

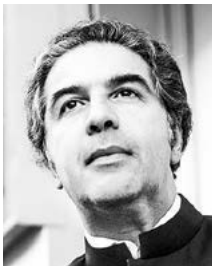
**Salsali Private
Museum**



A modern temple for tranquility



The lighting design allows the art to be at center stage



“People discuss my art and pretend to understand as if it were necessary to understand, when it’s simply necessary to love.”

Ramin Salsali, Founder and Curator

Founded in 2011, Salsali Private Museum is not only the first private museum for contemporary art in the region, but also the first collector center in the world to provide a free of charge service to local and international collectors. Art is the peaceful and universal language for individual and global commitment. A museum of art is the responsive tool and a supportive platform in this context. It is a modern temple for tranquility, love and inspiration. The simplicity of the concept of SPM will eliminate any possible intimidation for individuals to showcase their collection and follow with greater example. Salsali Private Museum is a contribution to the unique process of the development of the United Arab Emirates and Dubai as an evolving hub for the art and culture for the Middle East. Founder Ramin Salsali is the fourth time awarded "Patrons of the Art"; an award of His Highness Sheikh Mohammed bin Rashid Al Maktoum.

Located in Dubai's arts district, Alserkal Avenue, the exhibits change frequently, showcasing famous artists like Amir Hossein Zanjani, Imran Qureshi and many more. Therefore, lighting solution had to be flexible to accommodate the different exhibits and artists. Designed by the renowned EOOS trio, the adaptable VIVO spotlight blends perfectly in to the ambiance of the museum. The architectural cylindrical shape and minimalistic design resonates with the vision and concept of the museum. The award winning product is mostly used in retail but has again shown flexibility to be used in other applications as well. The Zumtobel design team decided to add soft outline lenses and color filters from the museum spotlight ARCOS to avoid hard shadows and ensure a soft transition between light and artworks.

The VIVO spotlight highlights the unique art in an elegant way



Salsali Private Museum (SPM), Dubai | UAE

Building owner: Ramin Salsali, Dubai | UAE

Architect: Selftech Worldwide, Dubai | UAE

Lighting Design: Zumtobel Lighting GmbH, Dubai | UAE

Photos: Ali Zanjani and Gary Schmid

Lighting Solution: VIVO spotlight, ARCOS spotlight



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