**Press Release**

**Louvre Abu Dhabi Announces Accenture as Official Digital Partner to Reimagine the Visitor Experience**

*New partnership will support the museum’s ambitious digital transformation already underway*

**ABU DHABI; 9 December 2020 –** Louvre Abu Dhabi has signed a one-year agreement with Accenture to help deliver its ambitious digital programme. The global professional services company with leading capabilities across more than 40 industries, including major international museums, will support Louvre Abu Dhabi in the transformation and integration of the museum’s digital ecosystem. This includes the development and implementation of an Extended Reality (XR) strategy, the enhancement of the museum’s immersive experience in the galleries, and improved digital access to the museum’s collection.

**Manuel Rabaté, Director of Louvre Abu Dhabi,** said: “Just having celebrated our third anniversary, it’s an ideal time to announce Accenture as our official digital partner. 2020 has been a challenging year for all of us, it has pushed us to accelerate our digital transformation, in order to engage more of our audiences remotely during the pandemic. We have launched creative projects sharing our stories of cultural connections both here in the UAE and with audiences around the world. We look forward to continuing this trajectory into 2021 with the valued expertise of our new partner.”

**Alexis Lecanuet, Accenture’s Regional Managing Director in the Middle East**, said: “We are thrilled to work closely with Louvre Abu Dhabi and help realise their digital ambitions in reimagining the visitor experience. Accenture will help transform and integrate the museum’s digital ecosystem by developing a more immersive experience, improved digital access, and an XR strategy designed around the instinct that lives at the intersection of purpose and innovation. Accenture has had a long-standing relationship with the Musee du Louvre since 2001, providing expertise and resources in critical areas, including strategy development, project management, technological innovations, and experience design.”

Immersive digital programmes launched by Louvre Abu Dhabi this year include the museum’s first short film [*The Pulse of Time*](https://www.louvreabudhabi.ae/en/Whats-Online/the-pulse-of-time)*,* a 40-minute audio-visual journey bringing stories of humanity to life through artworks from the museum galleries, narrated in three languages by international talents Saoud Al Kaabi (Arabic), Charles Dance (English), and Irène Jacob (French); [*WE ARE NOT ALONE*](https://www.louvreabudhabi.ae/en/Whats-Online/we-are-not-alone), an audio visual podcast by Soundwalk Collective; Anghami’s curated [playlists](https://www.louvreabudhabi.ae/en/Whats-Online/Playlists) of soundtracks inspired by the museum’s collection; virtual [exhibition tours](https://www.louvreabudhabi.ae/en/art/current-exhibitions); highlights from the museum’s [online collection](https://www.louvreabudhabi.ae/en/Explore/highlights-of-the-collection); as well as [online activities](https://www.louvreabudhabi.ae/en/Whats-Online/Children-and-Families) for families and children available on Louvre Abu Dhabi’s website and mobile application.

Louvre Abu Dhabi is open Tuesday – Sunday from 10 am – 6:30 pm; closed on Mondays. Pre-purchased tickets are required to visit the museum. E-tickets can be reserved via the museum’s [website](https://www.louvreabudhabi.ae/en/buy-ticket).

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**Notes to editors**

Follow Louvre Abu Dhabi on social media: Facebook ([Louvre Abu Dhabi](https://www.facebook.com/LouvreAbuDhabi)), Twitter ([@LouvreAbuDhabi](https://twitter.com/LouvreAbuDhabi)) and Instagram ([@LouvreAbuDhabi](http://instagram.com/LouvreAbuDhabi)) #LouvreAbuDhabi

**Ongoing offers and promotions**

The Department of Culture and Tourism is honouring the bravery and dedication of the country’s frontline heroes by granting them, and up to three guests, free access to Louvre Abu Dhabi and Qasr Al Hosn starting 21 October for a period of six months. Complimentary tickets should be booked online.

Louvre Abu Dhabi welcomes all UAE Taxi Drivers to enjoy free entry to the museum along with three complimentary tickets for friends and family. This offer is valid until 31 December 2020.

