

Arte & Lusso

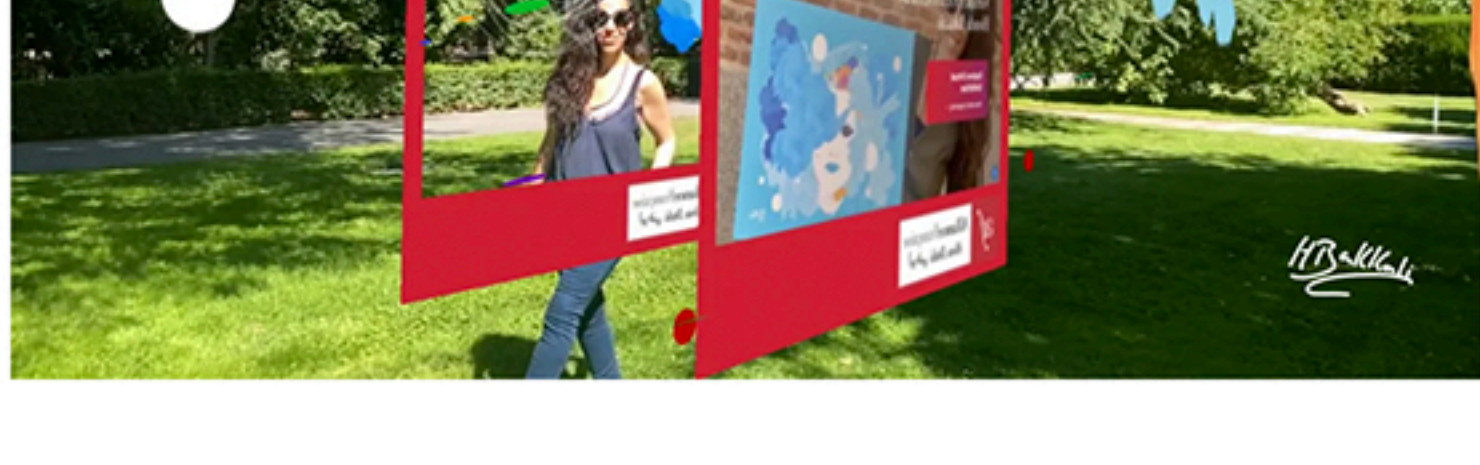
Online Magazine on Art, Fashion and Luxury Lifestyle in UAE and Italy



