



Interactive digital display
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Interactive Adventure Exploring the History of Clothing in Art Opens at The Children’s Museum at Louvre Abu Dhabi

Opening 9 July, ‘A Costume Adventure’ combines multimedia technology with active experiences in an immersive game for children and parents

Abu Dhabi, United Arab Emirates – 09 July 2019

Today, Louvre Abu Dhabi’s Children’s Museum launches *A Costume Adventure*, an interactive adventure game inspired by the clothing portrayed in artworks from the museum’s permanent galleries. The adventure includes multiple stages, each presenting a unique challenge for children aged 4 - 10 to complete through interactive digital displays.

Open from 9 July 2019 through 31 May 2020, the interactive adventure combines education and entertainment, encouraging children and families to discover Louvre Abu Dhabi’s collection through immersive multimedia, sensory and physical experiences.

His Excellency Mohamed Khalifa Al Mubarak, Chairman of the Department of Culture and Tourism – Abu Dhabi, said: “Recognising the importance of education in building a generation of future leaders for the UAE, we take immense pride in our ever-expanding cultural education initiatives. Louvre Abu Dhabi’s Children’s Museum is a prime example of our efforts to engage and inspire young minds through fostering creativity, critical thinking and a deeper understanding of the world around them.”

Manuel Rabaté, Director of Louvre Abu Dhabi, said: “The Children’s Museum at Louvre Abu Dhabi is evolving into an important centre for arts education in the region. It offers a platform for us to experiment with new ideas about what museums can offer to families and children, inspiring their natural curiosity and making use of new technologies to offer curation that engages with young people on their own terms. A



Toddler Space

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A kid in a warrior costume at the Costume Gallery

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Costume Adventure is our most innovative programme to date, combining digital channels with gamified, object-based learning to create a truly exciting and unique experience.”

Catherine Monlouis-Félicité, Education and Cultural Engagement Director at Louvre Abu Dhabi, added: “As the school gates close for the summer, Louvre Abu Dhabi’s Children’s Museum offers a safe environment for continued learning and fun. Our programming is designed to offer workshops, events and exhibitions for families and children of all ages. Our latest programme, *A Costume Adventure*, combines positive play and the power of imagination. Through a series of immersive activities, we encourage young visitors to explore how clothing is represented in some exceptional artworks and understand how other people lived throughout time, all through a fun and active indoor experience.”

Throughout history, artists have carefully chosen the clothing and accessories depicted in their work. Whether it’s Jean-Auguste-Dominique Ingres’ hallmark cravats wrapped up to the chin or the identifiable kimonos of Utagawa Hiroshige, patterns, colours, fabrics and textures subtly convey hints to the viewer about the time, class and political context of the works and the figures portrayed.

A Costume Adventure invites children to examine the sartorial choices of figures represented in Louvre Abu Dhabi’s permanent galleries and think about what they could mean, through six integrated stages designed to inspire, stimulate imagination and curiosity, and spark a love of learning and critical observation.

Visitors begin by creating a personal avatar that will undergo the entire journey through interactive multimedia displays. With a wristband that records the points collected, children face a series of encounters with prominent figures represented in the artwork. Each stage presents visitors with a special mission to retrieve an item of clothing or accessory through various challenges, from drop and drag to spot the difference.

Children continue the adventure in the first floor of the Children’s Museum where they find replicas of the costumes they have discovered in the artworks to experience the inner workings of the artists’ choices, while making some of their own.

For children aged 3 years and younger, the Children’s Museum offers a specialised Toddlers’ Space, with simplified construction games using figurines, materials and rag dolls. Finally, a quiet reading area, overlooking the central promenades under the museum’s dome, holds more than 600 books, including picture books, colouring books and more, to keep kids engaged.



Reading Area

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As part of the regular programming, the museum offers a range of activities allowing visitors to explore its collections, exhibitions and architecture in new ways. These include guided tours, workshops, master classes, conferences and talks, film screenings, family weekends and kayaking tours.

Entrance to the Children’s Museum is free with the museum’s admission ticket (AED 63). Museum’s admission is free for children under the age of 13.

For more information on *A Costume Adventure* or ticket bookings, please visit www.louvreabudhabi.ae or call Louvre Abu Dhabi at +971 600 56 55 66.



NOTES TO EDITORS

VISITOR INFORMATION

Louvre Abu Dhabi hours are:

- Saturday, Sunday, Tuesday, and Wednesday: 10 am–8 pm
- Thursday and Friday: 10 am–10 pm
- The museum is closed on Mondays

Last entries and ticket purchases end 30 minutes prior to closing. Special visitor hours will be in effect during some holidays and Ramadan.

General admission tickets 63 AED (including VAT).

Reduced access tickets are 31.5 AED (including VAT) for visitors aged 13-22, UAE education professionals, and members of the military.

Admission is free for members of the museum's loyalty programme, children under the age of 13, ICOM or ICOMOS members, journalists and visitors with special needs and their companions.

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.

In 2019—the declared Year of Tolerance in the United Arab Emirates—Louvre Abu Dhabi will continue to be a hub for all cultures and a symbol of openness, hope, tolerance and inclusivity in the Arab world.

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 10.2 million guests in 2018, the Louvre is the most visited museum in the world.



ABOUT AGENCE FRANCE-MUSÉUMS

Created in 2007 following the intergovernmental agreement between Abu Dhabi and France, Agence France-Muséums has been for 10 years a key link between France and the UAE in the accomplishment of the Louvre Abu Dhabi.

By gathering for the first time the collections and the expertise of the French cultural institutions involved, AFM has provided since its creation assistance and expertise to the authorities of the United Arab Emirates in the following areas: definition of the scientific and cultural programme, assistance in project management for architecture including museography, signage and multimedia projects, coordination of the loans from French collections and organization of temporary exhibitions, guidance with the creation of a permanent collection, and support with the museum's policy on visitors.

AFM now continues its missions for Louvre Abu Dhabi after its opening with the training of the museum's professionals, the coordination of loans from French museums for 10 years and the organisation of temporary exhibitions for 15 years.

Agence France-Muséums brings together the Louvre Abu Dhabi partner institutions: Musée du Louvre, Centre

Pompidou, Musées d'Orsay et de l'Orangerie, Bibliothèque nationale de France, Musée du quai Branly-Jacques Chirac, Réunion des Musées Nationaux et du Grand Palais (RMN-GP), Château de Versailles, Musée national des arts asiatiques-Guimet, Musée de Cluny – Musée national du Moyen-Âge, École du Louvre, Musée Rodin, Domaine National de Chambord, Musée des Arts Décoratifs (MAD), Cité de la Céramique – Sèvres & Limoges, Musée d'Archéologie nationale – Saint-Germain en Laye, Château de Fontainebleau, and OPPIC (Opérateur du patrimoine et des projets immobiliers de la culture).

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 groundbreaking 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 – Abu Dhabi 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 that enriches the lives of visitors and residents alike. The Department 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 the Louvre Abu Dhabi, the Zayed National Museum and the Guggenheim Abu Dhabi. The Department of Culture and Tourism supports intellectual and artistic activities and cultural events to nurture a rich cultural environment and honour the emirate's heritage. A key role played by the Department is to create synergy in the destination's development through close co-ordination with its wide-ranging stakeholder base.