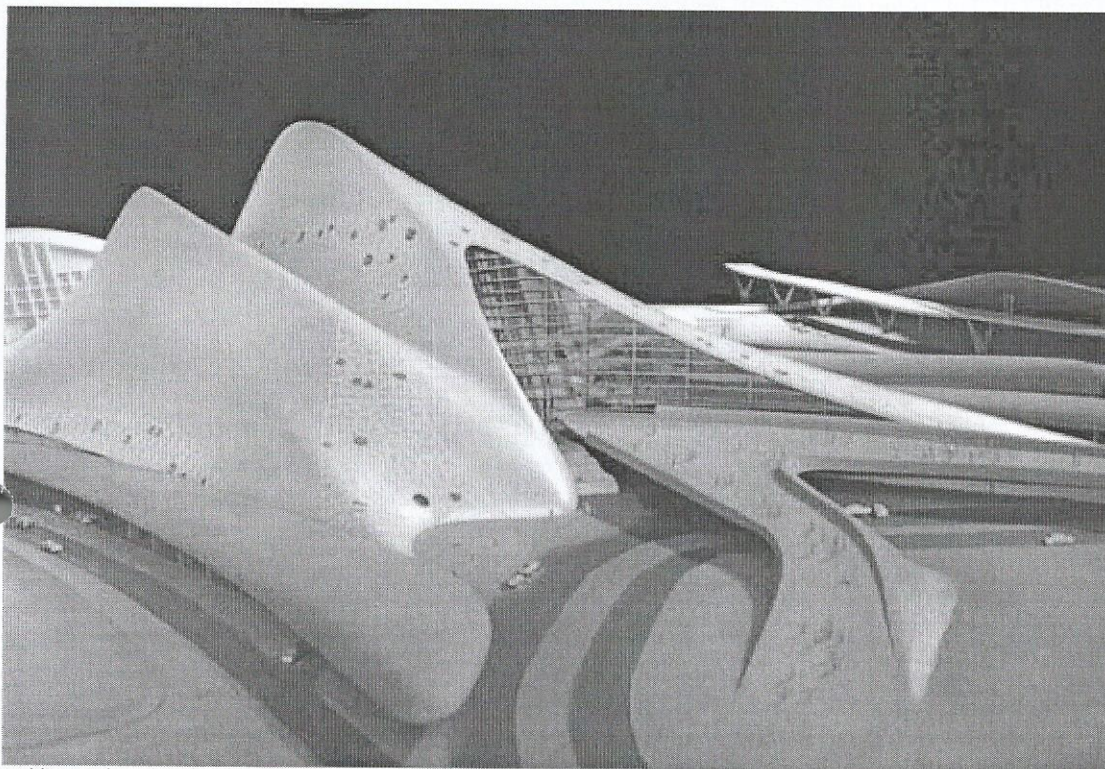
architectural model of the 'dubai opera house' by zaha hadid and patrik schumacher - image © designboom

'the only opera house in the entire middle east', dubai opera house is set on its own creek in the seven pearls district of the architecture hotbed that is dubai. the landmark will encompass an auditorium with room for 2,500 people, a 5000m<sup>2</sup> art gallery, an 800-seat playhouse, a performing arts school and a hotel.  
[more information on this project](#)



