

QATAR MUSEUMS' 'MARCHITECTURE' MONTH PROVES TO BE A BIG HIT WITH LOCAL COMMUNITY

Month-long celebration of architecture, urban design and culture attracts unprecedented response

Doha, 17 March 2018

Qatar Museums today revealed that unprecedented numbers of people across the local community have signed up to take advantage of 'Marchitecture' – a unique, nationwide cultural showcase comprising film screenings, events, public talks and exclusive tours of many of Qatar's best-loved buildings and sites of historic and cultural significance.

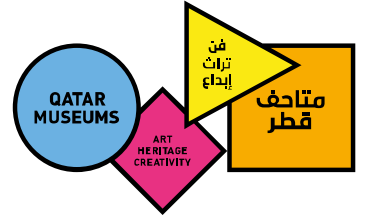
So far more than 630 people have signed up to participate in the various events and activities that have taken place since the start of the month.

The response makes it one of the most successful activities organised by the Culture Pass team to date. Initiatives such as these help explain why the Culture Pass scheme continues to go from strength to strength, reaching more than 22,000 members from more than 25 nationalities since it was launched.

Running until March 31st, the 'Marchitecture' programme has been specially designed to give members of QM's Culture Pass loyalty programme access to more than 70 arts and cultural experiences in a wide variety of locations.

Amongst the many highlights in the programme so far have included guided architectural tours of the Museum of Islamic Art, Msheireb Downtown Doha and Weill Cornell Medicine-Qatar, as well as a visit to the Legacy Pavilion at Al Bidda Tower to learn more about the Supreme Committee for Delivery & Legacy's preparations to host the 2022 FIFA World Cup™.

Under the guidance of QM Chairperson, Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, the programme has been carefully planned over many months and highlights Qatar Museums' ongoing commitment to enhancing and enriching the lives of all those who live in and visit the country.



Involving large numbers of public and private sector organisations, the programme opens up many of Qatar’s best-loved buildings to the public – in a number of cases for the very first time. Joining expert tours gives Culture Pass members an even deeper appreciation for several of the country’s most iconic buildings. Forthcoming tours and visits include those to Al Jazeera Media Institute along with the AJ English Channel premises, Qatar National Library, Msheireb Museum and Hamad International Airport.

In all, more than 15 private and public sector organisations have pledged their support for the programme including Qatar Foundation, the Supreme Committee for Delivery & Legacy, UDC and Msheireb Properties.

‘Marchitecture’ will not only shine a spotlight on many of Qatar and Doha’s modern design masterpieces, but will also celebrate Qatar’s rich heritage and history with a series of visits to Barzan Towers and UNESCO World Heritage site Al Zubarah.

Delivering such a full and diverse programme in close collaboration with such partners clearly reflects Qatar Museums’ ongoing commitment to providing an unparalleled range of cultural experiences to the country’s residents and visitors.

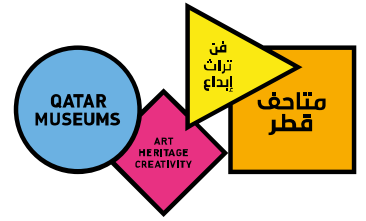
Commenting on the success of the Marchitecture programme to date, Qatar Museums Head of Partnership Sheikha Nouf Mubarak Saif Al-Thani said, “We’re delighted with the response to this latest initiative. It validates the approach that we’re taking as an organisation to continually provide engaging and memorable cultural experiences for the widest number of people in Qatar. We’re grateful to our partners for their involvement and efforts in delivering this meticulously curated program. We’re very much looking forward to more fantastic cultural offerings ahead.”

Full details of the more than 70 film screenings, events, talks and tours are available at <http://www.qm.org.qa/en/marchitecture>

- ENDS -

Press Contacts

Rania Hussein, Qatar Museums: rhussein@qm.org.qa (+974 4402 8535)



Federica Zuccarini, Qatar Museums: fzuccarini@qm.org.qa (+974 4402 8510)

About Qatar Museums

Qatar Museums connects the museums, cultural institutions and heritage sites in Qatar and creates the conditions for them to thrive and flourish. It provides a comprehensive organisation for the development of museums and cultural projects, with a long-term ambition of creating a strong and sustainable cultural infrastructure for Qatar. Under the patronage of His Highness the Emir, Sheikh Tamim bin Hamad Al Thani, and led by its Chairperson, Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, QM is consolidating Qatar's efforts to become a vibrant centre for the arts, culture and education, in the Middle East and beyond.

Since its foundation in 2005, QM has overseen the development of the Museum of Islamic Art (MIA), Mathaf: Arab Museum of Modern Art, and the Al Zubarah World Heritage Site Visitor Centre. The QM also manages the QM Gallery at Katara Cultural Village, the ALRIWAQ DOHA Exhibition Space and the Fire Station: Artists in Residence. Future projects include the launch of the highly anticipated National Museum of Qatar and the 3-2-1 Qatar Olympic and Sports Museum.

QM is committed to instigating Qatar's future generation of arts, heritage and museum professionals. At its core is a commitment to nurturing artistic talent, creating opportunities and developing the skills to service Qatar's emerging art economy. By means of a multi-faceted program and public art initiatives, QM seeks to push the boundaries of the traditional museum model, and create cultural experiences that spill out onto the streets and seek to involve a wide audience. Through a strong emphasis on originating art and culture from within and fostering a spirit of national participation, QM is helping Qatar find its own distinctive voice in today's global cultural debates.