Rosalyn Charles

From:

Karen Elizabeth Hart [director.adah@live.com]

Sent:

Wednesday, December 10, 2014 7:12 AM

To:

FORA Board

Attachments:

Company Profile.abridged.pdf

Importance:

High

Ladies and Gentlemen:

I write on behalf of Mr. Ahmed Saleh Al Yafei, founder and owner of Art Hub Plastic Arts Establishment, located in Abu Dhabi, United Arab Emirates (UAE) and known simply as Art Hub.

As an introduction, a portion of Art Hub's company profile is attached for your reference.

Having learned of the Fort Ord National Monument, we sought information from the US Embassy here in the UAE and were referred to the FORA and other associated websites.

Mr. Ahmed will be in California 19-29 December and would appreciate the opportunity to meet, learn more about the opportunities that the Reuse Plan offer and how a successful artist community and residency program may qualify for inclusion.

Best wishes,

Karen Elizabeth Hart

Director



+971 55 686 5046 +971 50 738 2544

NEW TIMINGS

Saturday-Wednesday 9:00am-7:00pm Thursday 9:00am-2:00pm Fridays and Holidays CLOSED





COMPANY PROFILE

Art Hub Plastic Arts Establishment

Established 2009



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Art Hub's Achievements Celebrating the Numbers

October 2012 - November 2014

1

Complex of 2,500 square meters

180

The Number of
Established Artists
who have
Participated in
Art Hub Residency
Programs

in less than 2 years

22

Cooperative Associations

Foreign Embassies

Australia

Belarus

Belgium

Canada

France

Hungary

India

Ireland

Italy

Japan

Korea

Mexico USA

ADMAF
Harley Davidson
Social Hub
UNESCO
Real Dream Media
Ministry of Culture, Youth &
Community Development

Charitable

Future Centre Operation Smile Real Dream Media Labor Day Program

50

Nationalities of the Artists in Residency

Australia

Bangladesh

Bahrain

Belgium

Belarus

Bosnia

Bulgaria Canada

Croatia

Dominican Republic

Egypt

Estonia

Finland

France

Germany

Hungary

India

Iraq

Ireland

Italy

Japan

Jordan

Korea

Kuwait Latvia

Lebanon

Lithuania

Macedonia

Mexico

Morocco

New Zealand

Nigeria

Oman Pakistan

Philippines

Russia

Qatar

Saudi Arabia

Serbia

Spain

Sweden

Syria

Switzerland

United Arab Emirates United Kingdom United States 3

Community Programs

Baniyas Mall Dalma Mall

Marina Mall

Nearly 2000

Works of Art Created at Art Hub

9

Academic Associations

Abu Dhabi University

Brighton College

The British School
Al Khubairat

Abu Dhabi Education Council

GEMS Education

Higher Colleges of Technology

New York

Institute of Technology

New York University

Zayed University

+

Internship Programs

8

Hotels

Aloft at ADNEC
Dusit Thani Abu Dhabi
Hyatt Capital Gate
Le Royal Méridien

Jannah Hotels & Resorts

INTRODUCTION

Art Hub Plastics Arts Establishment, a private company located in Musaffah, Abu Dhabi UAE; known simply as Art Hub, is a Middle East-based artist community promoting cross-cultural exchange and artistic innovation. Art Hub is the first artist community to be established in the United Arab Emirates. Focused on emerging and established visual artists from across the world, Abu Dhabi Art Hub serves as a platform for interaction between national, regional and international artists.



The company was founded in 2009 and construction of the purpose built compound was completed in October 2012. The first residency program was initiated in the same month with participants from Hungary, the Kingdom of Saudi Arabia and the United States of America. On 5 November of the same year, Art Hub celebrated its grand opening.

The first exhibition opening at Art Hub Liwa, located at the edge of the Empty Quarter in the Western Region of Abu Dhabi, took place on 8 March 2014. An introduction appears on Page 7.