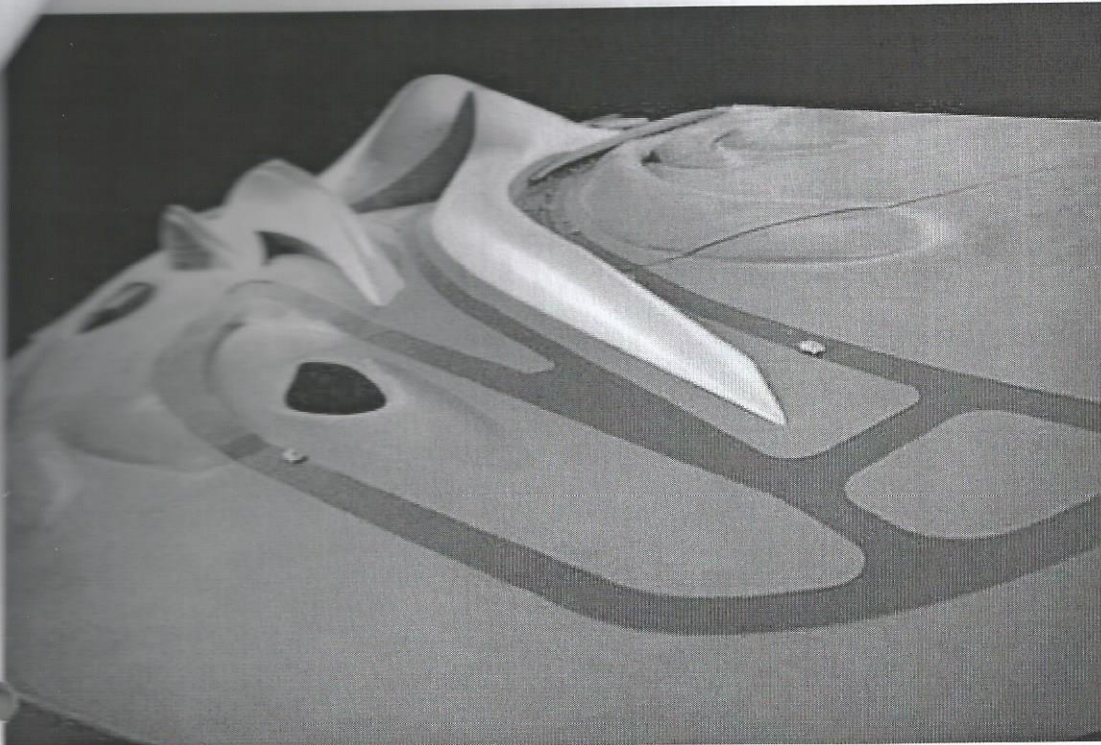


architectural model of the 'dubai opera house' by zaha hadid and patrik schumacher - image © designboom



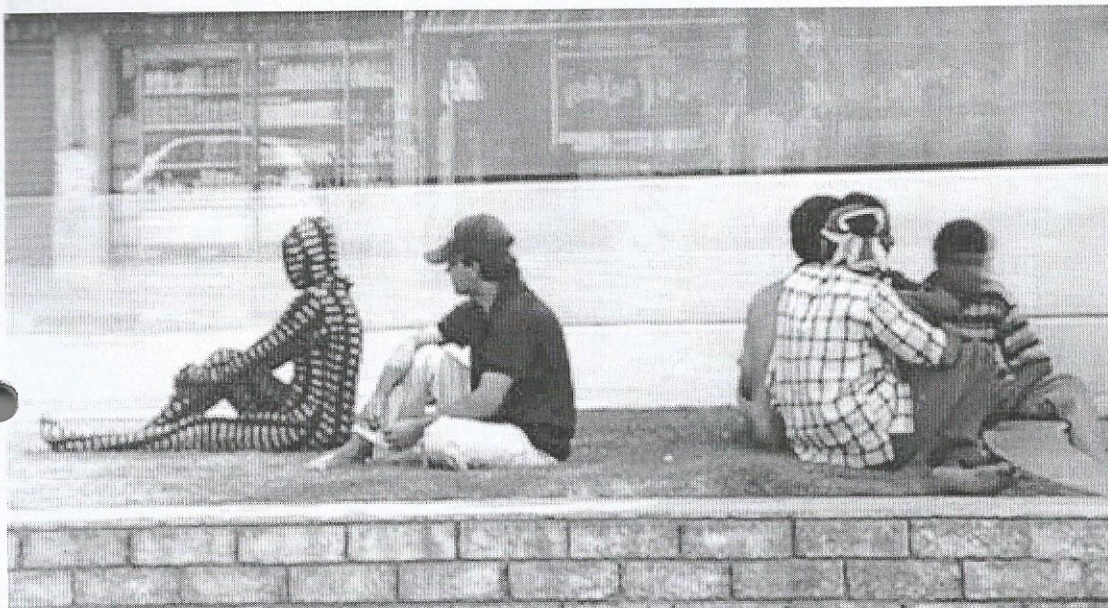
architectural model of the 'dubai opera house' by zaha hadid and patrik schumacher - image © designboom





