

**For Immediate release:
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Antidote, art & design platform announces Artroom, edition II.
Artroom, edition II – *Collective loft*

March 10th – 31st 2016

- Artroom is a unique concept in Dubai, inviting the audience to discover an ephemeral art and design collection in an informal and relaxed private environment. This edition will take place in a warehouse in the heart of Al Quoz, opposite Al Serkal Avenue.
- *Collective loft*, is a life-size installation of the interior of a young collector's home, who picked up pieces with a special connection to the places he visited around the world, creating a well rounded international collection with special emphasis on the Middle East.
- Artroom, edition II features artworks and handmade design pieces by 25 artists and designers from 13 countries: UAE, Pakistan, Iran, Egypt, France, Cuba, USA, Argentina among others. The big focus of this edition are emerging artists from the region.

Ibrahim Quraishi, recipient of numerous awards (e.g. The Mondriaan Fonds Grant Award 2014), and French designer Smarin (introduced in the UAE by Antidote during Downtown Design 2015) have been commissioned site-specific installations for this collection.

Martin Reyna's large scale works on paper will bring an interesting perspective on abstraction to the collection. Reyna is a well-established Argentinean artist present in several private, corporate and museum collections (e.g.: MAC, Lima, Peru and MACRO, Rosario, Argentina).

Antidote announces a new collaboration with two Pakistani artists, Idrees Hanif and Aamir Habib. For edition II, we are introducing their 3D pieces in cement and neon. Also Mohamed Rabie, young emerging Egyptian artist whose rich paintings draw from his heritage and cultural practices.

Antidote collaborates also with the Emirati Design studio Abjad Design showcasing their latest product design, a book holder inspired by the arabic calligraphy.

Complete list of artists and designers participating in Artroom:

Abjad Design, Salar Ahmadian, Severine Blanchet, Daniel Farioli, Cedric Galopin, Curtis Gannon, Aamir Habib, Idrees Hanif, Antoine Gropsiron-Jaccoux, Myrtille Labrune, Farah Mahbub, Tahir Mahmood, Sarah Mumtaz, Stephanie Marin, Andre Meyerhans, Didier Naert, Chantal Parise, Position Collective, Jorge Luis Pouyu, Ibrahim Quraishi, Mohamed Rabie, Martin Reyna, Joëlle Verstraeten, Saira Wasim, Nathalie Weis

About Antidote :

Founded in 2015 by Laure Parise and Najeh Zimmermann, Antidote is an online platform, based in the UAE, that serves the careers of talented, emerging and mid-career visual artists and designers. Profiting from the dual approach and direct relationship with artists and designers, Antidote creates spaces and exhibitions, highlighting exceptional artists from its roster in various locations throughout the UAE and abroad.

Antidote partners:

- Zumtobel Group.

Leading international supplier of integral lighting solutions that enable people to experience the relationship between light and architecture.

For Zumtobel it is not about the light as an element in itself, but about the architectural, emotional and functional effect it has on space. Light is an essential feature of museums and art galleries, therefore they partnered with museums and galleries by customizing lighting solutions (e.g.: The Museum of Islamic Art - Qatar, the Salsali Private Museum - Dubai and Warehouse421 - Abu Dhabi).

"We are very excited that Antidote will host their temporary collection at Zumtobel's premises. Antidote has proven to be very creative and it will be interesting to see how they will transform the warehouse into an arty living space. The interaction between the elegant art pieces and the industrial look of the space will create a unique experience." Donna Dederding Regional Marcomms & PR Manager Zumtobel Group

- Alliance Francaise :

The Alliance Française of Dubai was founded in 1983, it's mission is the promotion of French and Francophone language and culture in the UAE and to bring together cultural actors from both countries. The Alliance Française offers also French courses and certifications for all levels.

The Alliance Française includes a media library with more than 20,000 books, DVDs and video games, administration offices, 12 classrooms and an auditorium hosting regularly Theater plays, conferences or movies organized by the Alliance Française

Among it's cultural activities the Alliance Française is honored to work with Antidote a creative platform in the Middle East and has already supported two past photography exhibitions: "Paris Vintage" and "Flying Away" in 2015.

« The Alliance Française attentive to the cultural and artistic meetings between France and the UAE supports Antidote which proposes a pallet of high-level contemporary artists and designers.» Bernard Frontero, Director of Alliance Française of Dubai.

- Jotun :

Founded in 1926 in Norway, Jotun - one of the world's leading paint manufacturers, established its presence in the Middle East in 1974, with Jotun UAE Ltd. Ever since, Jotun has expanded dramatically throughout the region and is the first paint manufacturer to be awarded the ISO 9001: 2008, ISO 14001 & OHSAS 18001 certification.

Jotun has been at the forefront in terms of developing products specifically suited to local conditions. Today, Jotun's diverse product range includes Decorative, Protective, Marine, Floor/Concrete Protection, Powder Coatings and Intumescent Coatings, bearing a solid testament to the company's reputation of being truly a single source solution for clients, consultants and contractors alike.

“We are pleased to be partnering with Antidote, thereby providing us with a unique and engaging art & design platform to showcase our 2016 Wall Trends and textures.

Inspiring various and distinctive types of creative wall designs, we believe colours enhance and bring forth the rich illustration of any art piece. Art pieces are invaluable representations adorned on wall designs which are subtle forms of art too. Through this collaboration, our art becomes the foundation of the pieces of art that will be made by these creative artists and designers.” Rana Khadra, Regional Brand Manager Interior, Jotun Middle East, India and Africa,

- Abjad Design

Abjad Design is an interdisciplinary design studio based in Dubai, founded by Sheikha Bin Dhaher and Diana Hawatmeh. Abjad thrives on using design language as a tool of communication and expression, in which it works with various mediums that allows the conceptualisation and arrival at creative solutions that are unique to each challenge. The studio provides complete design services such as branding, print design, layout, packaging, illustration, environmental graphics, product design, motion graphics and web design. Abjad Design's interdisciplinary work serves all sectors including government, corporate, and startups, with a particular focus on the cultural and educational segments. Keen on contributing to the education of the growing design community, Abjad also offers design lectures and workshops.

“We are thrilled to be part of Antidote's Art Room, which is great example of the booming art and design industry in the region. It's a novel and unconventional way of displaying art; such original projects fall in line with our vision to inspire and contribute to the growth of contemporary design in the Middle East and around the world.” Sheikha Bin Dhaher, Co-Founder/ Creative Director, Abjad Design.

- Monviso

Monviso is one of the purest 100% natural Alpine mineral waters. It is born in the heart of Italy's Monviso Mountain, captured from Europe's highest spring, and bottled at source. Minimally mineralized and extremely light, with one of the world's lowest sodium levels, Monviso is clearly the superior choice for you and your family. Its unique composition gives it health benefits that make it perfect for everyone, including infants. Monviso is available in the UAE, KSA and Bahrain, in sparkling and still versions in various bottle sizes. Find out more by visiting monviso.com.

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