Art Hub is a member of the Alliance of Artists Communities, an international association of artists' communities and residencies with thousands of programs worldwide that support artists of any discipline in the development of new creative work. Art Hub is also a member of Res Artis, an association of over 400 centers and organizations in more than 70 countries, whose members are dedicated to offering all creative people unique locations and cultural experiences.









The Art Hub Compound

- A 2500 square meter, purpose-built structure housing:
 - Spacious and private, fully furnished accommodation for nine (9) artists in residence. Each selfcatering apartment includes a large, partitioned work area providing ample space to create.
 - Additional areas conducive to creativity include:
 - Artist Studios.
 - Workshop Facilities.
 - Multiple galleries affording convenient exhibition opportunities.
 - Large Main Hall for the staging of events.
 - Sixteen offices available for lease to art related businesses.
 - Art Hub Café.
 - Dedicated Parking Area.

Residency Programs

Art Hub offers two, basic types of residency programs primarily for visual artists.

Art By Country

The first in a themed series of residency programs debuted in December 2012 with the arrival of four Japanese artists. This launched an "art by country" program, which each month brings artists to Art Hub from a different country or region.

Designed to inspire, the first days of this residency focuses on the introduction of Abu Dhabi culture, traditions and to-day's futuristic city that is Abu Dhabi. Two-day, guided city excursions are followed by an overnight visit to the Empty Quarter and the desert oasis of Liwa.

The greater part of artists' residency time, of course, is spent **creatively**. The resulting artwork of each artist is **exhibited** in one of Art Hub's galleries and a public opening reception is held.

Solo Residency

Art Hub also offers solo residency programs for individual artists wishing to leave the work-a-day world behind them and dedicate two or more weeks to creative time.

Art Hub Activities & Events

- Workshops and Art Classes
- Lectures
- Talking Art Gatherings
- Cross-cultural Events
- Tours of Art Hub
- Charity Events









INTRODUCTION continued...

Exhibitions

In addition to art shows presented in conjunction with Art Hub residency programs, there are additional opportunities for the community to exhibit in our galleries.

Affordable Art Sale The concept of staging quarterly Affordable Art Sales focuses on community support of artists and providing an event that makes an economical alternative available to art lovers who may not otherwise be able to acquire original works of art. These programs do not require any fee for participation as sales of artwork are commissionable. On average 25 artists participate and over 300 works of art are available for purchase. Each Sale event runs for one month.





Gallery Rentals Art gallery space is available for lease for a minimum period of two weeks.

Off-Site Art Shows

Hospitality Industry Art Hub enjoys associations with the finest hotels in Abu Dhabi. While contractual agreements vary, at any given time throughout the year, currently Art Hub is organizing special art shows in the following properties:





- Dusit Thani Abu Dhabi
- Hyatt Capital Gate
- Jannah Hotels & Resorts
- Le Royal Meridien Abu Dhabi
- Park Hyatt & Villas
- Pullman City Centre Dubai
- Rosewood Abu Dhabi
- St. Regis Abu Dhabi
- Sofitel Abu Dhabi Corniche

Live • Create • Exhibit

ART HUB LIWA

Visual Arts of Varied Disciplines and Medium

Applied and Public Art • UpCycled Art Festival • Projects

Music Composition • Sound Sculpture • Creative Writing

Poetry • Film Production • Performance • Landscape and

Garden Design • Environmental Art • Team Building • Yoga

Gathering of the Talented from Across the Globe

The Liwa desert located at the edge of the Empty Quarter is one of the most beautiful in the world and it is here that Art Hub Liwa was inaugurated in February 2014 with the arrival of 30 visual artists from every corner of the globe. This group participated in the initial residency program in the new facility.

The first arts establishment to appear on the Liwa horizon is not a mirage; it is the epitome of the paradigm of Art Hub. The compound features fully furnished accommodation, a self-catering kitchen, 14 galleries, space to create, gather for cross-cultural and artistic exchange and the extraordinary opportunity to traverse the majestic, golden sand dunes.

