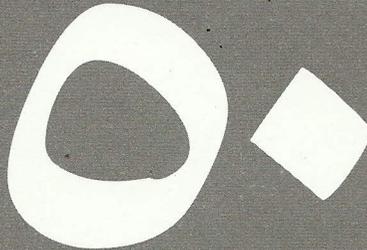


# BROWNBOOK

AN URBAN GUIDE TO THE MIDDLE EAST

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## URBAN 50

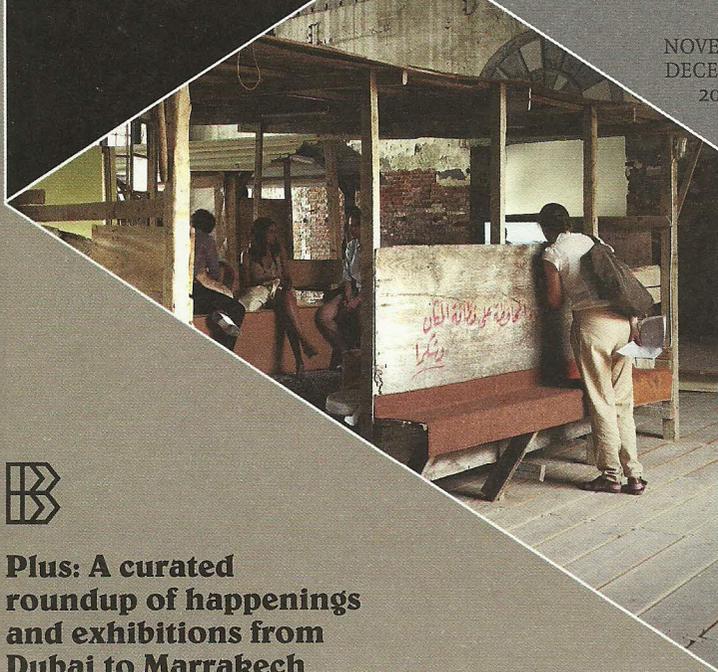
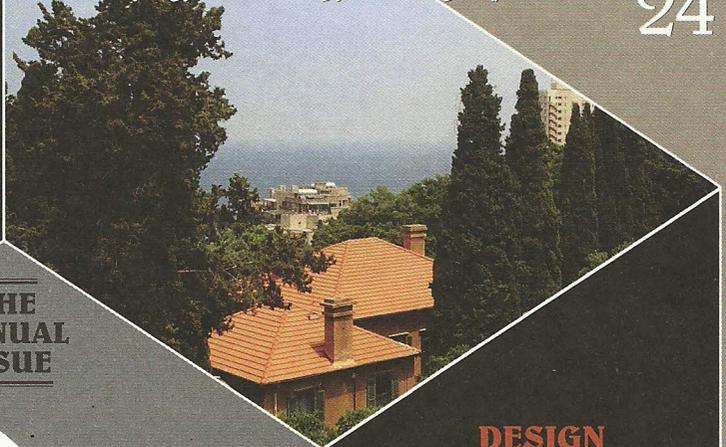
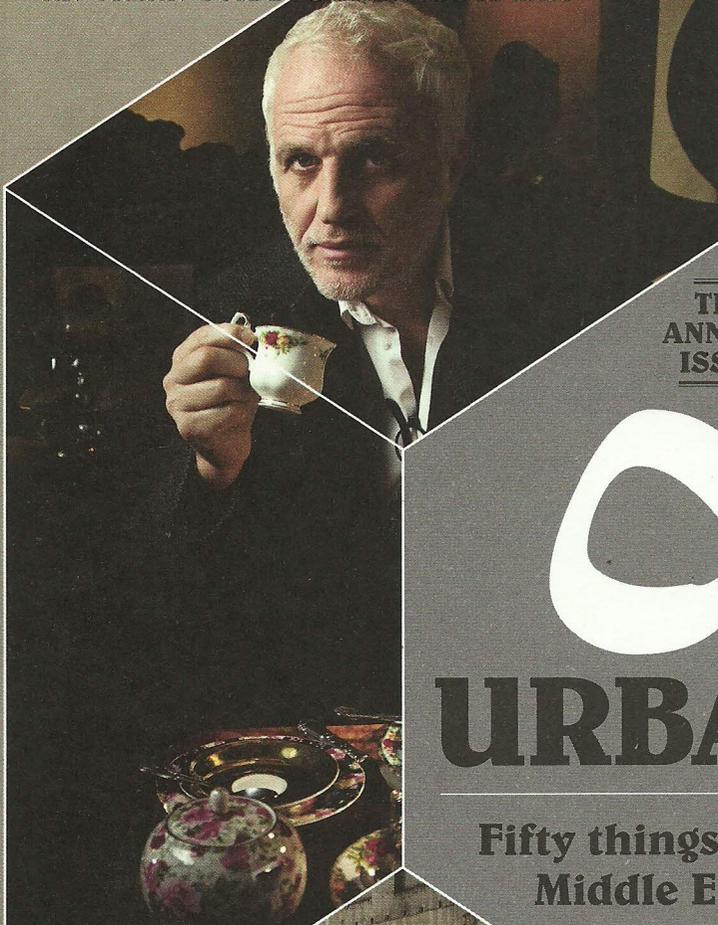
Fifty things making the  
Middle East better

