

## PRESS RELEASE

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### TRACES

– A testimony to memory –

MAY 11<sup>th</sup> – 21<sup>st</sup>, 2014 (Except  
Fridays)

Al Masyoun, Ramallah, Palestine

11<sup>th</sup> Floor, PADICO HOLDING Art  
Gallery/PADICO House

Artist Pension Trust (APT)  
PADICO HOLDING  
UNDP/PAPP  
Institut Français Jerusalem

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*Dina Mattar, The Wedding night, 2014*

**Ramallah, Palestine, April 29, 2014** – *Traces*, an exhibition featuring the work of over 40 Palestinian artists living and working in the Gaza Strip, will open at the PADICO HOLDING Art Gallery, on May 10<sup>th</sup> 2014. A collaborative venture between PADICO HOLDING, Artist Pension Trust (APT), the United Nations Development Programme (UNDP) and the Institut Français in Jerusalem, *Traces* aims to both promote the work of artists living in the Gaza strip to an international audience and to support them.

The aspiration of *Traces* is to allow artists to explore concepts related to memory, evidence, remains and reminders and to consider the importance of documentation and its impact on the present cultural condition in Palestine.

Moti Shniberg, co-founder and Chairman of APT, an international organization providing long-term financial security and international exposure to contemporary artists worldwide, commented on APT's intentions with this exhibition:



המכון הצרפתי ע"ש רומן גארי - ירושלים  
INSTITUT FRANÇAIS DE JERUSALEM • ROMAIN GARY

*"We are extremely eager to work with Palestinian artists and to provide them with the platform they need to increase the awareness and the recognition of their work in the international art community and beyond. We believe further that the APT model is a great solution for the artists to advance their careers and establish their future financial security."*

APT's international Curatorial Team consists of over 100 leading art professionals with experience in identifying artists with the highest potential of success and in supporting these artists through the early and mid-stages of their careers.

Samir Hulileh, CEO of PADICO HOLDING/Ramallah, noted:

*"As a company we have an immense feeling of obligation to support Palestinian Artists in Gaza as to elevate the benchmarks of cultural and artistic sense in the country, and to raise the exposure of artists as well as the platform of which they can utilize to engage with the international community. I believe that this is just the beginning of many artistic initiatives between the Company and other relevant stakeholders."*

Corporate Social Responsibility is considered an integral element of PADICO HOLDING's corporate citizenship and commitment to the society and its development in numerous aspects including the growth and development of the Palestinian Cultural sector.

Frode Muring, UNDP Special Representative of the Administrator highlighted that the UNDP views culture as a central pillar of development:

*"UNDP's programme of Assistance to the Palestinian People has been organizing an annual art auction and exhibit since 2001, selling over 250 paintings, and raising approximately USD 200,000 that went directly to the artists,"* said Mr. Muring. *"This exhibit is no different as it signifies UNDP's commitment and interest in furthering arts and cultural cooperation. The participating artists from Gaza are a real testament to the resilience of the human spirit and the indomitable will to overcome challenges and rebuild shattered lives."*

Yasmin Sharabi, a Palestinian American artist and curator based in Bahrain, was selected to curate Traces based on her experience, background and knowledge of both the international art scene and contemporary practice in the region. She curated numerous exhibitions in Bahrain and abroad, and is currently Manager of 'The Harbour Project' an art space in Bahrain dedicated to supporting and nurturing emerging talent in the region.

*"I am extremely pleased to have been given the opportunity to work on an exhibition that not only supports a group of talented artists but that also supports the art scene in Palestine in general. A recent trip to Palestine helped me determine the concept for Traces, as it allowed me to gage the art and cultural scene, recognizing that there is a need to not only expose the talent which is somewhat less apparent to the wider world, but also to give artists the opportunity to consider a theme that is relevant to their current condition,"* said Ms. Sharabi.

**For all to attend. The exhibition will remain open until May 21<sup>st</sup>, opening times: 10 am- 5 pm daily except Fridays.**

For further information on the exhibition and participating artists, visit: [www.gazatraces.wordpress.com](http://www.gazatraces.wordpress.com)

NOTES TO THE EDITOR:

### **ARTIST PENSION TRUST (APT)**

Artist Pension Trust® (APT) offers both long-term financial security and international exposure to select artists around the world based on a unique tailor-made financial model. Over the past ten years, APT has amassed the largest curated collection of contemporary art, comprising 10,000 artworks from 2,000 select artists in 75 different countries. With additional commitments totaling 40,000 artworks, the collection is growing by more than 2,000 each year, as artworks are deposited by artists chosen by APT's distinguished international Curatorial Team. Artworks from the APT collection have been used to curate exhibitions for museums



including the [MoMA](#), [Tate Modern](#), [Hirshhorn Museum](#), as well as for art venues such as the [Venice Biennale](#), [Art Basel](#), [Documenta](#) and [Manifesta](#).  
[www.apglobal.org](http://www.apglobal.org)

## **PADICO HOLDING**

PADICO HOLDING is a limited public shareholding company traded on the Palestine Exchange (PEX) with a paid-in capital of USD 250 million. Since its inception in 1993, its mission has been to develop and strengthen the Palestinian economy by investing in vital economic sectors.

This mission was initiated by several Palestinian and Arab investors who had a clear patriotic goal and a belief that the Palestinian market represents a unique business opportunity that could offer substantial returns. The most important means for PADICO HOLDING's involvement in Palestine is through implementation of investment projects in vital sectors, which lead to job creation; pioneering economic initiatives for the nation; and partnerships between both the public and private sectors. This position has enabled the company to play a key role in attracting local and international investors to invest in Palestine.

[www.padico.com](http://www.padico.com)

## **UNITED NATIONS DEVELOPMENT PROGRAMME**

UNDP's Programme of Assistance to the Palestinian People (PAPP) derives its mandate from the United Nations General Assembly Resolution 33/147 of 20 December 1978. Called upon by United Nations Member States in that year, UNDP was requested "to improve the economic and social conditions of the Palestinian people by identifying their social and economic needs and by establishing concrete projects to that end".

UNDP/PAPP is a responsive development agency that works together with the Palestinian people to fulfil their aspiration for sustainable human development based on self-determination, equality and freedom. UNDP/PAPP's support addresses many sectors including democratic governance and rule of law; economic empowerment of the most vulnerable and private sector investment; environment and management of natural resources; and public and social infrastructure. Since its establishment in 1978, the programme mobilized approximately one billion Dollars worth of projects in support of the Palestinian people and generated thousands of workdays in the West Bank, including East Jerusalem, and Gaza Strip.