HOME / ART / IMMERSIVE ART EXHIBITION AT AF ABU DHABI

Immersive Art Exhibition at AF Abu Dhabi

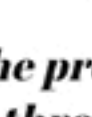
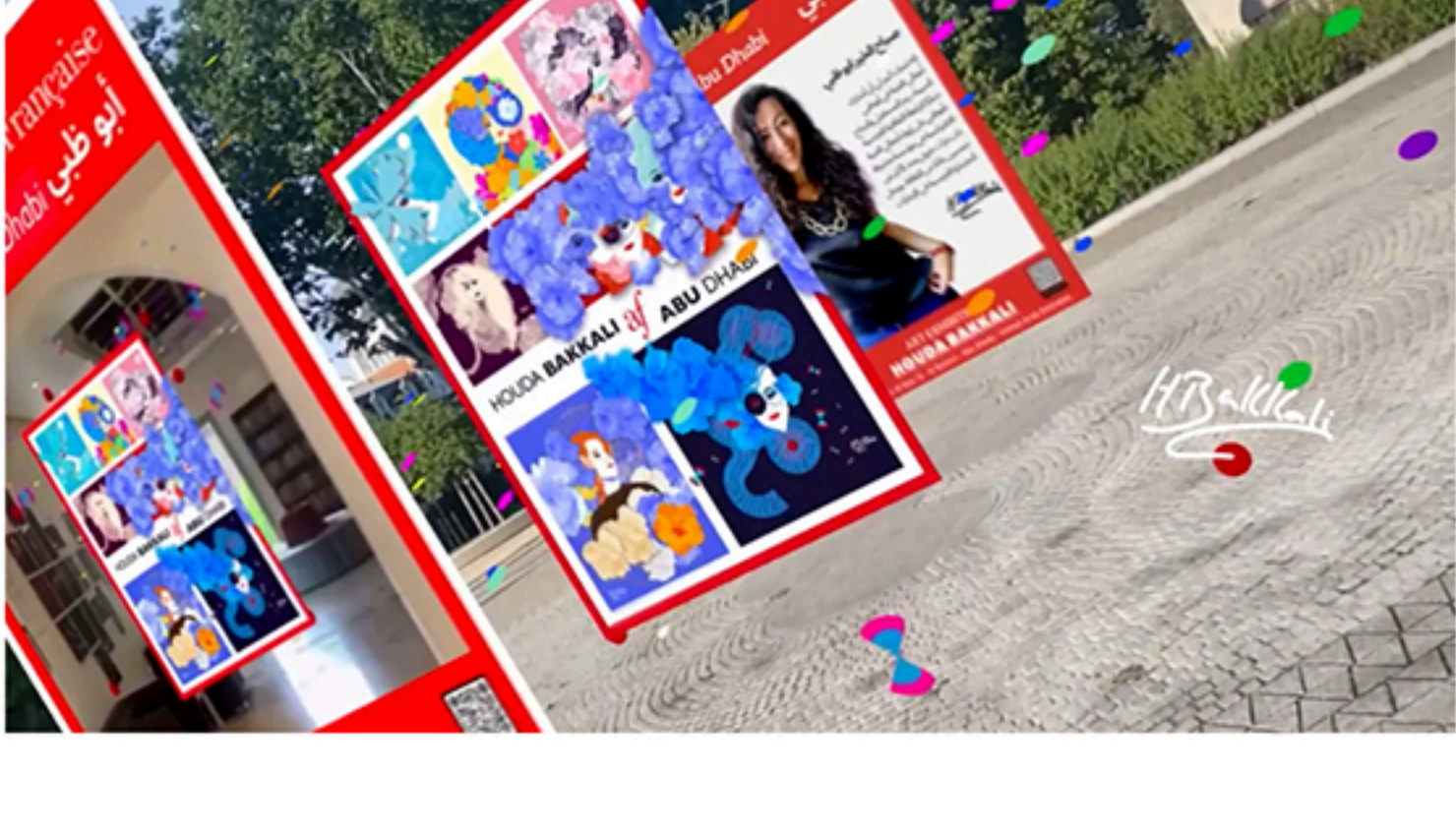
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L'Alliance Française Abu Dhabi hosts Houda Bakkali's digital art. This exhibition seeks to exemplify the power of digital art to break spatial, temporal and generational boundaries.