architectural model of the 'dubai opera house' by zaha hadid and patrik schumacher - image © designboom

over the past decade a nascent in film making has developed in the UAE, spearheaded by homegrown initiatives such as the emirates film competition and gulf film festival. groups of young emirati men and women have produced a substantial body of short films, many of which explore the nature of being local - a selection of which were shown at the 'dubai next exhibition'.



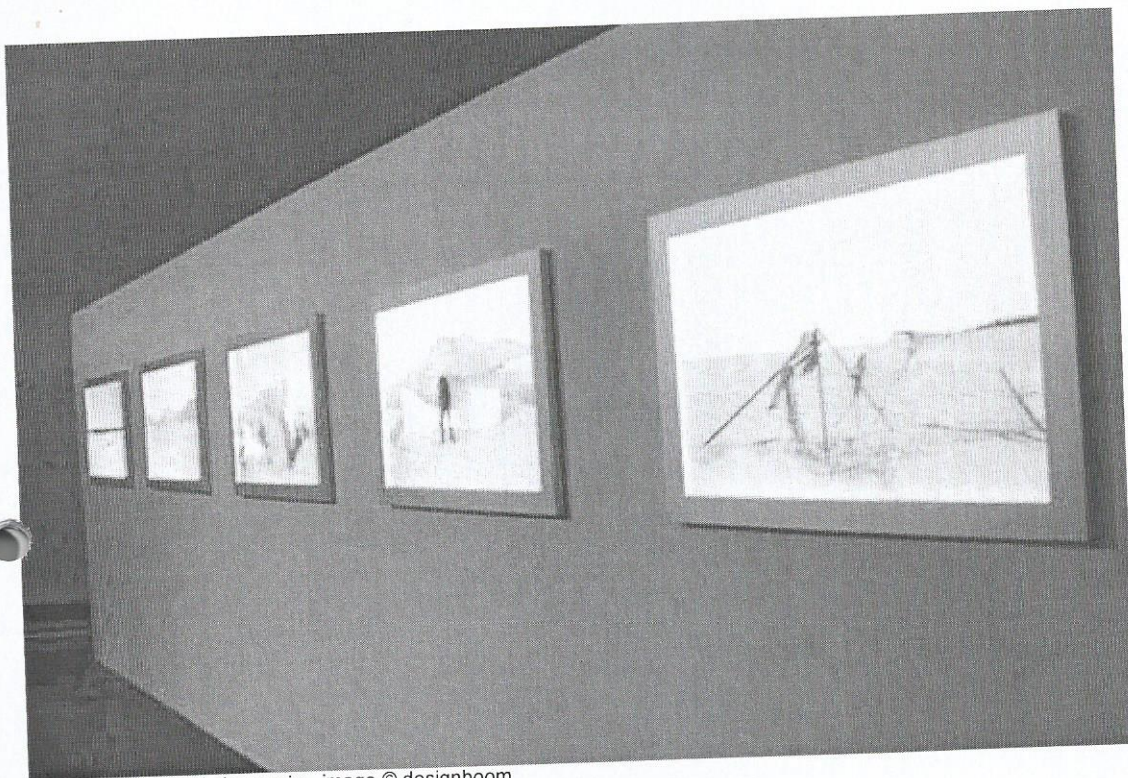
still from 'autobiography' by ebtisam abdulaziz

'autobiography' by ebtisam abdulaziz  
in this performance the artist reduced her 'autobiography' to a set of codes and numbers worn as a suit, wandering the shopping malls, back streets of the UAE. according to the artist the piece is a cynical critique of the consumerist societies - signifying the transformation of a human into code or a set of numbers.





