

Dubai builds on #stayhome initiative by bringing communities together through 'live from Dubai' virtual campaign

17 Apr 2020, Dubai, UAE

'Live from Dubai' schedule of events offers 'private screening' entertainment, helping people to follow the social distancing guidelines whilst staying active and engaged, Curated programme of events and activities will be showcased on Dubai Calendar Instagram page

Dubai Calendar, the city's go-to entertainment and events guide, is bringing entertainment straight to the living rooms of the city's residents with its curated 'Live from Dubai' event series. Building on the UAE's #StayHome initiative, the programme aims to bring the best of Dubai's local talent across fitness, culinary, dance, theatre, arts, comedy and more to engage communities around the city, providing light relief and an uplifting experience for the whole family. Featuring free live entertainment from a range of independent local artists, people can dive into a number of different activities to fuel their passion or simply to learn something new from this virtual experience run via the Dubai Calendar Instagram page.

Streamed each week from Wednesday to Saturday, Live from Dubai' offers an innovative programme of entertainment, activities and engaging sessions for all the family hosted by some of the biggest and brightest stars in the UAE. Artists, both past and future include [@abri.music](#) and [@r.gam](#) who offer exhilarating musical performances and [@Selektme](#) and [@zerogravitydubai](#) bringing exciting DJ sets straight to your living room. For fitness enthusiasts [@crank.dubai](#) and [@justinshape](#) can help you keep up with your exercise routines while literature lovers tuned into [@emirateslitfest](#) and [@ArabianMum](#) for sessions that explore the beauty of the written word. The programme also features cooking classes from [@themattarfarm](#) and [@cutebreadboy](#) to keep inspiration flowing in the kitchen. For the more creative residents [@medafstudio](#) and [@na7t designs](#) offer easy tips for arts and crafts, while parents keep their kids entertained with fun and engaging activities by [@1magicphil](#) and [@onairwithjanah](#).

Ahmed Al Khaja, CEO of Dubai Festivals and Retail Establishment, said: "At a time when we all need support each other while we #StayHome, we wanted to contribute to the remarkable efforts by the city to help us all stand together and bring comfort, solidarity and relief in these challenging times. This was the inspiration behind the launch of the 'Live from Dubai' programme, which aims to showcase a series of virtual performances by some of the city's leading local talent that the public can enjoy from the safety of their homes. As more entertainers join the movement, we hope to see the programme grow to offer even more diverse avenues for engagement and bring the community even closer to create special experiences together."

Schedules for all events will be posted on Dubai Calendar's Instagram page, with live performances hosted on the artists' independent Instagram accounts.

For more information, please visit Dubai Calendar's [website](#) and tune into the Dubai Calendar Instagram page for this today's schedule.

About Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism)

With the ultimate vision of positioning Dubai as the world's leading tourism destination and commercial hub, Dubai Tourism's mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate. Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai's tourism sector. It markets and promotes the Emirate's commerce sector and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Business Events, Dubai Calendar, and Dubai Festivals and Retail Establishment.