

اصدقاء مهرجانات الاردن

FRIENDS  
OF JORDAN  
FESTIVALS

BRINGING TO LIFE HIS MAJESTY KING ABDULLAH'S VISION OF JORDAN AS A  
PREFERRED TOURIST AND ECONOMIC DESTINATION THROUGH WORLD CLASS  
ARTS AND ENTERTAINMENT AND HIGHLIGHTING JORDANIAN HOSPITALITY TO ALL  
VISITORS TO THE KINGDOM

## OUR ACHIEVEMENTS OVER THE PAST TEN YEARS



Audiences over 150 000 persons

110 performances

2103 performers

756 Jordanian performers

During Ramadan Urdon Al Nakhwe 2019, **336** performances in 12 governorates of the Kingdom with a total of **2016** Jordanian Artists (Music, Drama, Kids & Family Activities).

Friends of Jordan Festivals is a non profit organization which curates, organizes and promotes festivals and cultural performances at world class venues and on archaeological sites in order to promote Jordan as a cultural and entertainment destination, encouraging tourism and economic sustainability and creating job opportunities and building bridges through the development of international partnerships.

Our ambition is to place Jordan as a premier cultural destination with its unique setting for open air musical and theater performances amidst its rich archeological heritage and World Heritage sites. The archaeological sites such as the Amman Citadel, the Jerash Oval Forum, the Roman the Odeon Theatres in downtown Amman, are ideal venues international level performances.

In the following slide, you will find all the events that FJF hosted since its inception in 2010, some of the photographs below are from these shows.



## PAST SUCCESSES

Between June 30 and August 30 2010, Friends of Jordan Festivals took on the challenge of organizing the 2010 Jordan Festival for the very first time at the Citadel, importing legendary music icons of the such of Il Divo, Pink Martini, Kadim Al Sahir, Rafael Amargo, Shaolin Monks, Amal Maher and many others , achieving attendance amounting to an audience of 23,000 guests.





Friends of Jordan Festivals organized a summer festival at the Amman Citadel in 2013 featuring **Julio Iglesias, Marcel Khalife, The Sound of Music Musical, Mohamad Assaf, Hani Mitwasi, Blessed Cecilia and the Choir of London, the Palestine Youth Orchestra and a Tribute to Abdel Halim Hafez with Khalid Selim.**



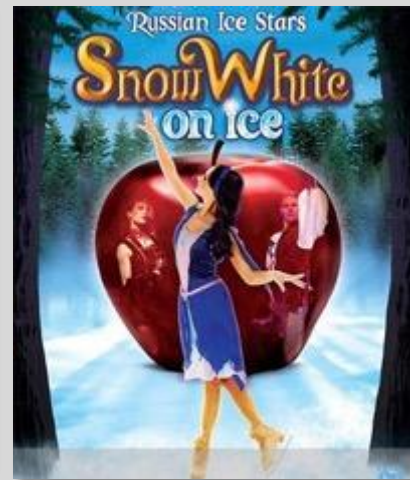
Friends of Jordan Festivals organized a summer festival in September **2016**, bringing to Jordan the world class acts of **Yanni, Marcel Khalife, and the Fire of Anatolia.**

The international performances were held at Jordan's prominent heritage site, the Amman Citadel, providing an unforgettable experience to an enthralled audience from across the country and region.