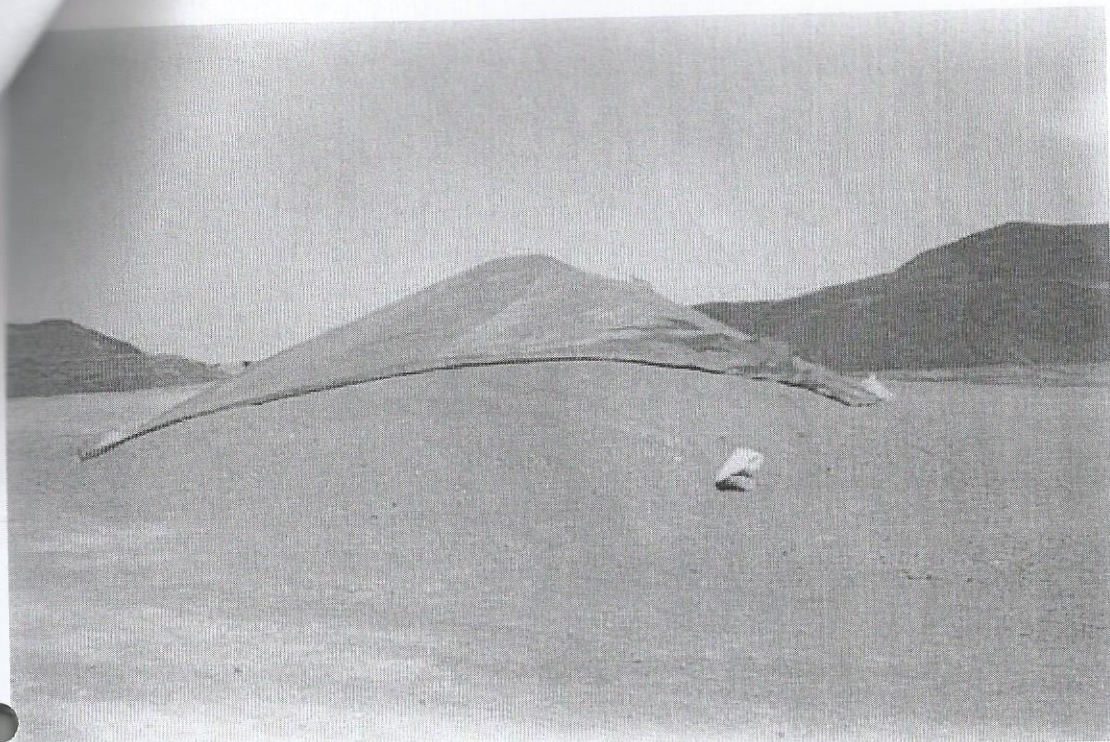
still from 'autobiography' by ebtisam abdulaziz



