

## What is SciFest Dubai?

SciFest Dubai is a platform to promote creativity, critical thinking, innovation, and STEAM education. The aim is to promote a love for science and a deeper understanding of the scientific method through performance poetry, debates, plays, music and dance concerts, workshops, fashion shows, panel discussions, storytelling, art exhibitions, and much more.

In addition to organising the annual Science Festival, SciFest Dubai also promotes STEAM Education and public understanding of science through numerous workshops, thinktanks, projects, conferences, community initiatives, and radio shows.

SciFest Dubai is partners with Dubai Government's KHDA (Knowledge and Human Development Authority.) The 2015 Festival is set to take place from October 4-9 at Dubai Municipality's Children's City in partnership with the Goethe Institute's Science Film Festival. The Chief Guest at the Opening Ceremony keynote conference is Dr Abdullah Al Karam, Director General of KHDA.







# Scifest Dubai Core Values



#### **Intelligent Optimism**

Intelligent Optimism is about being thrilled, excited, and optimistic about the future in an informed and rational way based on what science and technology have to offer.



#### **Scientific Literacy**

Science is more than a collection of facts. It's a way of thinking. When one looks at the world through a scientifically literate lens, the world becomes a place full of answers and free from superstition.



#### **Cosmic Citizenship**

Cosmic citizenship is about moving beyond being merely a global citizen and thinking of oneself as a citizen of the universe. It involves seeking knowledge about the cosmos and being future ambassadors for planet earth.



#### **Collaboration**

The 21st century calls for collaboration over competition. "We" is the new "me" - especially in the fields of science and education.

## **SciFest Dubai** Initiatives







Intelligent Optimism is a global movement founded by SciFest Dubai. The aim is to spread informed optimism about technology and the future thought memes, workshops, and by curating online content

Café Scientifique
Dubai is a meet up
group that aims to
promote
conversations about
science in an
informal setting. It is
the first of its kind in
the Middle East.

Project Tesseract™ is an online salon that aims to promote third culture conversations. It provides a platform for thinkers in Dubai and the MENA region to share their thoughts on issues related to the sciences and the arts.











Last year the Science Film Festival reached over 580,000 visitors in 13 countries. It is the most extensive event of its kind and one of the biggest film festivals worldwide in terms of audience reach. The 2015 Science Film Festival is in collaboration with UNESCO's International Year of Light.



United Nations Educational, Scientific and Cultural Organization



InternationalYear of Light2015

# 2015 Venue Sponsor - Children's City













# Friends of SciFest Dubai









**David Deutsch**Quantum Computing
Physicist



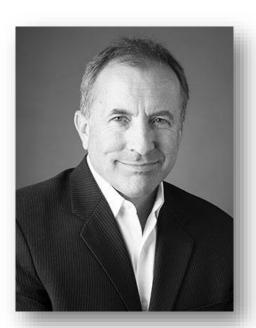
**Steven Pinker**Cognitive Scientist,
TIMES Top 100 Thinker



**Jason Silva**Host of NatGeo's
Brain Games

# Friends of SciFest Dubai





**Michael Shermer**Presidential Fellow at
Chapman University

## THE MENAScientist



H.E. Sheikh Dr. Majid Al Qassimi
Founder.
The MENA Scientist





**Simon Singh**BBC Producer
Science Author

Chief Guest
Dr Abdulla Al Karam
Director General of KHDA

(Knowledge and Human Development Authority)

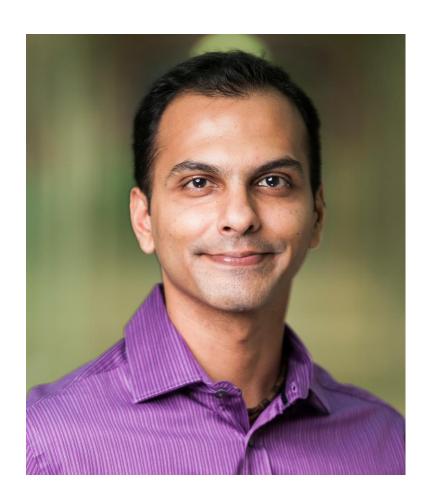




هيئـــة المعرفــة و التنميـــة البشريـــة KNOWLEDGE & HUMAN DEVELOPMENT AUTHORITY



# Scifest Dubai Festival Director





2014 Sheikh Hamdan bin Rashid Al-Maktoum **Distinguished Teacher Award** 







2014 Global Education Forum Award for **Innovation in Education** 



2013 GEMS Education Outstanding Educator Award for **Professional Development** 



Founder, Café Scientifique Dubai Editor, Phoebus Online

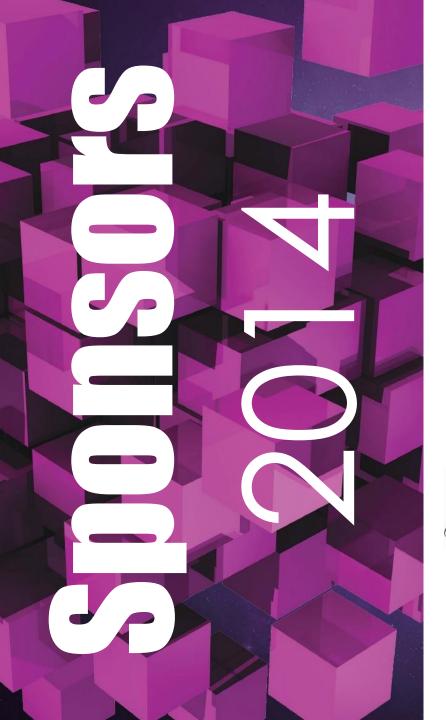




# Key Points from 2014 Festival

4 Day festival
25 Events
14,000 visitors and participants
250,000 student and parent reach
300,000+ Facebook Followers





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هيئة المعرفة والتنمية البشرية киоwledge & Human development authority