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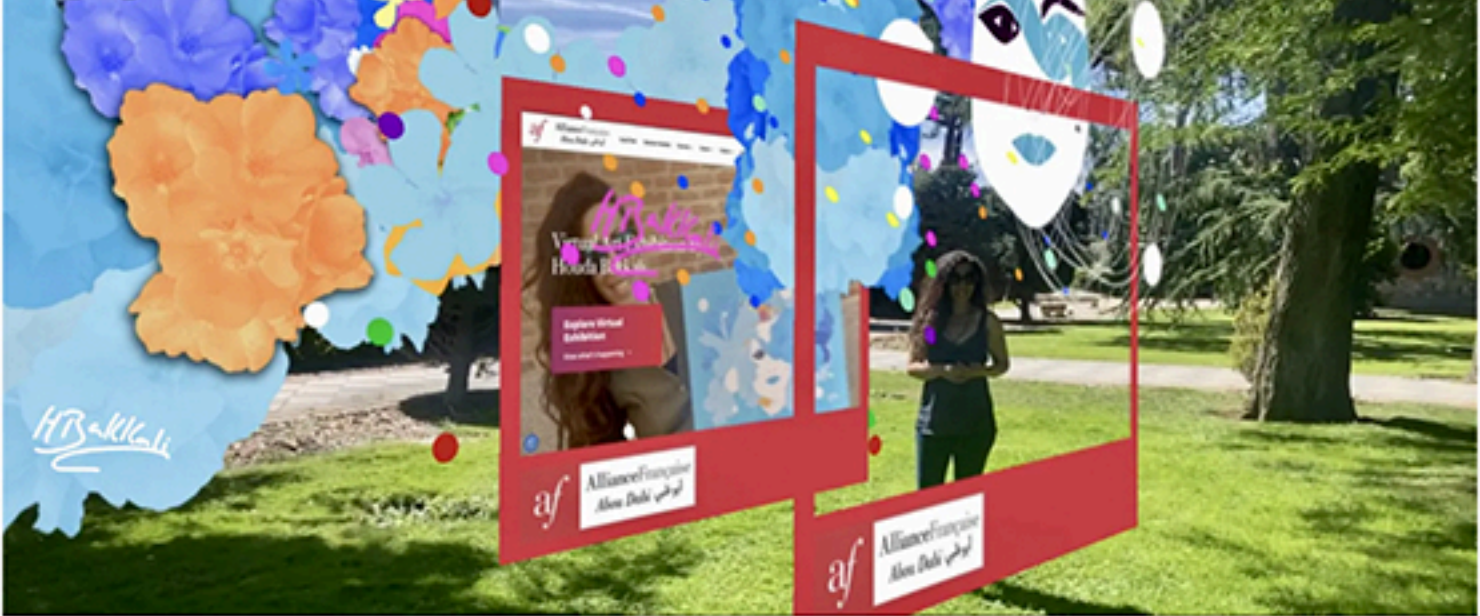
This exhibition aims to demonstrate the power of digital art to create synergies between different audiences and make art not only timeless, but also universal, close and understandable. It features work by Bakkali alongside educational information about digital art, creative process and the uses of art and new technologies.



