

LIGHT ART DXB IGNITES THE 24th DUBAI SHOPPING FESTIVAL

Dubai, United Arab Emirates, 3 January 2019: Making its show stopping debut at the 24th edition of the Dubai Shopping Festival (DSF), Dubai's biggest citywide shopping extravaganza created by Dubai Festivals and Retail Establishment (DFRE), an agency of Dubai Tourism, is Light Art DXB; a breathtaking installation combining the elements of movement and light that will be on display from 7 January until 13 February at the Burj Park Plaza.



Creating a dynamic environment from optimally placed giant mirrors, Light Art DXB will bathe Downtown Dubai's Burj Park Plaza in a mesmerising kaleidoscope of light. The display of six dynamic sculptures, created through rotating mirrors and supported by a strategic placement of light, will complement the Burj Park Plaza and additionally work in harmony as a reflection base for Burj Khalifa.

A bespoke artistic installation by Dubai Tourism and masterminded by Dubai based technical designer, John Jossifakis in collaboration with Frankfurt and Athens based lighting designer, George Tellos, Light Art DXB is the first in a series of new installations the city will enjoy in 2019.

For more information, please visit www.mydsf.ae or @DSFSocial and #MyDSF for the latest news, information and events.

DSF is supported by strategic partners which include Emirates Airlines, Emaar (The Dubai Mall), Majid Al Futtaim (Mall of the Emirates, City Centre Mirdif, City Centre Deira), AW Rostamani Group, Al Futtaim Group (Dubai Festival City Mall), Nakheel Malls (Ibn Battuta Mall, Dragon Mart 1, Dragon Mart 2), Dubai Duty Free, ENOC, Al Zarooni Group (Mercato), Meraas and Etisalat. The key sponsors include VISA and Jumbo.

- Ends -

About Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism)

With the ultimate vision of positioning Dubai as the world's leading tourism destination and commercial hub, Dubai Tourism's mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate. Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai's tourism sector. It markets and promotes the Emirate's commerce sector, and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Business Events, Dubai Calendar, and Dubai Festivals and Retail Establishment.

About Dubai Festivals and Retail Establishment

The Dubai Festivals and Retail Establishment (DFRE), an agency of Dubai's Department of Tourism and Commerce Marketing, is responsible for developing Dubai's retail and festival sectors and supporting the positioning of Dubai as a world-class tourism destination with year-round family entertainment, shopping and events.

For further information, please contact:

Dubai Tourism

mediarelations@dubaitourism.ae

[+971] 600 55 5559

[+971] 4 201 7631