

LIGHT ART DXB CAPTIVATES CROWDS AT DUBAI SHOPPING FESTIVAL

Dubai, United Arab Emirates, 27 January 2019: Making its debut at the 24th Dubai Shopping Festival (DSF), Light Art DXB captivated crowds at Burj Park Plaza this weekend as the installation lit up Downtown Dubai. The city's latest attraction reflected light over nearby landmarks, including the Burj Khalifa, with the six dynamic sculptures transforming under a kaleidoscope of projected light. The bespoke installation, masterminded by Dubai based technical designer John Jossifakis in collaboration with Frankfurt and Athens based lighting designer George Tellos, will be on display until 13 February and is one highlight not to be missed.



For more information and a full update on DSF activities, please visit <http://www.mydsf.ae/> or @DSFSocial and #MyDSF.



DSF is supported by strategic partners which include Emirates Airline, 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.

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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.

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