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**DESIGN**  
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**LIFESTYLE**  
Brewing up  
Yemen's black stuff

**TRAVEL**  
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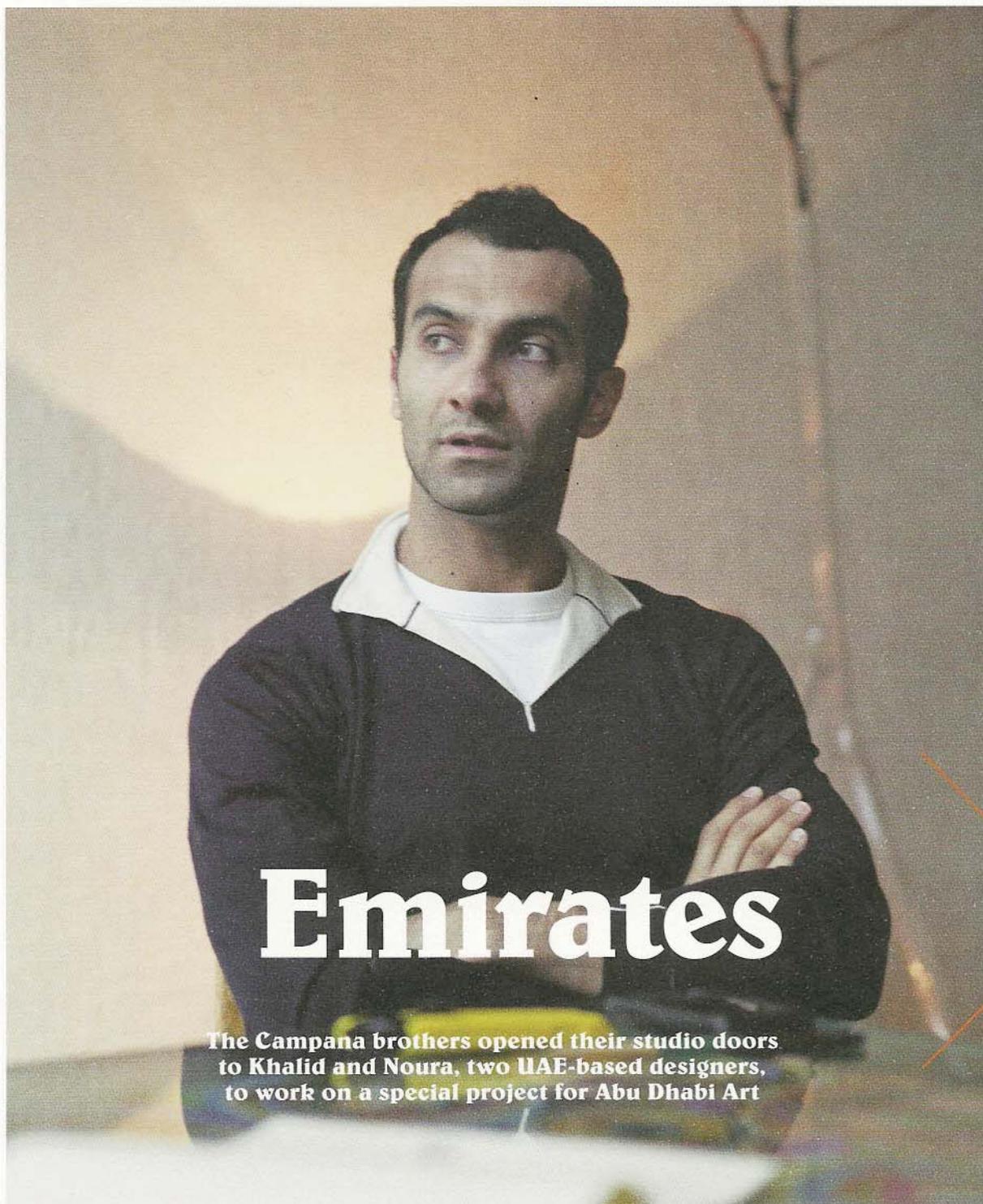
ABU DHABI ART

# BROWNBOOK

SPECIAL REPORT

Five people to look out for in Abu Dhabi Art × The programme and schedule × Abu Dhabi and its art scene





# Emirates

The Campana brothers opened their studio doors to Khalid and Noura, two UAE-based designers, to work on a special project for Abu Dhabi Art



# Brazil

From restoring an Indonesian Batik painting workshop destroyed in an earthquake, to a celebration of contemporary Argentinean art and refurbishing the library of Malta's National Museum of Fine Arts, HSBC's Cultural Exchange programme has been helping the world share creative ideas and experiences. From music, fine food and language to literature and street art, Cultural Exchange has provided support for people from 25 countries to collaborate since it was launched in 2008.

Just last month, the programme sent two emerging Emirati designers across the world to Brazil to work with the renowned Campana Brothers, famed for their vibrant furniture created from waste products and the first Brazilians to exhibit at Museum of Modern Art in New York.

In early October, Noura Al Mehairi and Khalid Shafar spent a week with the design duo of Fernando and Humberto in their hometown of Sao Paulo, learning about their creative processes and immersing themselves in the brothers' inspirational surroundings.

'It was an amazing experience,' says Khalid, a 29-year old furniture designer whose work has also taken him to study in New Zealand. 'I learned a lot, both personally and professionally. I learned that as a designer, I have to respect and study all design styles and eras, even if it was not my forte or of my taste. I learned how inspiration can be drawn from waste and discarded material, and not just beautiful finished objects.'

During their time in Sao Paulo, Khalid and Noura attended a series of workshops provided by the Campana Brother's own legendary design studio, Estudio Campana, working with the brothers on an original art installation that will be exhibited at HSBC's Cultural Exchange space at this year's Abu Dhabi Art.