Each of the nearly 150 artists who have participated in the Art Hub residency programs in Abu Dhabi since October 2012 have visited Liwa and each has expressed their awe and reverence for the location. Many have confessed that the experience and visual beauty of the area has, and most likely will continue to influence their art.

We envisage Art Hub Liwa embracing the traditional arts and artisans of the community in which it has been created. At the same time, those who are sculptors, are in the field of applied arts and similar arts will be afforded the space and time to create. Here literary exchange, team building, and other programs are being introduced.

Art Hub Liwa Grand Opening / Saturday, 8 March 2014
Under the patronage of HH Sheikh Khalifa bin Sultan bin Hamdan Al Nahyan
L-R: Mexican Embassy, Jose Toledo, Cultural Advisor and Ambassador Francisco
Alonso; HH Sheikh Khalifa bin Sultan bin Hamdan Al Nahyan; Ambassador of
Hungary, Zoltán Jancsi; Ahmed Al Yafei, owner of Art Hub.













COMMUNITY ACTIVITIES



Community Art Exhibitions

- Dalma Shopping Mall
- Bawabat Al Sharq Mall
- Marina Mall



School Visits & Programs at Art Hub

- Cambridge High School
- Gems American School Visit
 Caricature Workshop
- Emirates National School
- Modern School



Internships

- Zayed University
- Brighton College



Charity

- Operations Smile
- Future Centre
- Feed the Brain—Labor Day Program 2013

Ahmed Al Yafei Founder / Owner yafei@osan.ae



Ahmed Al Yafei is the Founder and Owner of Art Hub Plastics Arts Establishment and under his guidance Art Hub has become the most active center for the visual arts community in Abu Dhabi.

Al Yafei's experience includes a successful career in the field of oil and gas followed by real estate. Presently he is owner and Chairman of the Osan Group of companies of which Art Hub is a part. Founded 22 years ago, Osan Group investments cover a range of commercial activities with interests in contracting, real estate, industry, transportation, maintenance, facility management, catering, retail service stations and jewelry.

However, it is Al Yafei's passion for art and the advent of plans for Saadiyat Island; most particularly the inclusion of the Louvre and Guggenheim museums, that compelled him to develop the Art Hub format envisaged as complementing and supporting the long-term mission of the Abu Dhabi Government for the visual arts.

Following extensive research and canvassing of the community of artists in Abu Dhabi, Art Hub Plastic Arts Establishment was formed in 2009. Construction of the 2,500 square meter compound was completed and the inaugural artist community in the United Arab Emirates welcomed the first artists in residence on October 2012 and the grand opening occurred on 5 November 2012.

20

Karen Elizabeth Hart Director director.adah@live.com



Karen Elizabeth Hart is an accomplished promoter of destinations and cultural events with experience in a variety of areas including publishing, the travel and hotel industries, special events management, public relations, advertising and marketing.

A prior resident of Abu Dhabi for nine years; Hart departed to her native USA in November 2010 and returned in February 2013 as Director of Art Hub. During her previous years in Abu Dhabi, in consort with the Ministry of Education, Hart orchestrated a visit to the UAE by Hugh O'Brian, founder of HOBY-Hugh O'Brian Youth Leadership and she was a Founding Partner and President of Eventive LLC, an educational platform reflecting Abu Dhabi's booming interest in fine art. The primary activity was the presentation of seminars on appreciating, collecting and living with fine art.

Appreciation of Arab art, culture and traditions prompted her dedication to introducing formats focused on peace and international understanding through the presentation of cross-cultural programs and within activities promoting tourism.

Hart's experience includes the establishment and management of an art gallery, artist representation, organizing of independent art exhibitions and cultural events. She has also provided location coordinating services for documentary filmmakers producing arts, culture and destination television programming for the Discovery Channel, The Learning Channel, PBS Television and the Travel Channel.



