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## **TURRET MIDDLE EAST LTD ANOUNCE THE LAUNCH OF TWO MAJOR INTERNATIONAL ART AND ANTIQUES FAIRS IN THE UNITED ARAB EMIRATES**

**The Abu Dhabi International Fine Art and Antiques Fair**  
**The Abu Dhabi National Exhibition Centre**  
**Abu Dhabi, UAE**  
**21<sup>st</sup> – 24<sup>th</sup> November 2007**

**The Dubai International Fine Art and Antiques Fair**  
**Dubai International Convention and Exhibition Centre,**  
**Dubai, UAE**  
**12<sup>th</sup> – 15<sup>th</sup> December 2007**

**Fran Foster, Fair Director for Turret Middle East Limited, is pleased to announce the launch of two major international art and antiques fairs to be held in Abu Dhabi and Dubai in 2007.**

**The Abu Dhabi International Fine Art and Antiques Fair and The Dubai International Fine Art and Antiques Fair** will present a wide range of high quality art and antiques of all ages and disciplines. Both events will be open to the public and all exhibits will be for sale.

Each fair will provide space for approximately 100 exhibitors, subject to the size of individual stands, and dealers are expected from across Europe, the Middle East and Far East. Already, a number of well-known British dealers have expressed a strong interest in taking part. UK-based dealers are anticipated to account for approximately 30% of the final exhibitor numbers, although this is subject to change. Acceptance to exhibit will be at the discretion of the organisers who are inviting leading dealers across a variety of disciplines to exhibit.

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All exhibits will be subject to the scrutiny of the Fair Standards Committee, a group of experts who will ensure that quality and authenticity are paramount. The Fair Standards Committee will be headed by **Peter Wain**, the respected expert and dealer in Chinese and Oriental ceramics and works of art.

Exhibits will not be restricted by dateline and are expected to include contemporary and traditional art and sculpture as well as antiques from all disciplines including European and Asian ceramics and glass, clocks, barometers and scientific instruments; modern and antiquarian prints, posters and maps, militaria, decorative antiques, European, Asian and Oriental furniture, metalwork, Oriental carpets and rugs, jewellery, antique lighting, Oriental objects, antiquities and Asian works of art, silver and silver plate, textiles and *objets d'art*.

Both events will be augmented by major loan displays of important works of art together with a number of informative seminar talks presented by invited academics and specialist experts.

### **Designed for Business**

The organisers are keen to stress that major initiatives are in place to encourage exhibitors to take full advantage of the opportunities afforded by both fairs. Both events will benefit from very high quality stand-fitting, décor and presentation. In addition, a major marketing campaign is underway with respective public relations representatives operating in Europe and the UAE.

With a square metre rate held at US\$500 (approximately £250) for each event, the costs of participation will be equal or below those of leading London and US fairs. In addition, Fran Foster has negotiated a 10% reduction on this figure for dealers participating in both events.

Commenting on the launch, **Fran Foster** said: 'The superb exhibition facilities at Abu Dhabi and Dubai will ensure that both these events have immediate status in the region. Furthermore, both events already have the full support of their respective governments. Above all, there is no doubt that both fairs offer exhibitors major opportunities to reach a new and very wealthy international clientele'.

*For more information please contact*

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**The Abu Dhabi International Fine Art and Antiques Fair** will take place at The Abu Dhabi National Exhibition Centre from 21<sup>st</sup> – 24<sup>th</sup> November 2007. Approximately 100 specialist dealers from all over the world are expected to take part. Participation



will be by invitation only, at the discretion of the organisers and a specially appointed Standards Committee. The Fair will be presented in pale cream and white carpet to complement a newly designed white shell scheme, the whole show enhanced by soft fountains and floral décor, the entirety providing an elegant and sophisticated modern look.

The Fair will take place at the same time as the International Watch and Jewellery Show. This major prestige event is well established and attracts visitors from all over the world. A programme of joint promotions will benefit attendances to both events.

The Abu Dhabi National Exhibition Centre is located adjacent to the marina and the



commercial district, which lie fifteen minutes from Abu Dhabi International Airport. The soaring and iconic feature tower of the Centre includes a hotel; while a further array of splendid hotels is located in the city centre and near the marina. Many of the largest international exhibitions in the Gulf are already staged at ADNEC including IDEX (Defence) and ADIPEC (Petroleum).

**Abu Dhabi** stands at the crossroads of Asia, Europe and Africa and has become the commercial hub for the region, connecting East and West with more and more businesses taking advantage of its free trade environment. Currently emerging as a recognised cultural destination, the city is experiencing an international renaissance. Abu Dhabi has the highest per capita GDP in the world with billions of US\$ worth of development projects underway. An established capital city, Abu Dhabi has over 56 international embassies and missions and represents 85% of the total area of the UAE.

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**The Dubai International Fine Art and Antiques Fair** will take place at Dubai International Convention and Exhibition Centre from 12<sup>th</sup> – 15<sup>th</sup> December 2007. Participation will be by invitation only, at the discretion of the organisers and a specially appointed Standards Committee.



The Fair will take place in a 5000-square-metre pillar-free hall designed to accommodate approximately 100 dealers, dependent on the sizes of stands taken. The hall will be dressed in pale cream and white carpet to complement a newly designed white shell scheme, the whole show enhanced by soft fountains and floral décor, the entirety providing an elegant and sophisticated modern look. The Exhibition Centre is strategically located just a 10 minute drive from the airport and offers exhibitors a complete infrastructure of exhibition services plus a concourse offering banks, restaurants, coffee shops, shops and round-the-clock security.



The Fair will take place at the same time as the International Watch and Jewellery Show. This prestige event attracts over 16000 visitors and has been established for 10 years. A programme of joint promotions will benefit attendances to both events.

**DUBAI** is the fastest growing city of the modern world and the Dubai International Convention and Exhibition Centre has all that is intrinsic to a successful exhibition. Part of the World Trade Centre, the Exhibition Centre organisation benefits from more than 25 years experience and expertise in the co-ordination and management of international event. The phenomenal evolution of the city of Dubai is unprecedented. One of the seven realms that make up the United Arab Emirates, Dubai is a dynamic business and tourist destination where traditional Arabic hospitality sits comfortably amidst the most modern amenities and services. Dubai's hotel portfolio offers leading international chains of luxury hotels as well as a stunning variety of resorts and spas that range in style from Arabia citadels to the most modern beach, golf and marina properties.

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