Sharjah Investment and Development Authority (Shurooq) Presents the World's Largest Arts and Entertainment Fringe Event

Thursday 16 January, 2020

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The first Fringe Festival in the Middle East takes place in Sharjah between 16 January and 1 February 2020 with over 600 performances hosted at Shurooq destinations

- Artists and performers from across the world, including the US, UK, South Africa and the Middle East, will stage renowned award-winning shows in Sharjah
- Over 17 days totaling over 1,100 hours of creative entertainment content
- Performances include international Fringe favourites like "The Fantabulous Bubble Show", the "Jamie MacDowell & Tom Thum" beat-box act and the award-winning "I Hate Children Children's Show"

For immediate release,

Sharjah, January 16, 2020

The cultural capital of the Arab World – Sharjah – will host the latest international Fringe festival. The Fringe is a world-renowned artistic movement taking place in over 200 locations worldwide gathering millions of people each year. For 17 days from 16 January – 1 February 2020, the streets and stages of Sharjah will transform into a special attraction for the public when the Fringe community makes Shurooq destinations its home for their first outing in the Middle East. The Sharjah Fringe Festival includes a wide variety of performances; from family entertainment and children's theatre to interactive shows, dance and music drawn from Fringe festivals from around the world, as well as top international street performances to wow the crowds.

For this first-ever Fringe festival in the Middle East, the emirate will host a selection of the best acts from the renowned global Fringe repertoire. The Sharjah Fringe Festival will see in total 35 ticketed productions go on sale along with 30 free outdoor street shows which will be presented in over 600 performances throughout the event. More than 50 performers from all around the world will present artistic acts at four Shurooq destinations: Al Majaz Waterfront, Al Qasba, The Flag Island and Al Noor Island.

Presented by Sharjah Investment and Development Authority (Shurooq) in strategic partnership with Sharjah Commerce and Tourism Development Authority, Sharjah Fringe Festival 2020 aims to build on the emirate's reputation as the cultural heartland of the region with musical and artistic performances for the whole family. *"This cultural initiative extends the emirate's vision of supporting and inspiring creative pursuit",* Ahmed Obaid Al Qaseer, Chief Operating Officer, Sharjah Investment and Development Authority (Shurooq), explained; *"By bringing Fringe to Sharjah, we want to send a message that ours is 'a city of choice'. Through Sharjah Fringe Festival, we want the 200-plus nationalities residing in the UAE to connect with the global language of the arts and build bridges with cultures through one of the hundreds of entertaining journeys with artists at our top public destinations."*

Tony Lankester, Chief Executive Officer of Sharjah Fringe and former CEO of the National Arts Festival, South Africa, who are producing the Sharjah Fringe said, *"We are very excited about the launch of Sharjah Fringe Festival. For decades, Fringe festivals around the world have celebrated the best in theatre, dance, music and performance of all types. The Sharjah Fringe will be bringing this same spirit to a whole new community and generation of theatregoers."*

"Our rich slate of programmes, including Fringe classics, will introduce new entertainment concepts and

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encourage the exchange of new and thought-provoking ideas with other cultures in a festive atmosphere at Shurooq's specially chosen destinations," adds Al Qaseer. *"We are excited to unveil the full line-up of shows to the public in the days to come, and visitors can access all details and information through our website and social media platforms."*

Tickets are available to buy online at www.sharjahfringe.com
with prices ranging from AED 35 to 50. Discounts (concessions) are available for children, students and over 60s.

Queries and telephone bookings can also be made by calling: +971 6 556 0777.

-END-

Attached Images:

1. The Fantabulous Bubble Show
2. Grumpy Pants
3. Sticks Stones Broken Bones
4. Jamie MacDowell and Tom Thum
5. I Hate Children Children's Show
6. Sharjah Fringe festival logo

About Sharjah Fringe Festival

Sharjah Fringe Festival is the first-ever Fringe festival in the Middle East, joining a global list of Fringes that are together considered among the largest arts and entertainment event globally. Sharjah Fringe is a platform that brings the best of family and children's theatre and entertainment - which includes dance, music, mime, magic, puppetry, circus acts and other forms of interactive entertainment - from around the world to the emirate.

Sharjah Fringe will run from January 16 – February 1, 2020, with more than 600 performances staged by more than 50 artists across three destinations: Al Majaz Waterfront, Al Qasba and Al Noor Island, alongside roaming street performances.

Sharjah Fringe is presented by the Sharjah Investment and Development Authority (Shurooq) in strategic partnership with the Sharjah Commerce and Tourism Development Authority.

For more information: www.sharjahfringe.com and follow Sharjah Fringe on Facebook, Twitter, and Instagram: @ShjFringe.

Contacts

Ayad Sarraj

Shurooq

Tel: +971 6 556 0777-449

Email: a.sarraj@shurooq.ae

Company Contact:

mc Group

T. +49-(0)30-65 000-449
E. d.hanson@mcgroup.com
W. https://www.mcgroup.com/

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