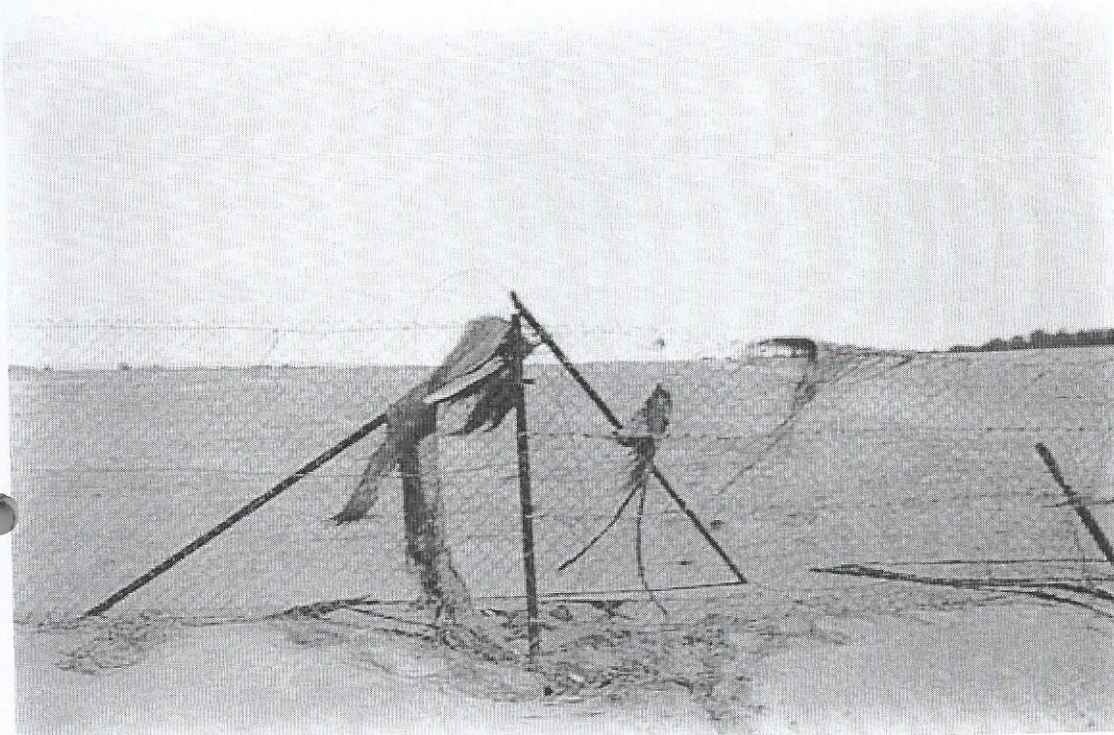
'd-series' by tarek al ghoussein - image © designboom

the 'd-series' by tarek al ghoussein are images that explore the relationship between the subject and space, particularly the relationship between the solitary figure and the temporary boundaries that define a 'place'.



