

ALI AL JABRI NAMED FESTIVAL DIRECTOR AT ABU DHABI FILM FESTIVAL

ABU DHABI, UAE, 07 August 2012: The Abu Dhabi Film Festival today announced that Ali Al Jabri is to become its Festival Director. Al Jabri has been with the Festival for 5 years and was previously the Director of the Emirates Film Competition – a key element of the Festival’s programme. Al Jabri worked closely with Peter Scarlet, who has led the Festival for the past three years when managed by ADACH.

Speaking on Al Jabri’s appointment, Noura Al Kaabi, CEO of twofour54, said, “Today is a very important milestone in the event’s history. Ali has been instrumental in developing the Emirates Film Competition and we are sure he will bring the same level of passion and enthusiasm to his new role.”

“I am both proud and excited about the new role,” commented Ali Al Jabri, Festival Director, Abu Dhabi Film Festival. “This shows the tremendous opportunities that are now opening up in the media industry for UAE Nationals and I hope that I can encourage a new generation to want to be a part of such an exciting industry as we position Abu Dhabi as a creative hub for film production in the region.”

Since the decision was taken in March this year to transfer the Film Festival from the former Abu Dhabi Authority for Culture and Heritage (ADACH) to twofour54, the two entities have been working to integrate and transition the Festival into its new home. The first stage of the integration saw the Festival team move office location to twofour54's Khalifa Park campus where they have become part of the growing media industry community there.

The move to twofour54 is a positive for both organisations as they work to showcase regional and international cinema, support the development of emerging Arab cinema, Arabic media and entertainment content to establish Abu Dhabi as an international centre of excellence. It follows the integration of the Abu Dhabi Film Commission under twofour54 in 2011.

-ENDS-

For further media information please contact:

Paul Venn
Executive Director – Communications, twofour54
E-mail: paul.venn@twofour54.com
Mob: +971 50 6594375