

## PRESS RELEASE

### The World's Largest Banksy Experience at Mall of the Emirates

- *The largest in the world, Mall of the Emirates will house "The World of Banksy"*
- *The exhibition will showcase 120 of the internationally renowned street artist's most inspirational works*
- *"The World of Banksy" will be exhibited from 5 April 2021- June 30, 2021*
- *This exhibition is a partnership between Dubai culture and Mall of the Emirates*

**Dubai, UAE, 6 April 2021:** Majid Al Futtaim, the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia, is hosting the world's largest Banksy exhibition supported by Dubai Culture & Arts Authority (Dubai Culture). "The World of Banksy" will be the largest Banksy exhibition in the world, revealing 120 recreated pieces of Banksy's most inspirational works to art connoisseurs and cultural explorers alike. All Banksy's worldwide exhibitions are unauthorised, with the artist proclaiming that he encourages anyone to 'copy and borrow' his art.

With very little being known about Banksy, the artist's recreated exhibitions are eagerly attended by art lovers across the world keen to learn more about the enigmatic yet mysterious figure. "The World of Banksy" will offer insight into the work, influences and inspiration of the artist, giving local art enthusiasts the opportunity to get up, close and personal with his work. The exhibition will showcase some of Banksy's most iconic frames and murals such as: Girl with a Balloon, the Flower Thrower, the Mobile Lovers, and many other famed works.

The exhibition will be open every day between noon and midnight at Level 2 through the Theatre accessed straight from the car park under Ski Dubai and – as there is no set time limit – visitors are free to explore and immerse themselves in "The World of Banksy". Spread out over 1,000sqm, the gallery allows visitors to follow in the great artist's footsteps through time and space as they journey through a series of rooms, each organised by the location the murals appeared in.

**Hala Badri, Director-General of Dubai Culture and Arts Authority, said:** "This immersive exhibition will further enrich the emirate's art scene and is in line with Dubai Culture's vision to strengthen Dubai's position as a global centre for culture, an incubator for creativity, and a thriving hub for talent. The World of Banksy will embody the Authority's firm belief in the importance of activities of this nature and their role in enriching the public's thinking and culture, introducing residents and citizens alike to international art. This is in line with one of our strategic objectives to make culture everywhere and for everyone, enabling society's participation in the flourishing cultural movement in the emirate. Hosting the works of one of the world's most prominent artists in the world presents an exceptional opportunity to highlight Dubai's creative and cultural sector on a global scale, coinciding with one of the sectoral priorities of our strategic roadmap to enhance the emirate's cultural footprint on the global stage."

**Fuad Sharaf, Managing Director at Majid Al Futtaim – UAE Shopping Malls** commented: "We are thrilled to partner with Dubai Culture in hosting the world's largest Banksy Exhibition at Mall of the Emirates. As a provider of a truly premium customer experience, we are committed to create unique engaging experiences for our community. Enriching culture within our communities is one of our key pillars."

Mall of the Emirates will continue to exceed recommended health and safety guidelines and have implemented an all-encompassing sanitisation and physical distancing plan to ensure that guests can enjoy a comfortable experience with added peace of mind.

With tickets available online, guests can avoid long queues and waiting lines when visiting the exhibition by pre-booking and purchasing their tickets at <https://www.malloftheemirates.com/events/worldofbanksy> or on site through the Theatre's box office.

- Ends -

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### About Majid Al Futtaim

Founded in 1992, Majid Al Futtaim is the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia.

A remarkable business success story, Majid Al Futtaim started from one man's vision to transform the face of shopping, entertainment and leisure to 'create great moments for everyone, every day'. It has since grown into one of the United Arab Emirates' most respected and successful businesses spanning 16 international markets, employing more than 44,000 people, and obtaining the highest credit rating (BBB) among privately-held corporates in the region.

Majid Al Futtaim owns and operates 27 shopping malls, 13 hotels and four mixed-use communities, with further developments underway in the region. The shopping malls portfolio includes Mall of the Emirates, Mall of Egypt, City Centre malls, My City Centre neighbourhood centres, and four community malls which are in joint venture with the Government of Sharjah. The Company is the exclusive franchisee for Carrefour in a number of markets across the Middle East, Africa and Asia, operating a portfolio of more than 300 outlets.

Majid Al Futtaim operates more than 500 VOX Cinemas screens and 37 Magic Planet family entertainment centres across the region, in addition to iconic leisure and entertainment facilities such as Ski Dubai, iFly Dubai and Ski Egypt, among others. The Company is parent to the consumer finance company 'Najm', and a Fashion and Home retail business representing international brands such as Abercrombie & Fitch, AllSaints, lululemon athletica, Crate & Barrel and Maisons du Monde. In addition, Majid Al Futtaim operates Enova, a facility and energy management company, through a joint venture operation with Veolia, a global leader in optimised environment resource management. The Company also owns the rights to The LEGO Store and American Girl in the Middle East.

[www.majidalfuttaim.com](http://www.majidalfuttaim.com)

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