OUR PROFESSIONALS

Elena Ashley Kauffmann Director

External Relations & Strategic Initiatives elenakauffmann@adah.ae



Elena Ashley Kauffmann holds a masters degree from Sorbonne-Nouvelle in International studies, with a field specialization in cultural and arts management. She belongs to a family of artists and has worked in the arts field from development and promotion to partnership-building and external relations in multiple countries and for various organizations.

As cultural attaché at the Alliance Francaise of Xalapa, Mexico, Kauffmann developed and managed various art events. She worked with the French Consulate of Veracruz where she was assigned in the external relations enhancement of bilateral collaboration. She had several short term missions at the prestigious King Abdullah University of Science and Technology in Mecca. She was a volunteer communication coordinator for Dandora Arts Center in Nairobi, Kenya and she also worked alongside the program specialist for culture at the UNESCO R.O. Office where she developed a number of proposals related to World Heritage, Intangible Cultural Heritage and Cultural Diversity. Her initiatives resulted in UNESCO World Heritage site of Lamu being selected to be on the World Monument Fund watch for 2014-2016.

Kauffmann works closely with the Art Hub director focusing on external relations, business and strategic development, identifying collaborations, developing projects, acting as artist representative, and reaching out to potential clients and supporters interested in arts-related activities. For the year 2014, both the director and external relations director are focused on sizeable projects and special programs of national and regional scope seeking to further fortify the Art Hub within the regional scene, securing its place as a leading art organization nationally and regionally, with high-end creative and customized arts-related services on offer.

Inas Amuyo Manager Exhibitions exhibit.adah@live.com



Inas Amuyo joined Art Hub with 11 years experience as an art gallery assistant in her native Philippines where she honed her skills in arts administration and innovative solutions to art-related issues.

Serving as Art Hub's Manager of Exhibitions, Amuyo is primarily responsible for the day-to-day operation of the compound's art galleries. Duties range from overseeing maintenance staff to the organization of the various exhibitions staged in Art Hub, whether related to solo, group or multi-artist shows such as the popular, quarterly Affordable Art Sale events with a team that includes assistants and other staff. She liaises with the artists, particularly those participating in residence programs and other exhibitors, suppliers and art buyers.

Aside from the gratification of completing the installation of each new exhibition, a favorite aspect of her career is meeting people from other places, other cultures, with different, and quite frequently, inspiring viewpoints.



OUR PROFESSIONALS

Bassam Al Selawi Manager Applied Art craft.adah@live.com



Bassam Al Selawi studied Fine Art in his native Hashemite Kingdom of Jordan, and spent many years teaching art while also undertaking custom art projects and experimenting with different mediums, materials and techniques.

Years spent instructing Palestinian refugee children was an important educational experience for Al Selawi as there were terribly few material resources for creating art projects; innovation and creativity were vital and through this experience he sharpened his skills further.

Al Selawi strongly believes that visual art is a way in which each person is able to express himself/herself in a particularly beautiful way and that each human being has the right to practice art in spite of the level of talent. At Art Hub Al Selawi is able to share his experiences and understanding of art in various capacities and how working together our world can be a better place.

As Manager of Applied Art, Al Selawi is responsible for the design and installations of art commissions from decorative to practical such as furnishings. Together with the Manager of Art Craft, he develops signature product lines including art gifts, trophies and awards. He trains and oversees staff responsible for production of his designs. He has also developed a distinctive technique for shadow sculpture and his work is on display in a dedicated gallery at Art Hub.

22

Maysoon Masalha Manager Art Craft ceramichub@live.com



Maysoon Masalha's life has been spent in the pursuit of contributing to the increase of appreciation of the visual arts and by dedicating many years to teaching she has been able to help children develop their artistic talent.

