

Press Contact:

Meike Kaan | Executive Director
Communications and External Relations
Virginia Commonwealth University in Qatar
PO Box 8095, Al Luqta Street, Doha, Qatar
T: +974 4402 0558 | M: +974 30133446
mckaan@vcu.edu

VCUQatar Presents Tasmeeem Doha 2015 3ajeeb!

Doha, Qatar – Virginia Commonwealth University in Qatar (VCUQatar) is proud to present Tasmeeem Doha 2015, its biennial international art and design conference, which will be held at VCUQatar from 8 to 12 March, 2015.

The 2015 edition focuses on the theme of ‘playfulness’ as expressed by the Arabizi word 3ajeeb! (ahh-jhee-b) meaning “strange in a strange way, cool in a cool way, and slightly weird in a slightly weird way.” Tasmeeem Doha 3ajeeb! will foster discussions on playful processes as a creative practice to generate new knowledge, technologies and discoveries.

The conference will bring together leading designers, artists and creative thinkers, and features several distinct programs that coalesce into five days of workshops, presentations, performances and exhibitions.

The 3ajeeb! studios are 25 workshops lead by international artists, designers, musicians, writers and playful thinkers (8 to 10 March). In addition, a select group of workshop leaders will discuss their creative praxis in short-format presentations during the afternoon “Shawarma” sessions. The first day will close with opening speakers Bangalore based Indo-Danish art duo Pors & Rao.

Tasmeeem Doha 2015 features a unique partnership with the Barcelona based post-digital culture festival OFFF, which curated the Day OFFF on 11 March, showcasing speakers, performances and presentations from fresh, young, fun, contemporary creative thinkers.

The conference will wrap up with the Festival Day on 12 March. Attendees can play an artist mini-golf course, engage in playful performances, enjoy tasty treats, interact with exhibitions, and purchase goods from local artists, designers and creative makers.

The closing event will feature filmmaker and social media phenomenon, Casey Neistat, who lands in Doha and leaps onto the stage for a one night speaking performance on 12 March at 6 pm.

For more detailed information please visit www.tasmeemdoha.com.

Note to Editors:

About Virginia Commonwealth University in Qatar:

VCUQatar is the Qatar campus of the prestigious Virginia Commonwealth University School of the Arts in Richmond, Virginia. Established in 1998 through a partnership with Qatar Foundation, VCUQatar offers students the opportunity to earn a Bachelor of Fine Arts degree in fashion design, graphic design, interior design and painting & printmaking, a Bachelor of Arts degree in art history and a Master of Fine Arts degree in design.

In addition to a comprehensive annual public events program that includes a wide range of exhibitions, lectures and fashion events, the University hosts the biennial international design conference Tasmeeem and the biennial Hamad bin Khalifa Islamic Art Symposium, attracting globally recognized designers, academics and thinkers while fostering sustainable, university-community partnerships that enhance the educational, economic and cultural vitality of Qatar. For more information please visit www.qatar.vcu.edu

Qatar Foundation – Unlocking Human Potential

Qatar Foundation for Education, Science, and Community Development (QF) is a private, non-profit organization that is supporting Qatar on its journey from carbon economy to knowledge economy by unlocking human potential, for the benefit of not only Qatar, but the world. Founded in 1995 by His Highness Sheikh Hamad bin Khalifa Al Thani, the Father Emir, QF is chaired by Her Highness Sheikha Moza bint Nasser.

QF's work encompasses education, research and community development. World-class universities are brought to Qatar to help create an education sector in which young people can develop the attitudes and skills required for a knowledge economy. At the same time, QF builds Qatar's innovation and technology capacity by developing and commercializing solutions through key sciences. The Foundation also works to foster a progressive society while enhancing cultural life, protecting Qatar's heritage and addressing immediate social needs in the community. For a complete list of QF's initiatives and projects, visit <http://www.qf.org.qa>