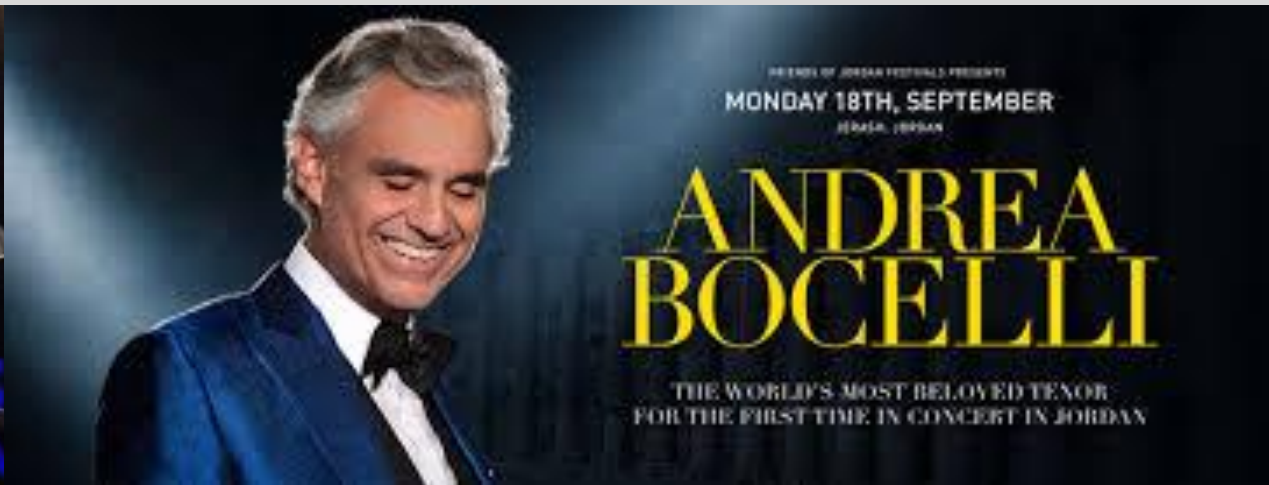


Between 2012 and 2016, Friends of Jordan Festivals hosted many family events for the first time in Jordan, such as **Cirque du Soleil Saltimbanco Show**, the Russian Ice Stars for three consecutive years with **Cirque de Glace** in its **Evolution Show**, **Peter Pan** and **Snow White on Ice**, the Smash Hit Musical **Mamma Mia** and the **Bollywood Musical Taj Express**.



For the first time in concert in Jordan, Friends of Jordan Festivals hosted the world's most beloved tenor **Andrea Bocelli** on the **18<sup>th</sup> of September 2017**. The Thousand Columns and ancient ruins of the archaeological site of Jerash provided a stunning backdrop to the live performance and gave a once in a lifetime experience to all who attended. The event achieved an attendance of 4500 guests .

Friends of Jordan Festivals were very proud of this unique and once in a life time performance where Andrea Bocelli was associated with the talented **Soprano Dima Bawab, The Jordan National Music Conservatory Orchestra and The Fountain of Love Choir**, with a total of more than 120 Jordanian musicians.





Friends of Jordan Festivals organized The Jordan Festival 2018, bringing to Jordan world class acts of **Sir Tom Jones, Tom Odell, Emel Mathlouthi , Reham Abdel Hakim**. The Festival also included opening acts from Jordanian Orchestras and Bands such as the National Music Conservatory Orchestra, Hayajan , Qabeela and Guitanai.



## RAMADAN ACTIVITIES

FJF proudly planned and organised a series of events throughout the 4 weekends of the Holy Month of Ramadan 2019. FJF hired more than 280 groups of Jordanian Artists, from chanting ensemble musicians, comedians, actors, face painters and all kinds of kids activities. These activities were spanned out over the 12 Governorates of the Kingdom in the purpose of creating a joyful, peaceful and hopeful month for all societies around the Kingdom, especially the underprivileged children. This initiative also brought in more than 500 charitable associations who exposed their local items and handicrafts, promoting their products to the hundreds of visitors participating in the events.

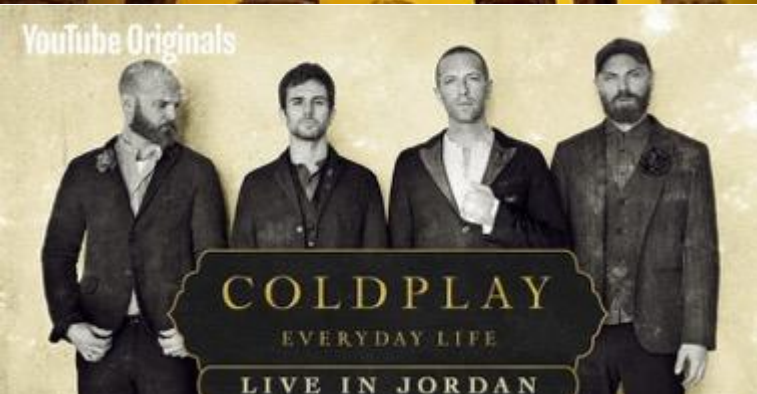
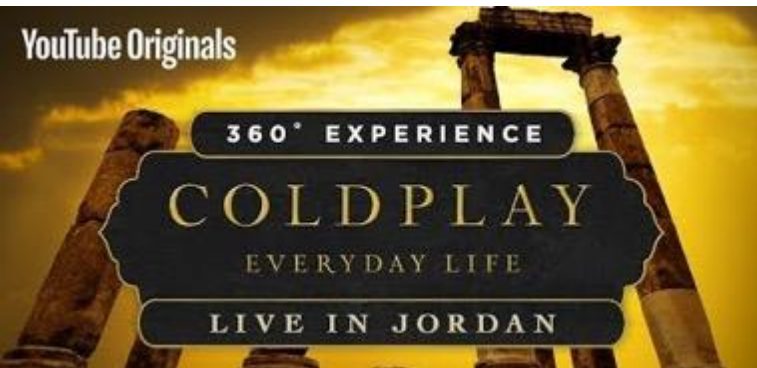


