

## VISION, MISSION AND VALUES

### Vision

A London audience with a more informed, engaged and critical understanding of Arab culture and society.

### Mission Statement

A leading London based non-profit cultural organisation dedicated to supporting and promoting contemporary culture from and about the Arab world. This includes

- Initiating dialogue and debate about the Arab world's most pressing social, political and cultural issues.
- Celebrating excellence through a regular public programme including visual arts, design, architecture, literature, film, music, food and current affairs.
- Providing an international platform for the arts, particularly new work, away from the commercial pressures of the contemporary market.
- Creating opportunities for interaction, collaboration and professional development between artists, collectives and organisations from the Arab world and the UK.
- Delivering a high quality learning and engagement programme particularly to marginalised communities and young people in London.

### Values

#### **Transparency, independence and freedom of expression**

We aim to create a transparent and independent democratic platform for intellectual and artistic exchange between the UK and the Arab world.

#### **Non-party political and non-religious**

We believe that public cultural organisations must remain both non-party political and non-religious in order to be as inclusive as possible.

#### **Culture as the source of a rich social conversation**

We believe that culture should be exciting and thought-provoking, bold and inspiring, without being restrictive or alienating. As such, culture is vital for a truly rich social conversation to take place.

#### **Artistic excellence and originality**

We believe in presenting an innovative, progressive, high-quality programme that aims to reveal and challenge, discover and support, innovate and provoke new ideas and new thinking!

#### **Hospitable and welcoming**

We aim to offer a warm and welcoming space for artists and members of the public to engage respectfully, critically and freely in new ideas and open debate.