After seven years working in private schools, Mashalha began to teach art at United Nations Schools for Palestinian Refugees. She considers this experience as being one of the most rewarding of her career in education as she was able to realize in a profound manner how art can have a positive influence on both her students and the community.

Masalha than became an art supervisor in the UN Education Development Center where she managed a team of art teachers, staged workshops and organized public arts projects that included music as well as visual art.

Joining Art Hub as Manager of Art Craft provides Masalha with the opportunity to expand her perpetual interest in encouraging others to discover the artist within while she continues to create her own artwork. She experiments with various materials, but focuses on ceramics, various forms of sculpture and development of innovative techniques. Masalha trains and oversees a staff of artisans and along with the Manager of Applied Art, designs and creates art gift items and trophies for clientele. She is also an accomplished shadow sculpture artist and is also called upon to design for commissioned art pieces and installations.

COLLABORATIONS

ARTS & CULTURE



اللجنة الوطنية اللبنانية لليونسكو Commission nationale libanaise pour l'UNESCO Lebanese National Commission for UNESCO



1948-2013























DIPLOMATIC COMMUNITY

EMBASSIES















Kingdom of the Netherlands









24

EMBASSY OF IRELAND | United Arab Emirates



DIPLOMATIC COMMUNITY

EMBASSIES









U.S. Embassy Abu Dhabi









EDUCATIONAL INSTITUTIONS

WORKSHOPS • INTERNSHIPS



























COMMUNITY

CHARITY • ART SHOWS • LIVE ART





















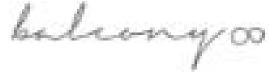
















ART DUBALLI





ME.NA.SA.ART











EXTERNAL EXHIBITIONS

HOTELS









DUBAI DEIRA CITY CENTRE



روزوود آبو ظبیــ ROSEWOOD ABUDHABI



PARK HYATT ABU DHABI









Le Royal Méridien Abu Dhabi



ENGLISH

The National



























ARABIC

























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SOPONSORSHIP • COLLABORATION









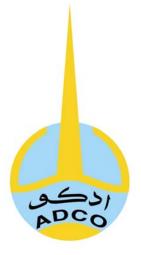






32









Al Etihad Steel Pipes Co.

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GOVERNMENT

CLIENTELE & COLLABORATION







مجلس تصنميسة المصنطقية العضربيسة WESTERN REGION DEVELOPMENT COUNCIL



UNITED AKAB EMIRATES
MINISTRY OF CULTURE YOUTH &
COMMUNITY DEVELOPMENT



















Rosalyn Charles

From:

Scott Shackelford [ScottS@vctile.com]

Sent: To: Thursday, December 11, 2014 10:17 AM FORA Board

Cc: Subject: Velvet Strouse Apprentices

We are a subcontractor on the Bureau of Land Management project in Marina. In our contract bundle, we were forwarded a document from FOR A concerning the use of apprentices which states that you have a list of apprentices we are allowed to employ. I have reviewed your website and can't find such a list. Is that something you can forward?

Our normal procedures would be to send a DAS140 to Northern California Tile Industry Joint Apprenticeship Training Committee. Then 3 days before we start on the project, we would send them a DAS142 as required by California Labor Code. Can you clarify how your requirements differ from the State's?

Thank you,

Scott Shackelford

Estimating Assistant ScottS@vctile.com Visalia Ceramic Tile, Inc. 917 North American Street Visalia, CA 93291 tel: 559-651-2925 Ext. 108 fax: 559-651-2982





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- Member of National Tile Contractors Association (NTCA) Since 1992
- Applies "Best Practices" on every project.

Rosalyn Charles

From:

Karen Elizabeth Hart [director.adah@live.com]

Sent:

Tuesday, December 16, 2014 2:04 AM

To:

FORA Board

Subject:

FW:

Attachments:

Art Hub Letter.pdf

Importance:

High

With reference to the message below that was sent on 10 December, I am forwarding with the attached letter of introduction from the Cultural Affairs Officer, Jeremy Jewett, of the US Embassy in Abu Dhabi UAE.