## COLDPLAY EVERYDAY LIFE

In November 2019, Friends of Jordan Festivals were honored to promote and manage the two stunning live YouTube broadcasts, staged at sunrise and sunset, as well as the unique public concert, on the occasion of the British rock band "Coldplay" release of their latest album "Everyday Life."

The three spectacular live shows took place for the first time in Jordan, at the historic Amman Citadel at the center Downtown Amman, where a group of Coldplay fans, Jordanian Musicians, Singers and Dancers, gathered and joined the band in singing and dancing.

This amazing event was live streamed by Youtube and enjoyed a huge international media campaign coverage that reinforced Jordan position on the International entertainment map.





# "The Hashemite Kingdom of Jordan" Symphony - Centennial Celebrations

On 12 October 2021, Friends of Jordan Festivals were honored to promote and manage the **"The Hashemite Kingdom of Jordan"** Symphony, an orchestral-dramatic musical work that tells the story of Jordan in five movements. Composed and conducted by Prof. Dr. Haitham Sukkarieh, the concert was placed under the Patronage of his Majesty King Abdullah II and within the Kingdom Centennial celebrations. It was implemented with the full support of Al Hussein Fund for Excellence.

This project employed more than 50 Jordanian musicians who performed alongside the Cairo Symphonic Orchestra members, as well as other musicians who helped in the technical production, recording and the general organization.

The concert was recorded according to the highest international standards and will be uploaded on Youtube. It will enjoy a big international media exposure that will reinforce Jordan position on the International entertainment map.



## CLASSICAL CONCERTS CYCLE 2018 & 2019

Friends of Jordan Festivals curates an ongoing **Classical Concerts Cycle** bringing together prominent Jordanian Musicians with famous International Soloists!

Acts from Japan, France , Czech Republic , Italy, Belgium, Russia and many more.



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During **2018 & 2019**, Friends of Jordan Festivals also managed and promoted Bank al Etihad Chamber Orchestra, Conducted by Karim Said, bringing in prominent Arab talent from all around the world to perform International level concerts in Amman.





## SOCIAL RESPONSIBILITY

Friends of Jordan Festivals events have not merely increased tourism to Jordan, but encouraged a variety of business partnerships worldwide, boosting Jordan's own economy and developing its service sectors. Through organizing these events, Friends of Jordan Festivals achieved attendance of over 150231 guests among Jordanians, non-Jordanians, foreign visitors in an enthusiastic crowd of art lovers.

In addition, Friends of Jordan Festivals has made all these events accessible to more than 25 000 underprivileged children from all parts of the Kingdom, through its corporate social responsibility campaigns. It also supported smaller festivals, charitable institutions such as the King Hussein Cancer Foundation and other organizations supporting refugees as well as mentally and physically challenged children.

In **2015**, FJF was involved in a musical freely adapted from the Dickens novel of 'Oliver Twist' by Lionel Bart. Directed by UNICEF goodwill ambassador actor, producer and director KHALED ABOL NAGA, the junior cast consisted of 36 Syrian refugee and underprivileged Jordanian children. The musical, based on Charles Dickens' The Adventures of Oliver Twist, supported by the British impresario Sir Cameron Mackintosh, has been updated to a modern Arab city with Arabic adaptation and lyrics. The Production has run six months of drama and music therapy workshops for up to 100 Syrian refugees and Jordanian children from underprivileged backgrounds, working towards their participation in this unique and original adaptation of Oliver which was a massive success!!

