

*Judith Hornok*

# Moderne arabische Frauen

Die neue Generation der Vereinigten Arabischen Emirate

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The documentary based upon ...

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## *Modern* Arab Women

The New Generation of the United Arab Emirates

produced by

**SIEVERS**  
ART & MEDIA SRO

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## Intro

For most people-especially those in the Western world-the Gulf States are one big mystery. The image we have of the people there is burdened with many prejudices. The author and communications consultant Judith Hornok has been working in the Arabian Gulf for 20 years and, after many years of intensive research and interviews, has summarized her knowledge of society in the Emirates in the book „Modern Arab Women“. In this book, she presents unusual women from the UAE who do not fit into the Western cliché: we meet, for example, the first female racing driver, the youngest female minister, authors, artists, sportswomen and businesswomen who manage the budgets of billions of dollars for major international projects.

All this gives an in-depth picture of what is meant by „Arab women of the 21st century“ in the Emirates.

Judith Hornok: „It is this picture of Arab women that I want to share with the world! I too imagined a patriarchal society dominated by men who oppress their women. Today, I know that my thinking of yesteryear was a mistake and was shaped by prejudice. My view of the world changed when I experienced how proud families are of their successful daughters and wives and with what skill these women have fought for their influential positions. I now believe that the best means for freedom and mutual understanding is respect. Everything starts with respect!“

SIEVERS Art & Media SRO, based in Bratislava and Vienna, has acquired the film rights to the book „Modern Arab Women“ from Ms. Hornok and will now turn this exciting and eye-opening topic into a cinematic documentary.

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## Synopsis of the film project „Modern Arab Women”

In this documentary, we embark on a journey through an incredible Arab world, far removed from conventional Western clichés. A thriving world full of traditional culture, booming economy and cutting-edge technology. We follow women who have found their own way in the modern Islamic world and successfully followed it - be it in the business world, in top- class sports or in the cultural scene. We get to know our protagonists through a series of interviews as well as through surprising and charming insights into their everyday lives - both professional and private.

The core questions we ask ourselves are: What was the motivation of these women to escape conventional gender roles? Who supported them in their development, and what hindered them? Did they believe in themselves from the beginning, or did they have to overcome crises and self-doubt, as in every hero's journey? And how does it feel now to be at the spearhead of a new generation that is taking on the task of changing the Arab world forever? What codes and techniques have women used to assert their interests in a traditionally male-dominated world?

To explore all this in more detail, we also talk to their family members and work colleagues, and see how the men are coping with the fact that their sisters, daughters and wives are successfully asserting themselves in traditionally male-dominated roles, can be found in leadership positions, and have increasingly emancipated themselves from the traditional role of women in the Arab world. Or will the “new reality” perhaps end up being taken for granted by the next generation? How does the older generation view the development of gender roles in the Arab world? Is this development welcomed, or are there also critical irreconcilable voices? And - last but not least - how do people in the Arab world view our Western culture? Are we really the “shining star” in the firmament of emancipation & women's rights that every other society has to follow, or do we learn through the eyes of the successful women of the United Arab Emirates to relativize and question our own self- image in the end?

SIEVERS Art & Media SRO strives for a documentary that clears up prejudices, that surprises and enlightens in the best sense. Fascinating images and news, from a country full of contradictions, from desert-like mirage, surreal tourist “Las Vegas” on the Gulf and booming business metropolis of superlatives. The film “Modern Arab Women” allows us a deep insight into the lives of women who have found their own form of emancipation - looking to the future, yet firmly anchored in the tradition and history of their society.