



العربية

5th Critical Writing Workshop Umm Kulthoum Digital – Endless Umm Kulthoum

The fifth workshop among a series, supported by Pro Helvetia Cairo Liaison office, tackling the Arabic discourse and critical writing about contemporary arts in Egyptian and Arab media takes place on 7, 10 and 12. April – 6:00 pm, at Saad Zaghloul Cultural Center. The workshop invites Swiss multimedia artist Jean-Luc Marchina and Egyptian musicians Nahla Mattar and Ahmad El Sawy for an open dialogue, about their experimental approach to a contemporary model of Umm Kulthoum's music: "Umm Kulthoum Digital – Endless Umm Kulthoum".

Marchina had provided a series of video films proposing several portraits of Egyptian people in their current daily life related to the themes of Umm Kulthoum. On the other hand, Mattar and El Sawy presented an electro acoustic performance of Umm Kulthoum's songs and music, raising questions like: "How would Umm Kulthoum have dealt with modern technology?" And "How far could technology help in creating contemporary models of her musical heritage?".

The Critical Writing workshops aim to discuss the development of critical writing about contemporary art, especially in Arabic speaking media, to reach out to a wider audience in the Arab region. They encourage the interaction between art and different social study fields, which can help journalists better understand and write about contemporary arts from different perspectives.

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