

## Qatar National Library's Brand Launch Heralds New Age of Knowledge Sharing

**Doha, 24 March 2014** – Qatar National Library (QNL) unveils its innovative brand identity on Tuesday, inspired by the iconic architectural design of its new home that is currently under construction in Education City.

QNL's dynamic, modernistic new logo is emblematic of the Library's state-of-the-art facilities and use of the latest technology to bridge the nation's past and future through knowledge sharing.

The logo symbolises the philosophy and rich heritage found in Qatar's unique and evolving culture, while the window-like feature conveys a sense of transparency, clarity and simplicity: always accessible and supporting QNL's users to make new discoveries.

Over the past week, QNL has been teasing the public with glimpses of its impressive new logo on social media platforms, without revealing its actual identity. Instead, the library has captured the essence of its vision through a series of cryptic phrases and descriptions, leaving the public guessing and interest mounting.

QNL's project was announced in 2012 by Her Highness Sheikha Moza bint Nasser, Chairperson of Qatar Foundation for Education, Science and Community Development. Under the guidance of Qatar Foundation, the library provides free access for students, educators, researchers, and the wider community in Qatar. The QNL building is currently under construction, but many of its resources are already publicly available online, ranging from popular, newly published material to historic and rare documents.

QNL's Project Director Dr Claudia Lux is thrilled with the organisation's rebrand and said: "Qatar National Library is supporting Qatar on its journey from a carbon-based economy to a knowledge-based economy by providing information resources to students, researchers and the community in Qatar. Resources include freely offering a vast collection of online databases to all residents of Qatar. QNL's new logo has been inspired by the unique architectural design of its new building, which symbolises the library's vision of *Bridging with knowledge Qatar's Heritage and Future.*"

Dr Lux continued: "QNL's mission is *to spread knowledge, nurture imagination, cultivate creativity, and preserve the nation's Heritage for the Future.* Our growing online collection is already attracting large numbers of the community but our aim is to reach many more and be a font of knowledge for all."

The brand launch coincides with the 20th annual conference and exhibition of the Special Libraries Association (SLA) being held in Qatar this week. The event brings together some of the world's leading practitioners and experts in the field of librarianship.

Many high-profile guests and dignitaries from all over the world, including His Royal Highness Prince Charles, The Prince of Wales, have viewed QNL's impressive Arab and Islamic Heritage Collection.

His Excellency Sheikh Hassan bin Mohammad bin Ali Al Thani founded the Heritage Collection in 1979, and it now provides an unparalleled array of historical sources about Qatar and the region. The collection includes writings by travellers and explorers who visited the Gulf region over the centuries, Arab manuscripts, historical maps and globes, as well as scientific instruments and early photography.

The Heritage Collection also features up to 2,400 precious manuscripts, among them ‘Mushafs’ (Holy Qur’an) and Arabic literature, with a primary focus on sciences such as geography, astronomy and mathematics. These treasured antiquities are complemented by artefacts from the early European reception (early prints in Latin from the 15th – 17th c.) such as the famous “Qanon” of Avicenna (Ibn Sina).

QNL’s heritage material, documenting a wealth of Arab and Islamic history, will be featured through the library’s Qatar Digital Library Portal, which will encompass other valuable digital content drawn from archives about the Gulf region and Islamic civilisation.

In addition to book discussion events and training sessions, QNL is currently offering free online access to its vast collection of online resources including the latest bestsellers, classical works, concerts, top academic journals and documentaries. QNL’s registered members can access a complete list of online resources by visiting <http://www.qnl.qa/find-answers/online-resources>. Anyone who lives in Qatar and has a valid Qatari ID/Residence Permit is eligible for free library registration. To register, please visit <https://library.qnl.qa/selfreg>

The innovative QNL teaser campaign that has got locals guessing has been supported by leading Qatari organisations ranging from Qatar Foundation and Qatar Green Building Council to Silatech.

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### **Qatar National Library – Bridging with knowledge Qatar’s Heritage and Future**

Qatar National Library (QNL) is a non-profit organisation under the umbrella of Qatar

Foundation for Education, Science and Community Development (QF). QNL is supporting Qatar on its journey from a carbon-based economy to a knowledge-based economy by providing resources to students, researchers and the community in Qatar. It was announced in November 2012 by Her Highness Sheikha Moza bint Nasser, Chairperson of Qatar Foundation for Education, Science and Community Development.

QNL carries out its mission through three functions: The National Library, University and Research Library and a Metropolitan Public Library of the digital age. The National Library function collects and provides access to global knowledge relevant to Qatar and the region. It also collects, preserves and provides access to heritage content and materials about Qatar and the region. The University and Research Library function supports education and research at all levels by providing printed and digital library materials for students and researchers. Metropolitan Public Library delivers library services and information for everyone to enjoy reading, meet people and become information literate.

Learn more about Qatar National Library online at [www.qnl.qa](http://www.qnl.qa)

**Twitter:** @QNLib

**Facebook:** [www.facebook.com/TheQatarNationalLibrary](http://www.facebook.com/TheQatarNationalLibrary)

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