'From a technical perspective, the Campana Brothers taught us what they do best – how

to make amazing pieces of art out of simple, everyday materials,' explains 28-year-old Noura, an artist and interior designer. 'We learned how to view materials differently, how to recycle them and use them in cutting-edge design.'

The experience with the Campana Brothers, celebrated for their iconic and infamous Vermelha chair first conceived in 1993, is something both young designers believe will have an influence of their future careers.

'The learning and outcome of the Cultural Exchange workshop will clearly be reflected in my personal and professional life,' says Khalid, adding that his time in Brazil 'will always be a cornerstone in my development as it has motivated, inspired and pushed me forward to continue down the design path I chose for my future. When you work with great people, it is vital to use this experience as a basis to enhance your career and develop your own unique style and not just as a line in your portfolio.'

'I can see plenty of potential for incorporating the Campana Brother's design philosophy into my art in future,' says Noura. 'Being part of the programme has helped me develop new ideas and a new artistic direction.'

Noura adds that she is also encouraged by the opportunities offered to her back in her home.

'The Abu Dhabi government offers great support for concepts based on sustainability, and I am looking forward to giving the process my own idiosyncratic artistic twist.'

And while the week-long programme was intended to inspire and influence Khalid and Noura with the Campana Brothers' 27-years of experience, both Emiratis believe the brothers came away from the Cultural Exchange having learned something themselves.

'Apart from a visit a couple of years ago, the Campana Brothers have had very little interaction with Emirati lifestyle,' explains Khalid. 'While we were working closely together, we were able to convey a clear image





of the Emirati culture and art scene, including an overview of emerging designers and the reigning style sensibilities. We also reflected the dedication and creativity of Emirati designers