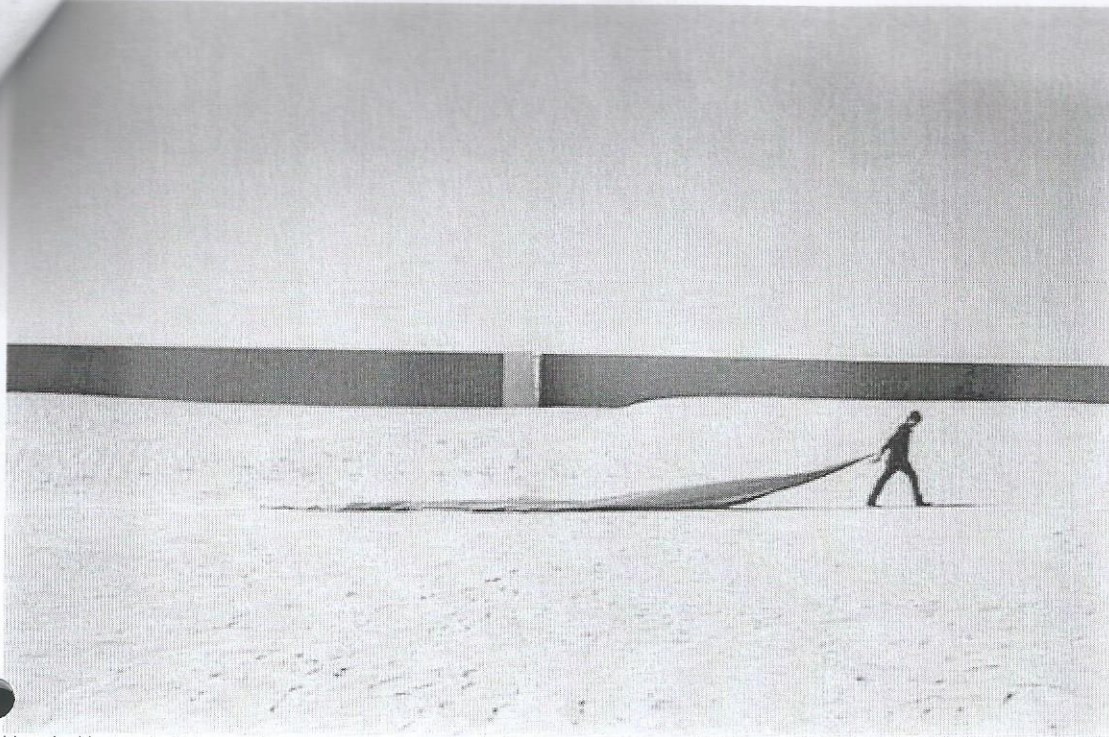


'd-series' by tarek al ghoussein



'd-series' by tarek al ghoussein





'd-series' by tarek al ghoussein



'd-series' by tarek al ghoussein





'd-series' by tarek al ghoussein

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**'dubai next' face of 21st century culture press conference**

the planned garden party for the opening of 'dubai next' was moved indoors due to bad weather, but it didn't dampen the spirits of all those invited, as rem koolhaas & jack persekian along with members of the dubai culture & arts authority explained different aspects of the show.



rem koolhaas speaking at the press conference - image © designboom



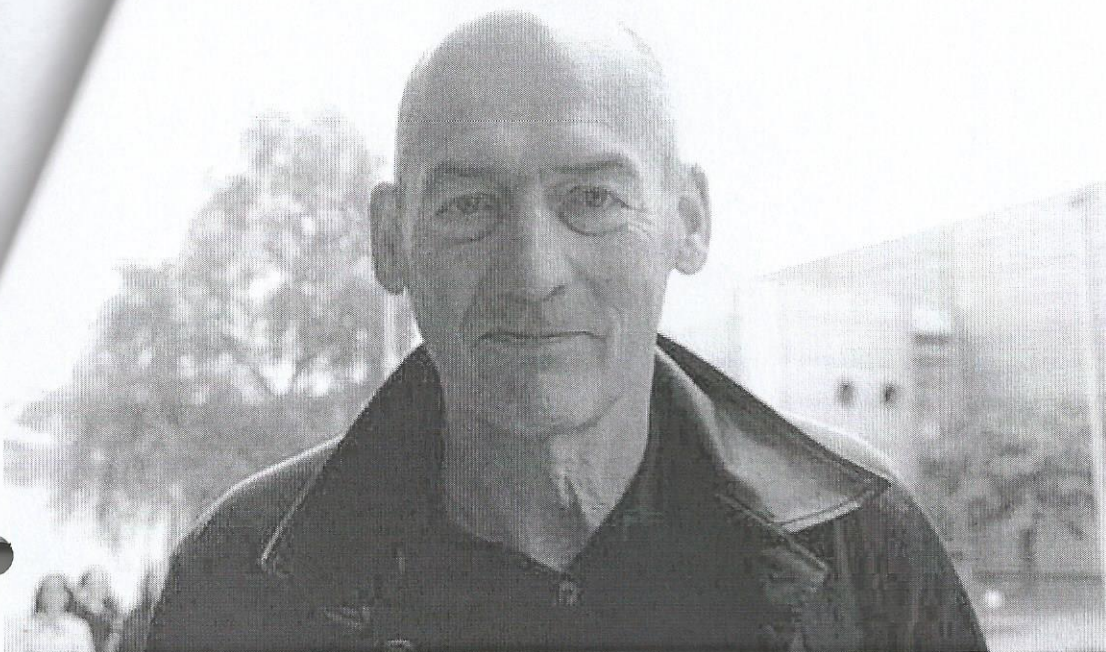


rem koolhaas introduces the exhibition 'dubai next' - video © designboom



rem koolhaas and michael schindhelm (dubai culture & arts authority) talk about  
koolhaas' 'gallery' project and the developing culture in dubai.  
video © designboom





