

FOR IMMEDIATE RELEASE

**Event: Launch of Ayyam Gallery, Dubai in DIFC and Ayyam Art Center in Al Quoz
Opening: October 25, 2010 (DIFC)**

Ayyam Gallery is pleased to announce the opening of its new location in the DIFC district of Dubai alongside the revamping of its Al Quoz branch into the Ayyam Art Center, a multifaceted venue that will host large-scale exhibitions, installations, film screenings, a permanent collection and auctions. It will also host museum grade arab collections in an attempt to bridge the gap until the region's future museums come online.

With 1,500 square feet of space, the new Dubai site will be located in the heart of the gallery district of DIFC's Gate Village and will serve as the ideal setting for Ayyam Gallery's program of solo shows. This move not only marks a significant step for the gallery but also points to the shifting direction of the Middle Eastern art scene, which is now working towards sustaining the exciting momentum that has catapulted the region as one of the world's most sought after art hubs.

Over the course of four years, Ayyam Gallery has invested in long-term initiatives that have expanded the boundaries of local cultural while engaging global audiences. These latest developments will build upon its reputation for high-caliber art shows and groundbreaking proposals, which include an impressive publishing house, highly successful auctions and a widely respected program for fostering young talent.

The 8,000 sq foot Al Quoz outlet is expected to become one of the Gulf's premier art venues, as it will allow for the hosting of a variety of events while creating a vibrant new space that aims to represent the many sides of regional art and the diverse community of art aficionados that supports it. Ayyam Art Center will boast a more dynamic range of shows and programming.

The DIFC space will open with an exhibition featuring recent work by Syrian painter Khaled Takreti, an artist whose dynamic figurative compositions have been gaining significant attention from critics and collectors alike.

Since its founding in 2006, Ayyam Gallery has become one of the Arab world's leading art spaces. With a selection of cutting-edge painting, sculpture and photography that represents some of the Middle East's most exciting talent, the gallery has sought to promote the region's dynamic cultural scene at home and abroad. For more information contact Ayyam Dubai by phone +971 4 3236243, via email dubai@ayyamgallery.com, or visit www.ayyamgallery.com.