**We talked to them at great length about our country. They were quite keen for us to show them our lifestyle**

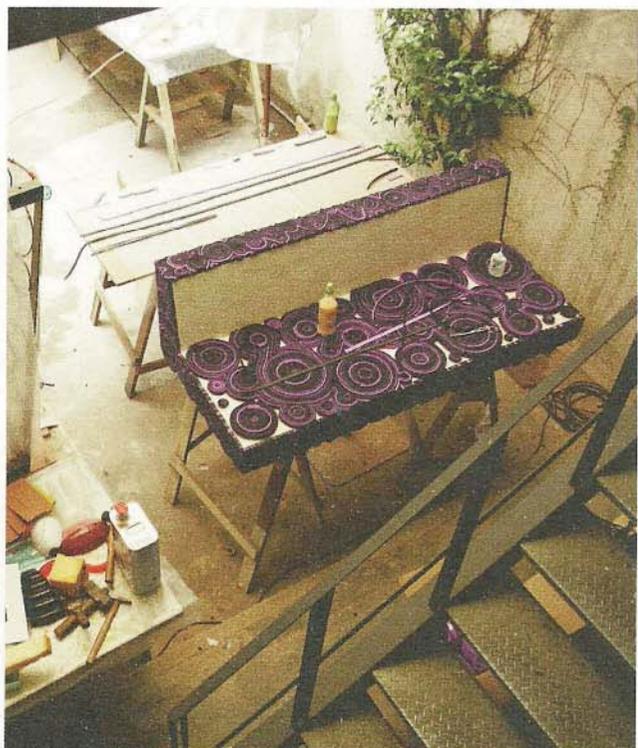
through the designs we came up with for the installation.'

Noura echoes Khalid's view about the Campana's interest in the UAE and how they were to impart their own knowledge to these two titans of the international design scene. 'They were curious about the way of life in the UAE and we talked to them at great length about our country. They were quite keen for us to show them our lifestyle.'

The knowledge picked up by Fernando and Humberto will no doubt come in useful, as HSBC is bringing the two over as part of the Cultural Exchange programme for their UAE debut at Abu Dhabi Art this year. On exhibition will be the installation that was the result of the Campana's collaboration with both Khalid and Noura, plus perhaps a few pieces of the brothers' own eclectic and lively catalogue of designs.

Be sure to visit their space during the event to meet the Campanas, and see for the first time the creative explosion that occurs when acclaimed Brazilian designers team up with emerging Emirati talent.

For more information on HSBC's Cultural Exchange programme visit [hsbcculturalexchange.com](http://hsbcculturalexchange.com), which is regularly updated with news of its upcoming international collaborations and workshops.





## Simon Cooper

DEPUTY CHAIRMAN & CEO  
MIDDLE EAST & NORTH AFRICA  
HSBC BANK MIDDLE EAST LIMITED



### What connects HSBC and Abu Dhabi Art?

HSBC has been a principal sponsor of Abu Dhabi Art since its inception in 2009. This year, we are pleased to renew this sponsorship and continue to be a committed supporter of the event. HSBC's sponsorship of Abu Dhabi Art embodies the company's broader Cultural Exchange programme, an initiative that aims to encourage and promote the understanding of different cultures around the world.

HSBC is the largest and longest-established international bank in the Middle East, and Abu Dhabi is a key business centre in the region for us.

### How does the relationship benefit both HSBC and Abu Dhabi Art?

Abu Dhabi Art provides us with an opportunity to re-affirm our commitment to Abu Dhabi and the UAE, where we have been doing business with our valued local and international customers for over 60 years.

We are extremely proud to be a sponsor of Abu Dhabi Art. The UAE is fast becoming an international cultural and artistic hub, and we are delighted to be part of such a dynamic initiative. We aim to bring Abu Dhabi Art to the attention

of our customers in Abu Dhabi, the UAE, the region and the world.

### What is your personal relationship with the arts?

I have spent much of my working life in different parts of the world and have been fortunate to be able to acquire pieces of art from these different places. I believe that the UAE has a thriving art scene, and I am looking forward to seeing works from talented local artists at Abu Dhabi Art this year.

### What are you looking forward to at this year's show?

This year, the focus of HSBC's Cultural Exchange programme is Brazil, one of the most vibrant and culturally rich countries in the world. As part of our Cultural Exchange programme, HSBC is bringing the international design duo – the Campana Brothers to the UAE, and they will form a key part of HSBC's sponsorship of Abu Dhabi Art. The Campana Brothers recently invited two Emirati designers, Noura Al Mehairi and Khalid Shafar, to Brazil to take part in a week long workshop in Sao Paulo. The trip has inspired a unique installation which has been developed by the Emirati designers, and will be showcased within the Design Studio at the event. I look forward to see the end result, and the works of the burgeoning Emirati art and design scene.