### Quotes from the Refugees Cast:

“This project of the musical Oliver! changed something inside me. Something in my heart that I can not explain. “ - Sayah, 16

“Oliver is a great play to do because it's about a kid fighting for his rights like me,” said “Oliver” - Fadi Al Asal, 13

“ What I loved about Oliver! setting is that it showed the duality in an arab city, a Rich side and a poor one, I come from the poor one like depicted in the play” Ibrahim Omran, 14



## The Umm el-Jimal Interpretive and Hospitality Center Inauguration

In June 2019, FJF proudly managed the inauguration of the Umm Al Jimal Interpretive and Hospitality Center, combining classical music with the experience. As promoters of Etihad Chamber Orchestra, FJF commissioned the orchestra to perform with a backdrop of the archeological site. The orchestra also gave a performance to many underprivileged children in the area earlier in the day.

The new Interpretive and Hospitality Center was designed to be a catalyst for economic development, for the benefit of the people of Umm el-Jimal and the Syrian refugees who have settled among them.





# LINKING TO OUR HISTORY



Events Name	Link
Jordan Festival 2010	<a href="https://www.youtube.com/watch?v=kNmb3GYLv0A">https://www.youtube.com/watch?v=kNmb3GYLv0A</a>
Johann Strauss Orchestra	<a href="https://www.youtube.com/watch?v=JrKFWUQ4c44">https://www.youtube.com/watch?v=JrKFWUQ4c44</a>
Cirque du Soleil "Saltimbanco Show	<a href="https://www.youtube.com/watch?v=sNCX9va34-l">https://www.youtube.com/watch?v=sNCX9va34-l</a>
Cirque de Glace	<a href="https://www.youtube.com/watch?v=Y2f6RsiE0Cs">https://www.youtube.com/watch?v=Y2f6RsiE0Cs</a>
Amman Citadel Festival 2013	<a href="https://www.youtube.com/watch?v=Oruqq_rPaok">https://www.youtube.com/watch?v=Oruqq_rPaok</a>
Gala Flamenca	<a href="https://www.youtube.com/watch?v=fRpn9Dwx0EI">https://www.youtube.com/watch?v=fRpn9Dwx0EI</a>
Music Hall	<a href="https://www.youtube.com/watch?v=JZTSwOZKe7g">https://www.youtube.com/watch?v=JZTSwOZKe7g</a>
Mama Mia	<a href="https://www.youtube.com/watch?v=w7w8SyJD7SY">https://www.youtube.com/watch?v=w7w8SyJD7SY</a>
Peter Pan On Ice	<a href="https://www.youtube.com/watch?v=84QQCr3TAEc">https://www.youtube.com/watch?v=84QQCr3TAEc</a>
Taj Express The Bollywood Musical	<a href="https://www.youtube.com/watch?v=5BSIiCdOB8">https://www.youtube.com/watch?v=5BSIiCdOB8</a>
Yanni	<a href="https://www.youtube.com/watch?v=06u2hX6PfZA">https://www.youtube.com/watch?v=06u2hX6PfZA</a>
Snow White on Ice	<a href="https://www.youtube.com/watch?v=royRmPcRZXQ&amp;index=6&amp;list=PLWTx0GGrSZKYRhpHcYXQ5oQLM2-ZLBnq">https://www.youtube.com/watch?v=royRmPcRZXQ&amp;index=6&amp;list=PLWTx0GGrSZKYRhpHcYXQ5oQLM2-ZLBnq</a>
Omar Kamal	<a href="https://www.youtube.com/watch?v=472R1m_FZIQ">https://www.youtube.com/watch?v=472R1m_FZIQ</a>
Andrea Bocelli	<a href="https://www.youtube.com/watch?v=7t33bl2IA4k">https://www.youtube.com/watch?v=7t33bl2IA4k</a> <a href="https://edition.cnn.com/videos/world/2017/12/03/andrea-bocelli-blind-tenor-in-jordan-ctw.cnn">https://edition.cnn.com/videos/world/2017/12/03/andrea-bocelli-blind-tenor-in-jordan-ctw.cnn</a>
Tom Odell	<a href="https://youtu.be/EP4s739EJpU">https://youtu.be/EP4s739EJpU</a>
Emell Mathlothi	<a href="https://youtu.be/3UjXxpyZoag">https://youtu.be/3UjXxpyZoag</a>
Reham Abdel Hakim Jordan Festival 2018	<a href="https://youtu.be/-73V6_1TI5A">https://youtu.be/-73V6_1TI5A</a> <a href="https://youtu.be/spZokrdbFLA">https://youtu.be/spZokrdbFLA</a>
Coldplay Arabesque Live	<a href="https://www.youtube.com/watch?v=Nff2VFREkZo">https://www.youtube.com/watch?v=Nff2VFREkZo</a>





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