



Press Release

Germany to participate in 11th edition of Heya Arabian Fashion Exhibition

Doha, Qatar; April 30, 2017: The Embassy of the Federal Republic of Germany and the Goethe-Institut Gulf Region join this spring's Heya Arabian Fashion Exhibition which is held under the patronage of Qatar Museums' Chairperson, Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani from 28 April to 2 May 2017 at the Doha Exhibition and Convention Centre.

The bi-annual event provides a high-profile platform and launch pad for established and up-and-coming local and Khaliji designers to tap into the vast economic potential present in the growing global modest and Islamic fashion market. The exhibition will host more than 250 brands from 15 countries across the GCC, Levant, and beyond, contributing to the growing multibillion-dollar industry for modest and Islamic fashion market.

During the opening day of the exhibition a forum talk on *"How culture influences fashion"* took place. Three designers and experts from Germany and Qatar focused on the connection of culture and fashion and how for example Islamic culture influences modest fashion. The designers in conversation were Qatari fashion curator and programmer Fahad Al Obaidly, Doha-based German fashion expert Robert-Gädeke and Sandra Wilkins, Chair of Fashion Design at the Virginia Commonwealth University.

The participation in the program of Heya in spring 2017 is part of the Qatar Germany 2017 Year of Culture and is leading towards the 12th edition of Heya Arabian Fashion Exhibition in autumn 2017 when selected German designers will be presented to Doha fashion enthusiast. Hans-Udo Muzel, the German Ambassador underlines the German support for the Heya Arabian Fashion Exhibition is part of Qatar Germany 2017 initiative: *"We would like to promote intercultural exchange and cooperation with a forum talk of young German and Qatari fashion and design experts, to be held on Friday, 28 April, the occasion of the opening day of the signature fashion exhibition."*

Qatari fashion curator and programmer Fahad Al Obaidly said, *"Fashion is the intersection of art and everyday life. Especially for the Qatari women wearing a fashionable abaya is more than a fashion statement, but also a question of identity and standing out as a Qatari woman."* And German fashion expert Robert Gädeke-Borek concludes, *"Germany may not be the country that you link with fashion right away, but this is actually a misconception. German designers have been always*



involved in major fashion trends and this is what I tried to communicate with my contribution to the forum talk."

For more information on the 11th Heya Arabian Fashion Exhibition please visit www.heya.qa, or alternatively follow Heya on Instagram, Twitter, Facebook, Snapchat – Heya.qa, or YouTube.

Qatar Germany 2017 Year of Culture is a year-long program designed to deepen understanding between nations through the mutual exchange of arts, culture, heritage and sport, developed by Qatar Museums in partnership with the Goethe-Institut Gulf Region, the German Embassy in Doha and the Embassy of Qatar in Germany.

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About The Goethe-Institut:

The Goethe-Institut is a world-wide organization working to promote German language and culture. With a network of 159 institutes in 98 countries around the world and 12 institutes in Germany, the Goethe-Institut acts on behalf of the German Government to implement its cultural relations policy. The Goethe-Institut Gulf Region offers German language courses and organises cultural events in the Gulf Region. Together with the Embassy of the Federal Republic of Germany the Goethe-Institut Gulf Region arranges the programs of Qatar Germany Year of Culture 2017.

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About Heya Arabian Fashion Exhibition:

Heya Arabian Fashion Exhibition (Heya) is Qatar's biggest platform for contemporary Arabian fashion creations. Launched in 2007, it has grown to attract exhibitors from across the GCC and beyond to showcase the very best Gulf-designed clothes and accessories. There are a host of events and initiatives to support and promote established and up-and-coming local and Khaliji designers, female entrepreneurs and fashion enthusiasts including daily fashion shows, hands-on workshops and fashion forums led by industry experts.

Organized by Qatar Tourism Authority and delivered by Design Creationz, Heya forms part of Qatar's business and tourism plans while developing the country's growing exhibition and conference sector.

www.heya.qa

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 centralises resources and 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. QM also manages the QM Gallery at Katara Cultural Village, QM Gallery AL RIWAQ 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.