We are hopeful that Mr. Ahmed Al Yafei will be afforded an appointment with a representative of FORA during his forthcoming visit to California.

Best wishes,

Karen Elizabeth Hart

From: Karen Elizabeth Hart [mailto:director.adah@live.com]

Sent: Wednesday, December 10, 2014 7:12 PM

To: 'board@fora.org'

Subject:

Importance: High

Ladies and Gentlemen:

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As an introduction, a portion of Art Hub's company profile is attached for your reference.

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Mr. Ahmed will be in California 19-29 December and would appreciate the opportunity to meet, learn more about the opportunities that the Reuse Plan offer and how a successful artist community and residency program may qualify for inclusion.

Best wishes,

Karen Elizabeth Hart

Director



+971 55 686 5046

+971 50 738 2544

NEW TIMINGS

Saturday-Wednesday 9:00am-7:00pm Thursday 9:00am-2:00pm Fridays and Holidays CLOSED

EXPO 2020 DUBAI, UAE





December 15, 2015

To Whom It May Concern,

Please allow me to introduce Mr. Ahmed Al Yafei, a valued partner of U.S. Embassy Abu Dhabi. Mr. Ahmed is the founder of Abu Dhabi Art Hub, a local arts organization that sponsors outstanding cross-cultural programming here in the United Arab Emirates. For a good understanding of the Art Hub, you don't need to look any further than their website: www.adah.ae.

The embassy has been delighted to work with Mr. Ahmed and his team in the past few years on a number of great projects and programs. Last year, for example, Art Hub hosted four American artists for a month-long exchange. We just completed an exhibit in the Ambassador's residence linking Art Hub with two other local galleries. And we're looking forward to a great African American Art Month next February. Their facilities in Abu Dhabi (Musaffah neighborhood) and Liwa Desert are excellent community institutions.

I was happy to arrange for a visa appointment referral for Mr. Ahmed for his trip to America. I have heard that he may be meeting with a variety of potential partners about possible programming in the United States. I would certainly encourage any and all brainstorming and am pleased to offer this letter of recommendation and support for Mr. Ahmed and his strong history of arts diplomacy programming that helps deepen mutual understanding and serves as a wonderful link between Emiratis, Americans, and people from around the world. Please don't hesitate to let me know if I can be of additional help.

Sincerely,

Jeremy Jewett

Cultural Affairs Officer U.S. Embassy Abu Dhabi

jewettj2@state.gov

+971-50-812-8586

Rosalyn Charles

From:

Duwane McCraney [moanaola@gmail.com] Sunday, December 28, 2014 11:13 AM

Sent: To:

FORA Board

Subject:

RE: Access to Fort Ord

Gentlemen:

I look for lost items using a metal detector as a hobby.

Typically, when we find a target, we dig a small hole, retrieve the object and re cover the hole. Most often we leave no visible footprint to the surroundings.

I hope that you will be able to tell me if there are areas

that I might be able to explore or tell me who I might talk to. I would not enter any building, nor would I disturb any

structures of any type. I hope that you will be able to help me in some way.

Respectfully yours,

D. McCraney

Rosalyn Charles

From: Sent: Jacqueline Fobes [jtfobes@icloud.com] Wednesday, December 31, 2014 8:43 AM

To:

FORA Board

Subject:

Raise request for Mr. Houlemard

It is appalling that Mr. Houlemard has requested yet another raise and increase in benefits for his job at FORA, and very disappointing in the stewardship of the FORA Board that you would even consider such a predatory request. Hire someone else! The man is not irreplaceable and his responsibilities and geographic location do not suggest that they are needed. He is almost making the same salary as the President of the United States. Indeed, the Monterey community is askance at all of FORA. Sincerely,

Jacqueline T. Fobes, Ph.D.

Sent from my iPad