

JORDAN DIRECTIONS

National Geographic

National Geographic Al Arabiya magazine and the internationally renowned educational initiative '1001 Inventions' have formed a strategic alliance to raise awareness of the Middle East's scientific and cultural heritage, through the development of a number of high quality educational projects targeting the Arab world.

The two parties plan to develop a number of regional education projects, starting with the launch of the '1001 Inventions' Middle Eastern exhibition tour, and a highly anticipated Arabic language educational book- "1001 Inventions – Discover the Muslim Heritage in Our World".

National Geographic Al Arabiya will partner with '1001 Inventions' for the launch and distribution of this new book, which promotes awareness of the achievements from the 'Golden Age' of Muslim civilization and how those contributions helped build the foundations of our modern world.

National Geographic will also support '1001 Inventions' as they roll out their new educational exhibition across the Middle East. The exhibition highlights the numerous scientific and technological achievements made by men and women, of different faiths and cultures, who lived in or were connected with broader Muslim civilization during the 'Golden Age'.

The "1001 Inventions" Exhibition has just concluded its display on the Abu Dhabi Corniche, organized by the Abu Dhabi Technology Development Committee, and will now move on to tour other Arab countries.

Mohamed Al Hammadi, Editor in Chief of National Geographic Al Arabiya Magazine, said "National Geographic Al Arabiya is committed to educating our audience on the important scientific and cultural achievements of the Arab & Muslim world, and our alignment with '1001 Inventions' gives us the perfect outlet to achieve this. We are thrilled to be partnering with and supporting such a prestigious brand, and we are sure that the '1001 Inventions' educational exhibition and book will be extremely popular across the region."

Professor Salim Al-Hassani, Chairman of 1001 Inventions, commented: "1001 Inventions is delighted to be working with National Geographic Al-Arabiya on a range of exciting projects in the Middle East. Demand for the Arabic version of our 1001 Inventions book has been enormous, and our new Arabic-English exhibition in Abu Dhabi has drawn huge crowds. Our initiative is designed to inspire young people in the Middle East, and elsewhere, to pursue careers in science and technology and build a better future.

He continued: "The Muslim world has an astonishing legacy of science, invention and utilizing new technologies to solve existing problems. With the 1001 Inventions initiative, we bring this history to life through our best-selling books, interactive exhibits, video games, mechanical reproductions and 'Science Theater', which is an opportunity for visitors to meet inspiring characters from the history of science in the Muslim world."

'1001 Inventions' is an award winning, international science and cultural heritage initiative that produces interactive exhibitions, films, live events and publishes educational books and schooling products. The National Geographic Al Arabiya magazine and '1001 Inventions' partnership is also planning additional awareness and educational initiatives, including educational book productions and a documentary series.