

Tom Canning - Writer/Director

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This is a film from a series of five branded content films for CNN. Abdul Kareem Maatouk is the director of the Louve Abu Dhabi. The brief was to create films that show how the region looks to its past in order to inform its future.

ABDUL KAREEM MAATOUK stands looking out across a sea of desert.

ABDUL VO

For the Bedouins, to have a poet in your tribe was a sign of great civilisation.

He greets and talks to others at a desert camp. As his VO continues, we see images of the desert's natural beauty.

ABDUL VO

We came from the desert. Its beauty lies in the everchanging details. Its mysteries; in time. We are natural poets.

He walks amongst the herds of animals on Sir Bani Yas Island.

ABDUL VO

Through poetry, through patient observation and consideration, we understand life.

Abdul visits an archeological site on Sir Bani Yas Island. The beginnings of a modern civilisation clear.

ABDUL VO

Trade, farming, technology. These are all things that came from the wisdom of our ancestors. We cannot forget them. Neither should we want to.

We follow him out of a darkened passage into the light in the courtyard of Al Hosn Fort. He heads into the tower and comes out onto the ramparts of the fort. The modern city skyline can be seen beyond.

ABDUL VO

With each stage of our society, we have embraced the values of our past and it has helped us develop and succeed. It mustn't be rushed.

Finally, Abdul walks the cool, silent halls of the Louvre. He studies the beauty of the art work and architecture.

ABDUL VO

As we embrace the future, we must observe and consider. To stay in touch with who we are.

His attention is focussed on one of the art pieces.

ABDUL

We must be the poet.