

## Tamouh commissions art piece dedicated to 'Year of Zayed' and launches 'Shukran Zayed' initiative

- *Abu Dhabi-based developer launches #ShukranZayed initiative across social media platforms.*
- *Campaign aims to collect 'Thank You' messages from people living in the UAE to commemorate 100 years since the birth of UAE's founding father, Sheikh Zayed.*

**Abu Dhabi, April 01, 2018:** Communities across the UAE are being urged to come together to say “Shukran Zayed” by sending their messages of gratitude to commemorate a century since the birth of the founding father of the UAE, the late Sheikh Zayed bin Sultan Al Nahyan.

Abu Dhabi-based developer Tamouh Investments has launched the social media initiative using the hashtag #ShukranZayed to show appreciation for the late Sheikh Zayed and to celebrate the united and diverse country he established.

Tamouh has commissioned renowned Emirati artist Ashwaq Abdulla to create an art piece dedicated to the founding father of the UAE, the late Sheikh Zayed. Ashwaq, who works mainly with abstract paintings and collage, was first recognised for her artistic talent at the age of 7, when she won a local art competition. Her work currently combines charcoal, pastels, oils and recycled materials.

The art piece will be created using the ‘Thank You’ messages garnered from the community through the #ShukranZayed initiative on dedicated social media platforms and will be digitally projected at Cityscape Abu Dhabi. The art piece will ultimately be installed at the heart of Tamouh’s master development, Reem Downtown in Reem Island.

Tamouh’s #ShukranZayed initiative gives Emiratis and expatriates a platform to express their gratitude to the late Sheikh Zayed for the individual experiences they have had in the UAE, and for the noble values he inspired in others, including those of wisdom, respect, sustainability and human development. The online ‘Thank You’ messages will be shared with other social media users using the trending hashtag.

This year has been officially declared the ‘Year of Zayed’ by the UAE President, Sheikh Khalifa bin Zayed bin Sultan Al Nahyan. The initiative has been embraced by individuals, communities and companies across the country. Its popularity is reflective of the unique standing Sheikh Zayed holds in the hearts of Emiratis and residents.

Ghanem Al Mansoori, CEO of Tamouh, said: “Genuine ideas such as the hashtag #ShukranZayed lets a diverse mix of people the opportunity to come together and celebrate the UAE’s unity and diversity.

“The #ShukranZayed and the ‘Year of Zayed’ initiatives are aimed at helping spread the deeply rooted values and traditions that have been embedded in the fabric of the UAE by the late Sheikh Zayed.”

Tamouh, whose developments include Marina Square, City of Lights, and Paragon Bay Mall on Reem Island, will take part in this year’s Cityscape Abu Dhabi event at ADNEC.

At the show, which will run from 17-19 April, the developer will unveil a digital form of the unique art piece dedicated to the UAE’s founding father. The digital representation of the piece will take pride of

place at Tamouh's stand at Cityscape before the actual piece is installed in the Reem Downtown community on Reem Island later this year.

**ENDS**

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**About Tamouh**

True to its mission of building communities that create a lifestyle of comfort, productivity and ease to their residents, Abu Dhabi based Tamouh has been steadily developing projects centered around residential, commercial and mixed-use communities that provide a lasting, positive impact to Abu Dhabi and the United Arab Emirates. Tamouh offers a diverse portfolio of properties. With a long-term outlook, its growth plans address every aspect of real estate development and allow the company to support Abu Dhabi government's vision for the emirate.

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