## DUCTAC

DUBAI COMMUNITY THEATRE & ARTS CENTRE



























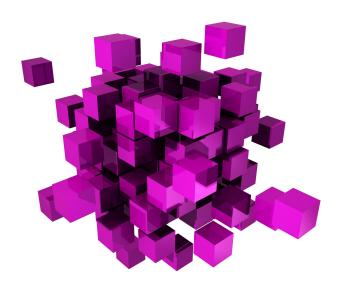








# Main Events from 2014



#### Opening Ceremony Keynote Conference: Critical Wonder Serious Awe



**Opening Ceremony** 

Keynote Event | 12 inspirational speakers **Explaining the Wonders of Science** On the theme of Intelligent Optimism Science Talks | Live streamed on the internet













The Critical Wonder Serious Awe conference is the keynote event at the SciFest Dubai and is part of the opening ceremony. Drawing on the scientific works of Matt Ridley, David Deutsch, Neil Degrasse Tyson, Steven Pinker, and many other scientists, the speakers will present powerful 5-minute talks on the positive influence science has had on human lives and how exponential growth in emerging technologies will have a radical impact on the human condition and change society for the better. Many of the inspirational speakers have previously spoken at TEDx events. The Chief Guest at the opening ceremony is Dr Abdulla Al Karam, Director General at KHDA.

> سانفنست دنی، ۲۰۱۶ 26 Feb - 1 March 2014, UAE

#### **Contact** Details

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Co-founder, Cafe Sci Dubai www.rayabidshahri.com



Adam Griffin

Educator & Science Enthusiast







Panel Discussion hosted by award-winning radio show host Suzanne Radford











Children interacting with the science communicators





























Students performing science-themed poetry in costume and character

























Science-themed music performed by students and professionals

























Students performing science-themed dance on the theme of "Pale Blue Dot"









Space and sciencethemed fashion show from the Imaginary Foundation collection





















































## **Dubai**Week



# GULF NEWS



## **TheNational**





## NO & TAHW



#### **TEDx** in **Dubai** The worldwide phenomenon arrives in the UAE for a day of inspirational talks

of inspirational talks.

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**7DAYS** 







## Masala!



Attend SciFest Dubai

the arts and popular culture. In addition to a packed science related programme of events, there's plenty of science-themed art as well an astronomy art exhibition, a fashion show, a music concert, a performance poetry event, a play and a murder mystery dinner.

The keynote event that takes place on the opening night s a series of talks entitled Critical Wonder, Serious Awe. Community Day takes place on February 28, and to Ittend sessions on the day, registration can be made nline. The programme has sessions that cater to all age roups and are in both English and Arabic. Go for it!

## Khaleej Times



More than 100 TEDs youth events have been planned in different countries around the world this week.

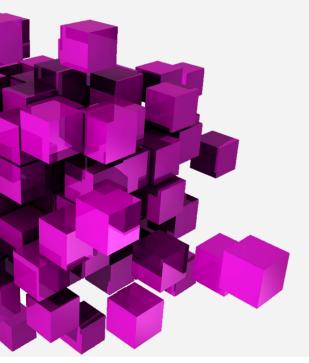
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# **Onsite Branding**













# Khaleej Times









# Media Panel













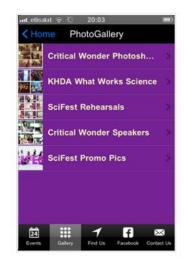


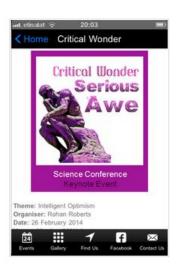
# Scifest Dubai Smart Phone App For Apple and Android











√ Home SciFest Dubai	
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<sup>FEB</sup> <b>27</b>	Panel Discussion Title: Science is Awasome Moderator: J 00272014 1000 AM
27	Science Workshops Workshops on science for primary and s
27 27	Cafe Scientifique Dubai Talk about science over a cup of coffee! 00070014 11:30 AAA
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## 2015 Keynote Speaker: Kevin Russell



Futuristic technology. Robotics. Science



Executive Director of Serious Wonder





### **Contact** Details

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Founder and CEO

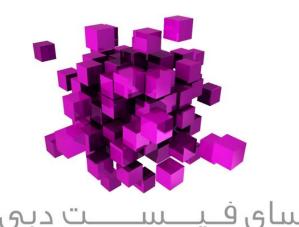
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**SciFest Dubai** 

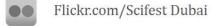
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Celebrating Science through the Arts