



Media Release
4 May 2010

LIVERPOOL ARABIC ARTS FESTIVAL
a celebration of Arabic arts and culture
02 – 11 July 2010
www.arabicartsfestival.co.uk

LIVERPOOL ARABIC ARTS FESTIVAL WINS PRESTIGIOUS NATIONAL AWARD

Dates for the 2010 festival also announced

The Liverpool Arabic Arts Festival (LAAF) is pleased to announce that it is the recipient of the Arab British Culture & Society Award 2010.

This national award, an initiative of the Arab British Centre, adds further prestige to an event which is growing in stature and international recognition. This year's festival will take place between 2-11 July at venues across the city and will be sponsored by Unison North West.

This annual award of £5000 is made to an individual or organisation which, in the opinion of the judges, has made an outstanding contribution to the British public's knowledge and understanding of the life, society and culture of the Arab people.

The judges unanimously chose LAAF in recognition of the wide range of events and activities from throughout the Arab world which it organises during its annual festival, as well as the large and growing audiences it attracts.

Through its arts and cultural programme held in a variety of Liverpool venues, and its outreach work in schools and other centres, it has introduced Arab culture to many thousands of adults and children, and played an important role in increasing appreciation of Arab life and culture and combating prejudice.

LAAF, who beat nine other shortlisted candidates, will be presented with the award at a ceremony in late May.

Last year's Arabic Weekender event, presented by LAAF, was enjoyed by over 25,000 people and this year's 10 day event promises a further vibrant taste of Arabic music, dance, literature, film, food and culture, for all the family. A full programme will be launched soon.

LAAF Manager Ngozi Ikoiku said:

"The first Liverpool Arabic Arts Festival took place in 2002 and thanks to our strong partners and the support of the Arabic community it has outgrown all our expectations. We are extremely honoured to be recognised with this Award and for the encouragement it gives to our attempt to bring together a wide variety of people to share and learn about Arabic culture. The Award will only strengthen our resolve to ensure that we continue to deliver a significant national and independent Festival which resonates within the city and far beyond."

Taher Qassim MBE, Chair of Liverpool Arabic Arts Festival, said:

"I am immensely proud that the diversity and richness of Arabic culture is being seen to flourish in Liverpool. It is a testimony both to the enterprise of the Arab community within the city and the energy of the city as a whole that this Festival continues to grow year after year into the most vibrant celebration of Arab culture in the UK if not Europe. We warmly invite you to come along this July, to enjoy and take part in the festivities from across the Arab World and its diaspora."

Festival and ticket information:

www.arabicartsfestival.co.uk or call 0151 702 5324

For LAAF press information please contact:

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For further information on the Award or the Arab British Centre please visit

www.arabbritishcentre.org.uk or contact Imogen Ware (e: imogen@arabbritishcentre.org.uk or t: 020 7832 1310)



Notes to editors

Liverpool Arabic Arts Festival (LAAF)

Liverpool Arabic Arts Festival was co-founded by the Bluecoat and Liverpool Arabic Centre (LAC) in 1998 and the first festival took place in 2002. It has since grown

rapidly in size and confidence, audience expectation and ambition. It has become a hugely popular fixture at the heart of the city's cultural calendar and remains the only one of its kind in the UK. Over the years the festival has grown to involve more partners from the city's arts and Arabic communities. Official partners include FACT, Liverpool Philharmonic Hall and National Museums Liverpool.

LAAF remains a key part of the Bluecoat's www.thebluecoat.org.uk activities and reflects the diverse nature of its programme. It is part of LAC's purpose to strengthen the awareness of the Arabic community within the wider society through the celebration and promotion of all aspects of Arabic history, language, cultural heritage and identity www.liverpoolarabiccentre.org.uk.



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Thanks to the City of Liverpool for its financial support