Digital art is not a trend, it is the present and the future. My art represents the need to tell stories through captivating and surprising environments, in which the viewer can immerse themselves, as is the case with augmented reality. It's a way to experience a variety of sensations and emotions with my artwork. It also allows me to expand the story and give it life or several lives, as many as I want. In addition, it's a way to create more fun and unique environments, involving the viewer in the artwork and making it grow over time with new stories, settings and characters.

Houda Bakkali

"Digital Art, Digital Culture" is an artistic project, interactive, multimedia and immersive focused on creativity and technology to inform, train and entertain, creating art with different uses, explaining new concepts, sharing new ideas and creative processes. Creating a universal message of hope and joy, through color and shapes, without generational, temporal or physical limits. A timeless, happy, simple and useful message.

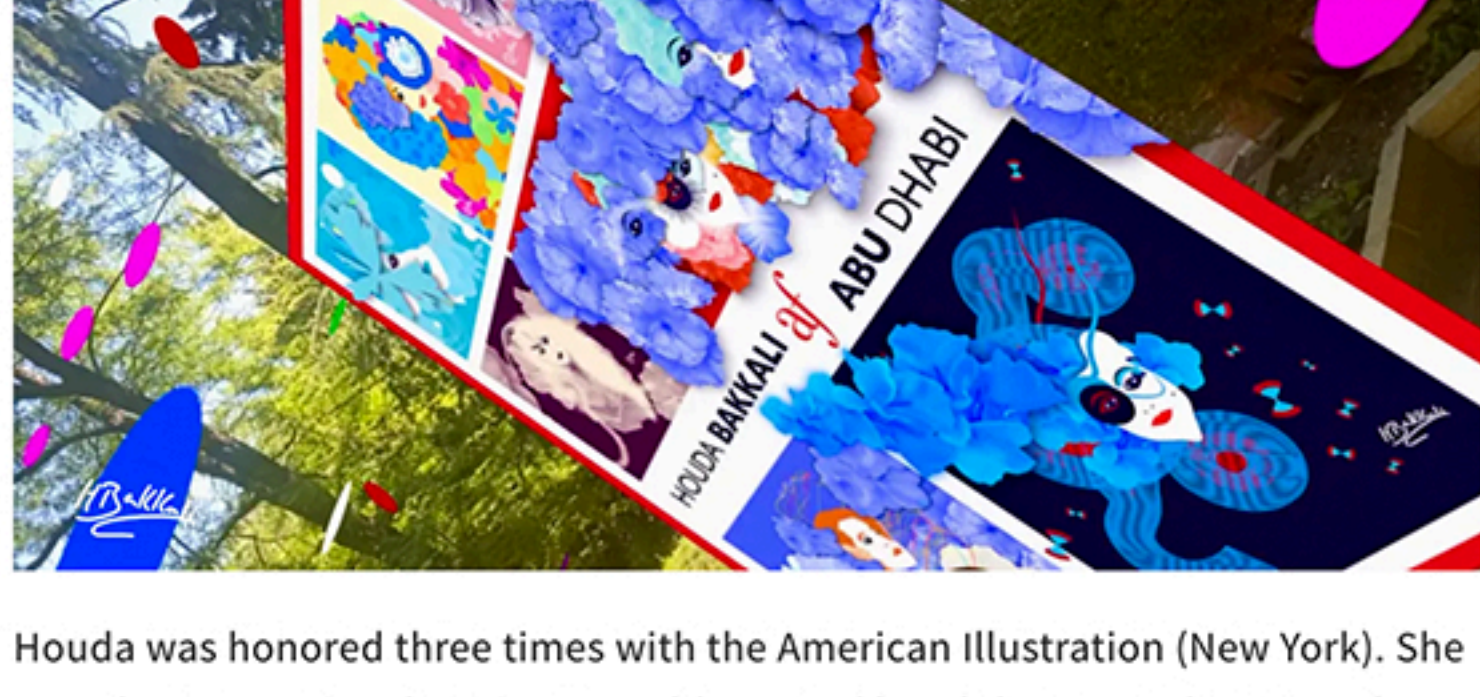


About Houda Bakkali

Houda Bakkali is a Moroccan-Spanish award-winning visual artist. She is an expert in new technologies applied to art. She started her artistic career in 2008, since then her art has been exhibited in public and private events and institutions worldwide. She has signed some of the pioneering immersive and digital exhibitions in public spaces such as airports or cultural centers. She exhibited at Madrid Adolfo Suárez Madrid Barajas International Airport and Málaga-Costa del Sol International Airport, these solo exhibitions were the first ever events that merged mixed media large format canvases, augmented reality, immersive experiences and the female figure as the protagonist in these airports. Houda Bakkali exhibited her first augmented reality canvas at the First Contemporary Art Salon in Monte-Carlo, Monaco celebrated in 2020, as well as her first immersive AR canvas in Sanremo Italy, 2020.



She developed a global and pioneering project on digital art, augmented reality, audiovisual content and virtual workshops about new technologies in 6 Civic Centers of Barcelona City Council with the female figure as the protagonist. Likewise, she developed the first ever educational Web3, AR and multimedia project on Don Quixote, the most universal literary book. Her digital art has been exhibited and presented at Paradores, Soria Provincial Council, Sanremo Museo dei fiori (Italy), Casinó di San Remo (Italy), the iconic Reial Cercle Artistic de Barcelona, L'Alliance Française and at different international festivals and private events. Houda Bakkali is pioneer in digital art and new technologies, for many years she has shared her work through iconic public and private institutions worldwide, interweaving her creativity with her educational work based on conferences, workshops and masterclasses on new technologies and art. For 10 years Houda Bakkali has developed an educational and informative project on communication and health, highlighting the effectiveness of combining art, tech and communication to create quality information for health.



Houda was honored three times with the American Illustration (New York). She won the International Motion Award (New York) and the New Talent Award at the International Festival Artists of the World in Cannes. Likewise her art was recognized by the London International Creative, the Paris Design Award, the Creative Quarterly (New York), and four times with the Graphis Silver Award (New York), among others distinctions. Likewise, she has been selected by iconic TIME magazine for its first web3 initiative.

Her creative process is dynamic and is based on canvas, animation, augmented reality, virtual and immersive spaces. Her art seeks to exemplify the power of digital art to transcend spatial, temporal and generational boundaries, creating synergies between different audiences and making art not only timeless, but also universal, accessible and understandable, believing in the power of art to unite and create a more friendly, fun and friendly creative space.

Houda Bakkali's creative concept focuses on optimism, colourful space and hopeful messages. The flowers, polka dots and cheerful and serene feminine looks invite me to draw a future of fulfilled dreams. Her art speaks of the future and joy.