

Under the Patronage of
His Excellency
Sheikh Nahayan Mabarak Al Nahyan
Minister of Culture, Youth & Community Development



Creative Innovation
by
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The theme of the 11th edition of the Abu Dhabi Festival is 'Creative Innovation'. Separately, these two terms are inspiring in themselves, but put them together and they represent a fundamental shift in the way we look at the world around us. Just like innovation, the arts push boundaries. History teaches us that innovation rarely happens in places where the tools of culture – music, theatre, literature, art – are unavailable. Society needs both not only to survive, but to thrive.

Abu Dhabi's progress in innovation is not dependent only on the Abu Dhabi Festival, but also Saadiyat Cultural District, the Abu Dhabi Science Festival, Masdar, Ychsat, and many others. Abu Dhabi's success is the sum of all these parts. Thanks to the leadership of the nation, today we stand at the forefront of the global innovation race. We are building a greater future by transforming our education system to embrace the intellectual challenges of tomorrow. We are fostering a spirit of artistic creation that equals the richness of our heritage. And we are changing society's consumption of technology into the conception of new industries. Yet the challenge we face is in uniting these fields; to establish a living ecosystem

where each part – arts, science, technology, industry – feeds the other and flourishes as one.

The Abu Dhabi Festival has always demonstrated creative innovation. Every year, we share core ideas with our audience, who in turn become part of the experience, are inspired, and add something of their own. This is the spirit of the Abu Dhabi Festival. In 2014, we will go beyond the obvious. We will ask - How do the arts inspire innovation in other fields? What models can nurture creative innovation in society? We shall explore all these notions and the benefits they bring. We shall understand what lies behind the genius of mankind: a thirst for knowledge that crosses borders and boundaries.

Sheikh Zayed once said 'Future generations will be living in a world that is very different from that to which we are accustomed. It is essential that we prepare ourselves and our children for that new world.' Throughout this edition, let us instill in them an appetite for creative innovation and a determination to seize the wealth of opportunities that lay before them.

Welcome to the Abu Dhabi Festival 2014! Welcome to the Incubator of Ideas!

