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INTEGRATION OF ART AND COMMUNICATIONS IN INCREASING AWARENESS OF THE UAE
SPACE SECTOR

Abstract

Since the beginning of our civilization, the artist and the scientist have worked together in the mission of communicating our understandings of the nature of the universe. It has often been stated that the scientist and the artist are very similar, especially in their approach to explore and investigate a particular subject matter. In earlier times the scientist and the artist were often the same person - Leonardo Da Vinci being the most obvious example.

The mind state of our society has led to an increase in specializing only in sciences and engineering which in turn, have contributed to a lack of mutual appreciation and understanding between the arts and the sciences. Therefore the UAE has highlighted the importance of integrating art and communications with the principles of science, technology, engineering and mathematic in education, Work and life.

As the Government Communication Department at the Agency, we take on the role of promoting and highlighting the role of the United Arab Emirates on the regional and global space map, which is done through number of initiatives and participations aimed at increasing awareness of the UAE space program nationally, regionally and internationally.