rem koolhaas - portrait © designboom



jack persekian - portrait © designboom



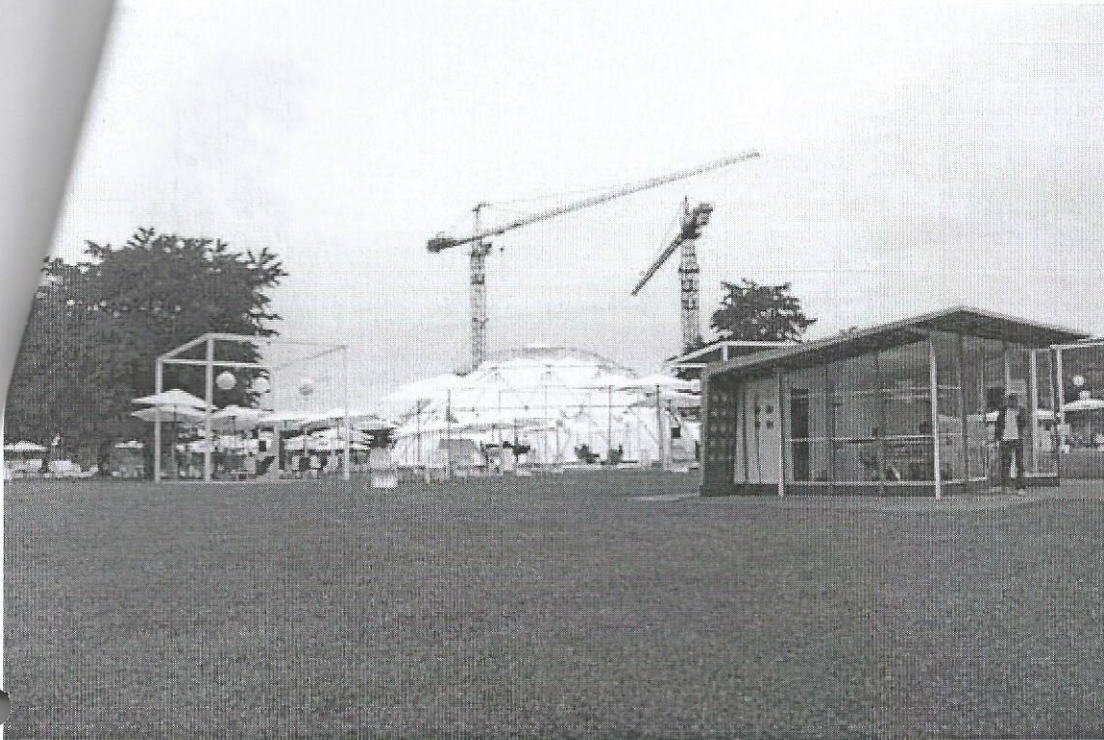


dr omar bin sulaiman (finance director of the dubai culture and arts authority) - portrait © designboom



press - image © designboom





initially the opening /press conference was to be held in the vitra design museum's garden - image © designboom

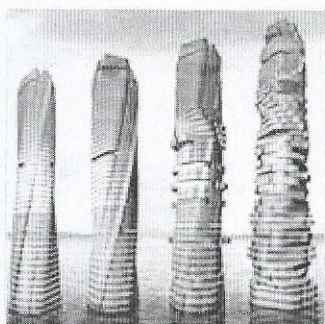


bad weather meant that parts of the set-up had to be shifted indoors at the last minute - image © designboom





more



see the [designboom article: the future in dubai](#)  
a pictorial guide of about 60 new buildings in the united arab emirates.

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