

## Opera Gallery Adds New Eclectic Flavour to Dubai's International Art Scene - Dubai International Financial Centre

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Under the patronage of HE Dr Omar Bin Sulaiman, Governor of the Dubai International Financial Centre (DIFC) and Managing Director of the Dubai Culture and Arts Authority, the Opera Gallery was opened at a grand inaugural ceremony attended by art connoisseurs and prominent artists today.



Located in the Gate Village in DIFC, the new gallery adds a fresh eclectic flavour to Dubai's international art scene. The Opera Gallery features a selection of high-end contemporary painting, photography, furniture, sculpture as well as the works of early modern and nineteenth century masters. The contemporary selection encompasses a broad range of styles and themes.

Founded in 1994, the Dubai outlet is part of Opera Gallery's global expansion. The addition of galleries in Dubai, Monaco and Geneva, by the end of 2008, will take the number of Opera galleries around the world to 11.

HE Dr Omar Bin Sulaiman said: "The establishment of the Opera Gallery will contribute to Dubai's efforts to develop the city into a global hub for culture and art. The Dubai International Financial Centre is keen to support art galleries like Opera that help to raise the profile of art in Dubai and the region. By displaying a wide variety of art both in terms of genre and style, the Opera Gallery will enhance the appreciation and understanding of art. The gallery promises to serve the dual roles of building the art market as well as enhancing the role of art in society."

Mr. Bertrand Epaud, General Manager of the Opera Gallery in DIFC said: "The Opera Gallery offers a unique experience to our world-wide audience, ranging from well-informed art collectors to amateurs, by opening their emotions and senses to an eclectic and diverse collection of art. Our team will be delighted to advise you. We are ready to share our expertise and we can advise people who want to buy art whether it is for decorative purposes or as an investment. However, most importantly, you have to be touched by the work of art you are purchasing. This is why our slogan is Opening Emotions."

The winning formula of the gallery rests on its founder Mr. Giles Dyan's direct access to some of the most sought-after masterpieces of the last two centuries. Mr. Dyan is not only one of the thirty-eight Certified Experts in European Contemporary Paintings, stringently regulated by the European Chamber of Art Expert Advisors, he is also trusted by the families and estate executors of artistic luminaries such as Chagall, Dali and Dubuffet.

His sharp acumen for business is evident in one of the most pivotal business strategies for Opera Gallery - the concept of an art fund. The main objective of the art fund is to create a board of directors and shareholders who share a common interest in investing in fine art. With the financial support of the board, Opera is able to purchase all the artwork it sells in the galleries. This allows the Gallery to leverage on the valuation of the works and provides it with an incredible edge over the competition.