

Swedish group — building on international ties through music

MUSCAT — Oman Oil Marketing Company is supporting the Spiritus Mundi Show, a Swedish musical group currently touring selected regions in the GCC with an aim that extends beyond merely entertaining the audience. The group, sponsored by the Ministry of Commerce and Industry, is embarking on a cultural tour through the Middle East.

Self-styled as a cultural association, Spiritus Mundi, hopes through its expressive talents, drawn from Swedish and Arabic roots, it can assist in strengthening understanding between the Arab World and the West.

Playing at the Al Madina Theatre in Qurum on March 1, Spiritus Mundi will be enthraling the audience with a fusion of Arabic and 'western' style music with vocals performed in Arabic and English. The music is best described as 'western' world ambient pop/dance mixed with Arabic traditional music, lute and vocals.

Spiritus Mundi Cultural Association and the Spiritus Mundi Event were created to help build on relations between the Arabic and Swedish communities. They are a "travelling cultural exchange Embassy" giving concerts in Arab countries and documenting the events and the culturally significant aspects of each country they visit in film.

Hisham al Alawi, Corporate Affairs Manager for OOMCO stated, "Although an unusual project for OOMCO to become involved in — Spiritus Mundi has the energy and aspirations OOMCO can relate to. Their innovative approach to enhancing communication between communities and looking to future generations is refreshing. We are pleased to support the tour and hope the event is a great success".

Oman is the last GCC location on the Spiritus Mundi tour. The group has, prior to this visit, travelled to the United Arab Emirates and Bahrain. During the groups' four-day visit in Oman, they will spend time exploring the Sultanate, including cultural site visits. They will be making a short documentary which will be televised in Sweden and shown on Gulf Air flights.

Promoting the event, Hisham al Alawi adds: "Actions like these are to be commended and something that perhaps the youth of Oman can be inspired by. We would like to encourage as many people as possible to come along and experience the Spiritus Mundi Show."

"This type of event helps people of all backgrounds to understand and appreciate each other's culture. It is through these exchanges that relations are cemented for the good of all, which is why we have been so keen to be involved." (See also Features — p13)