



## **Msheireb Museums showcase a new exhibition in collaboration with UCL Qatar's Masters Students titled '*Back to Msheireb: Shared Streets - Shared Stories*'**

**Doha, 4 April 2017:** An exhibition that interprets the vibrancy of Qatar's historic Msheireb district as a center of commerce opened 4 April 2017 at Msheireb Museums in Msheireb Downtown Doha. Entitled '*Back to Msheireb: Shared Streets - Shared Stories*', the exhibition is organised by students of UCL Qatar, as part of their yearly UCL Qurates initiative of the Masters in Museum and Gallery Practice programme. The exhibition will remain open until 27 July 2017 at Mohammed Bin Jassim House in Msheireb Museums.

"This student-led project is a crucial, assessed component of the master's programme, which seeks to bridge the gap between museum theory and practice. The project affords our students – who are undergoing rigorous graduate training to further professionalise or to enter the museum profession, in Qatar or abroad – the unique opportunity to implement knowledge acquired on the programme, working collaboratively with a museum. The staff's dedication to the project, and their commitment to student learning and to their continuous professional development, has been pivotal in making the project a mutually rewarding and successful experience," said Dr Sam Evans, Director of UCL Qatar.

Over the last few months, this year's group of students have had the opportunity to explore and conduct curatorial research around Msheireb Museums' collection of objects and oral history archives, curating a temporary exhibition that complements the scope of the permanent galleries in the Mohammed Bin Jassim House.

Located within the Heritage Quarter, a historic area of Msheireb Downtown Doha, Mohammed Bin Jassim House is one of four heritage houses which has been restored to create a trusted cultural destination that enriches the community. Rooted in history, these reconstructed

buildings and gallery spaces allow the community to engage with significant aspects of Qatar's past and memories of life before the country's rapid economic development.

**Mr. Hafiz Ali, Director of Msheireb Museums said:** "We are delighted to include such a carefully curated exhibition which documents the city's history and progression and allows us to preserve and share these stories with the community. Msheireb Museums are honored to provide a platform that nurtures our future leaders' development, enhances the cultural scene of our city and enables people to learn more about Qatar's rich heritage."

The increase in economic wealth and employment opportunities in Qatar led to a growth in foreign populations from countries such as India, Pakistan, Iran, Lebanon, Syria, and the Philippines from the 1970s. Msheireb became the popular destination for shopping, and a hub for small local community between the 1980s and 2000s – long before the wider "mall culture" spread throughout the country – and allowed the meeting of diverse cultures, tastes, languages, and traditions.

*'Back to Msheireb'* presents a selection of found objects and oral histories of personal memories of this former commercial neighborhood through an installation of pop-up stores inspired by the eclectic and often quirky character of this part of Doha.

Dr. Serena Iervolino, Programme Coordinator at UCL Qatar said, "I am delighted to have worked in partnership with Msheireb Museums on this year's UCL Qurates initiative. Together with the other Museum Studies faculty, Dr Catharina Hendrick, I have had the pleasure of seeing a particularly skillful group of students blossoming throughout the project. Working in a mature and collaborative manner, the students have developed and delivered an exhibition of professional standards. Today I am proud to acknowledge and celebrate with colleagues their significant team achievement."

Since the inception of UCL Qatar in 2012, the students of Masters in Museum and Gallery Practice programme have collaborated with Qatari cultural institutions to create and develop temporary creative exhibitions.

Visitors are encouraged to share their photos of the exhibition on social media using #UCLQurates #BacktoMsheireb. For museum hours and more information, visit [www.uclqurates.squarespace.com](http://www.uclqurates.squarespace.com) and @UCLQurates on Facebook.

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### **UCL Qatar**

UCL, in partnership with Qatar Foundation, has created UCL Qatar, a centre of excellence for the study of cultural heritage. UCL Qatar welcomed its first intake of students in August 2012 and has since enrolled more than 230 students from over 40 countries. Drawing upon the renowned expertise of the UCL Institute of Archaeology, London; leading academic scholars, teachers and scientists implement our unique curriculum and research.

### **Msheireb Museums**

Msheireb museums are a new cultural landmark in the heart of Downtown Doha. The four heritage houses encapsulate the hopes, dreams and achievements of Qatari generations who laid the foundation for today's modern state.

Radwani House charts the effects of oil on Qatari society, demonstrating how quickly life improved within the space of a few generations.

Company House exhibits the history of modern Qatar by demonstrating the struggles of past generations to create today's thriving society.

Al Jalmoed House, the Museum of Human Exploitation, creates an evocative journey through the emotive history of human trafficking around the world, through to exploitation in the modern world.

Mohammed bin Jassim House is the former residence of the founder of Qatar, used to demonstrate the history of the Msheireb area and its significant role in Doha's growth.

The heritage houses are conveniently located to provide accessibility to a national heritage that has previously been unaddressed.

Msheireb museums support the Qatar Vision 2030 by conserving the nation's human development story to inspire the generations of now and tomorrow.

## **Msheireb Properties**

Msheireb Properties is a real estate development company and a subsidiary of Qatar Foundation. The company was established as a commercial venture to support the Foundation's aims, as well as the goals of Qatar's 2030 Vision. Msheireb Properties' mission is to change the way people think about urban living and improve their overall quality of life, through innovations that encourage social interaction, respect for culture and greater care for the environment. An emerging leader in sustainable development, its signature project, Msheireb Downtown Doha, employs a new approach to urban planning, combining traditional methods and modern technology, aimed at safeguarding both the environment and the cultural identity of Qatar. Msheireb Properties partnered with industry leaders and experts in order to align the architectural lessons of the past with the latest in eco-friendly technologies – to realise a language that is relevant, enriching and truly Qatari. The new language will be used to create buildings of a shared DNA, reviving local heritage and culture through a unified architectural idiom. Msheireb Properties received ISO certification from the British Standards Institution for Quality (ISO 9001:2008), Environmental Performance (ISO 14001:2004), Occupational Health and Safety (BS OHSAS 18001:2007), and Risk Management Standard (ISO 31000:2009). With Msheireb Downtown Doha, the company is developing a blueprint for sustainable urban regeneration, and believes in sharing the knowledge and experience with the industry.

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