



Abu Dhabi Art Announces HSBC as a Global Partner

Abu Dhabi, UAE, 22 November 2024: Abu Dhabi Art has announced HSBC Bank Middle East in the UAE as a global partner for its 16th Edition.

This partnership will see HSBC support and contribute to various elements of the Abu Dhabi Art Programme, including exhibitions such as Abu Dhabi Art's Beyond Emerging Artists, Gateway this year titled *Otra Orilla* (Another Shore), Artist Commissions in Cultural Sites and all international exhibitions in 2025.

Commenting on the announcement, **Dyala Nusseibeh, Director of Abu Dhabi Art**, said, "We are delighted to welcome HSBC as our global partner. This collaboration strengthens our efforts to advance our exhibition programmes and to add value for participating galleries at Abu Dhabi Art. We aim to springboard off the partnership to amplify our international programmes whilst attracting new collectors to the fair through this dynamic collaboration. We are particularly thrilled that they have chosen to show works from their international art collection at the fair, reflecting their long-standing commitment to supporting the arts."

Mohamed Al Marzooqi, Chief Executive Officer, UAE, HSBC Bank Middle East, said: "From our earliest beginnings as the first bank in the UAE in 1946, to becoming the country's leading international bank, we have been a key part of the social fabric. At HSBC, we understand the role we play in fostering economic development, and also in building cultural bridges. By partnering with Abu Dhabi Art, we reaffirm our commitment to supporting the communities we serve, fostering creativity, and contributing to the rich cultural landscape of the capital. This partnership reflects our responsibility to invest in initiatives that create lasting, positive impact for both local communities and the global audience."

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About Abu Dhabi Art

Abu Dhabi Art expands beyond the notion of a traditional art fair, in placing strong emphasis on a diverse public engagement programme, including art installations and exhibitions, talks and events that take place in different locations throughout the year. The culmination of this year-long programme is the Abu Dhabi Art event in November, which provides an important sales platform for participating galleries whilst also offering these galleries an opportunity to showcase ambitious installations and site-specific works by their artists to a wide audience.

For more information on Abu Dhabi Art 2024, visit abudhabiart.ae and follow Abu Dhabi Art on social media: [Facebook](#), [X](#) and [Instagram](#).