

**The First Private Museum in Dubai is now officially open**  
**"The Salsali Private Museum"**

**Exhibition SHOW OFF! - November 13th 2011- January 14th, 2012**

*"The first museum of its kind in Dubai!"* The National

*"An outstanding initiative"* Antonia Carver - Director of Art Dubai

*"The labour of love"* Time Out

On the 13th of November 2011, the Salsali Private Museum officially opened its doors with the exhibition titled SHOW OFF!

The opening was attended by over 700 guests, among them HRH Sheikh Zayed bin Sultan Al Nahyan, Alserkal family, Sheikha Wafa bint Hasher Al Maktoum as well as Saeed Alnabouda (The Director of Dubai Culture Authority).

The event also attracted International attention with the attendance of Antonia Carver (The Director of Art Dubai), Isabelle de La Bruyere (Director of Christie's ME) and Peter Boris (The Director of PACE Gallery).

For the first time the works by artists such as Jonathan Meese, Reza Derakshani, Max Sheler and AMIR HOSSEIN ZANJANI were revealed to the public. Philip Muller's piece 'A Door to Heaven and Hell' was also commissioned specifically for the museum.

The opening night reflected the way in which the museum intends to proceed which is with enthusiasm, purpose and a healthy swirl of eccentricity. Everything makes a statement, however, the tone isn't overbearing but speaks more to notions of tolerance, personality and very importantly humor and joy. After all, an occasion that brings people together in the name of creativity is always one to celebrate!

SPM will contribute to the UAE's effervescent art scene by being the first space to enable the collaboration between local and International collectors, public, museums and foundations to exhibit the most unique exhibitions.

**NOTES TO THE EDITORS:**

Mr. Ramin Salsali, founder of the Salsali Private Museum. He has been recognized as Patron of the Arts for the last two consecutive years, by HRH Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai.

As the first collector centre in the world, SPM is a space that makes the commitment to artists, foundations and collectors alike. Ramin Salsali's collection is composed of over 300 artworks, including contemporary, Middle Eastern artists such as Sara Rahbar, Amir-Hossein Zanjani, Ala Dehghan, Anahita Razmi, Farzan Sadjadi, Fereydoun Ave, Reza Derakshani, Farideh Lashai, Mona Hatoum, Shirin Neshat, Youssef Nabil, Nazif Topcuoglu, Manal Al Dowayan, Halim Al Karim, Kambiz Sabri, Elham Pouriamehr, Lateefa bint Maktoum alongside modern international artists such as Arman, Niki de Saint Phalle, Jonathan Meese, Daniel Spoeri, Andre Butzer, Erwin Olaf, Fischli & Weiss, Meret Oppenheim, Daniel Richter and Katherine Bernhardt, among others.

**SALSALI PRIVATE MUSEUM**

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