Further information and terms and conditions on all offers and promotions can be found on the museum’s website: [www.louvreabudhabi.ae](http://www.louvreabudhabi.ae).

**ABOUT LOUVRE ABU DHABI**

Created by an exceptional agreement between the governments of Abu Dhabi and France, Louvre Abu Dhabi was designed by Jean Nouvel and opened on Saadiyat Island in November 2017. The museum is inspired by traditional Islamic architecture and its monumental dome creates a rain of light effect and a unique social space that brings people together.

Louvre Abu Dhabi celebrates the universal creativity of mankind and invites audiences to see humanity in a new light. Through its innovative curatorial approach, the museum focuses on building understanding across cultures: through stories of human creativity that transcend civilisations, geographies and times.

The museum’s growing collection is unparalleled in the region and spans thousands of years of human history, including prehistoric tools, artefacts, religious texts, iconic paintings and contemporary artworks. The permanent collection is supplemented by rotating loans from 13 French partner institutions, regional and international museums.

Louvre Abu Dhabi is a testing ground for new ideas in a globalised world and champions new generations of cultural leaders. Its international exhibitions, programming and Children’s Museum are inclusive platforms that connect communities and offer enjoyment for all.

****ABOUT ACCENTURE****   
Accenture is a global professional services company with leading capabilities in digital, cloud and security. Combining unmatched experience and specialized skills across more than 40 industries, we offer Strategy and Consulting, Interactive, Technology and Operations services—all powered by the world’s largest network of Advanced Technology and Intelligent Operations centers. Our 506,000 people deliver on the promise of technology and human ingenuity every day, serving clients in more than 120 countries. We embrace the power of change to create value and shared success for our clients, people, shareholders, partners and communities. Visit us at [www.accenture.com](http://www.accenture.com/).

**ABOUT MUSÉE DU LOUVRE**

The Louvre in Paris opened in 1793, during the French Revolution, and from the very beginning was intended to provide inspiration for contemporary art. Courbet, Picasso, Dalí and so many others came to its hallowed halls to admire the old masters, copy them, immerse themselves in masterpieces and improve and fuel their own art. As an ancient royal residence, the Louvre is inextricably linked to eight centuries of French history. As a universal museum, its collections, among the best in the world, span many millennia and miles, from the Americas to Asia. Over 38,000 artworks are grouped into eight curatorial departments, including universally admired works such as the Mona Lisa, the Winged Victory of Samothrace and the Venus de Milo. With 9.6 million guests in 2019, the Louvre is the most visited museum in the world.

**ABOUT SAADIYAT CULTURAL DISTRICT**

Saadiyat Cultural District on Saadiyat Island, Abu Dhabi, is devoted to culture and the arts. An ambitious cultural undertaking for the 21st century, it will be a nucleus for global culture, attracting local, regional and international guests with unique exhibitions, permanent collections, productions and performances. Its ground-breaking buildings will form a historical statement of the finest 21st century architecture; Zayed National Museum, Louvre Abu Dhabi and Guggenheim Abu Dhabi. These museums will complement and collaborate with local and regional arts and cultural institutions including universities and research centres.

**ABOUT THE DEPARTMENT OF CULTURE AND TOURISM – ABU DHABI**

The Department of Culture and Tourism conserves and promotes the heritage and culture of Abu Dhabi emirate and leverages them in the development of a world-class, sustainable destination of distinction, which enriches the lives of visitors and residents alike. The organisation manages the emirate’s tourism sector and markets the destination internationally through a wide range of activities aimed at attracting visitors and investment. Its policies, plans and programmes relate to the preservation of heritage and culture, including protecting archaeological and historical sites and to developing museums, including Zayed National Museum, Guggenheim Abu Dhabi, and Louvre Abu Dhabi. The Department supports intellectual and artistic activities and cultural events to nurture a rich cultural environment and honour the emirate’s heritage. A key role is to create synergy in the destination’s development through close co-ordination with its wide-ranging stakeholder base.