



القمة الثقافية  
أبوظبي  
Culture Summit  
Abu Dhabi

دائرة الثقافة والسياحة  
DEPARTMENT OF CULTURE  
AND TOURISM



*Press Release*

## **HE Mohamed Khalifa Al Mubarak inaugurates Culture Summit 2021 with announcement of major study on the impact of the COVID-19 pandemic on the cultural and creative industries globally, in partnership with UNESCO**

**9 March 2021, Abu Dhabi, United Arab Emirates:** H.E. Mohamed Khalifa Al Mubarak, Chairman of the Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi) inaugurated Culture Summit 2021 with the announcement of the launch of a major new study which aims to assess the impact of the current pandemic on the cultural and creative industries globally. This study will be conducted by DCT Abu Dhabi in collaboration with UNESCO. The announcement was made alongside Audrey Azoulay, Director General of UNESCO during the opening remarks of Culture Summit 2021, which launched its first virtual edition today, exploring the theme ***The Cultural Economy and the Economy of Culture***.

Commenting on the announcement, **HE Mohamed Khalifa Al Mubarak**, Chairman of DCT Abu Dhabi said: “For any nation and society to blossom, it is imperative that art and culture are front of mind of its policy- and decision makers. The cultural and creative industries were one of the hardest hit during this pandemic. As part of our ongoing efforts to promote, support and invest in the cultural and creative industries, not just here in Abu Dhabi, but globally, we are proud to be partnering with UNESCO to launch a new global study aiming to assess the impact of COVID-19 on this sector and the social and economic consequences of these impacts on a global level.”

Commenting on the study announced, **Audrey Azoulay, Director General of UNESCO** said: “To act in response to the crisis, we first need to understand it, to measure it. This is an essential step, a first step, because in many respects, the scope of the crisis makes it difficult to quantify. That is why we decided to launch with the Department of Culture and Tourism - Abu Dhabi, a global study on the impact of the COVID-19 pandemic on the cultural economy. I am delighted to be joining HE Mohamed Khalifa Al Mubarak, the Department’s Chairman, to officially announce the study.”

Culture Summit, a three-day event, which commenced yesterday and runs until 10 March, will convene more than 100 global experts from fields such as design, heritage, media, public policy, and technology participating in a series of keynote speeches, panel discussions, conversations, case studies, artist talks, performances, film screenings. The summit’s activities are aligned with the ***International Year of Creative Economy for Sustainable Development 2021***.

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Discussions will explore the **post-COVID sector recovery and transformation**, envisioning a new system that is more resilient and adaptable to ongoing crises. It will also focus on the **International Year of Creative Economy for Sustainable Development 2021**, with the aim to showcase how the creative economy can advance the UN Sustainable Development Goals in education, economy, innovation and infrastructure, reduced inequality, and sustainable cities and communities.

Culture Summit 2021 attendance is free and open to the public.

For more information on Culture Summit Abu Dhabi, the full 2021 programme, or registration, please visit [www.culturesummitabudhabi.com](http://www.culturesummitabudhabi.com).

– ENDS –

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#### Notes to Editors:

Dedicated Summit hashtag #CultureSummitAD2021.

Follow Culture Summit on [Facebook](#), [twitter](#), [Instagram](#) and [YouTube](#).

#### About Culture Summit Abu Dhabi:

Culture Summit is a forum that convenes leaders from the fields of the arts, design, heritage, media, museums, public policy, and technology, to identify ways in which culture can transform societies and communities worldwide.

The 2021 edition will mark the fourth and first virtual edition of the Summit that will be taking place from 8 – 10 March 2021, exploring the theme of The Cultural Economy and the Economy of Culture.

Inspired by key discussions from the 2019 edition of the Summit on the financial support and sustainability in the culture sector in the face of rapid societal and economic change, Culture Summit 2021 will examine opportunities to renew the cultural and creative industries in a post-COVID19 environment and explore how the creative economy can be a positive force for societies and economies.

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Culture Summit 2021 is organised by the Department of Culture and Tourism - Abu Dhabi, in collaboration with global partner organisations including, UNESCO, The Solomon R. Guggenheim Museum and Foundation, the Economist Events, Google, United Nations Conference on Trade and Development, the Design Museum London.

A series of panels, performances, and case studies throughout the event will engage participants with ideas about the role of culture in improving our world. The 2021 edition of the Culture Summit is open for the public.

**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.

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