





will allow them to enjoy a history lesson on German design. The various accompanying education activities and workshops will also allow children and students to learn about the inspiration and skills that made these master designs possible.”

Over 400 objects will be on display, including a number of studies and prototypes that have never before been shown in public. Five exhibition areas are dedicated to the most important periods of post-war German design and showcase the works of more than 30 designers that have influenced design history in both Germany and around the world.

The exhibition documents the development of design in Germany based on the pioneering works of Frei Otto, Achim Menges, Ferdinand Alexander Porsche, Dieter Rams, Richard Sapper, Max Bill and many others. Though it does not claim to be exhaustive, it presents the widest possible range of design forms. Visitors to the exhibition are invited to take a closer look at the designers’ methods and try out their own ideas.

A design lab at the center of the exhibition, which was co-developed by Volkswagen Group, provides a window into design processes. For example, visitors can experience how an idea is generated and developed through to production based on a chair design by Konstantin Grcic and several prototypes from industrial designer Stefan Diez.

To complement QM’s strong commitment to education, workshops and talks focusing on the theoretical and practical aspects of design will be held by experts such as Dr. Mateo Kries, Director of the Vitra Design Museum, and Prof. Lutz Fügenger from the Pforzheim University of Applied Sciences. Through these workshops, university students will have the opportunity to work on a project together with the world-renowned Porsche Design Studio.

*Driven by German Design* was organised by Qatar Museums in partnership with **Volkswagen Group**, the Goethe-Institut Gulf Region **and** the German Embassy Doha as part of the landmark ‘Years of Culture’ initiative developed under the guidance of QM Chairperson, HE Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani. The year-long programme is made up of a wide variety of exhibitions and events in addition to literary and art workshops, film screenings, concerts and performances, sports competitions and trade shows. The Year of Culture initiative is sponsored by Qatar Airways and the St. Regis Hotel.

**For further information on the programme please follow:**

[www.qm.org.qa/en/years-culture](http://www.qm.org.qa/en/years-culture)

[www.goethe.de/qatargermany2017](http://www.goethe.de/qatargermany2017)

SNAPCHAT: qatargermany17

FACEBOOK: deutschesaison.qatargermany2017

INSTAGRAM: ds\_qatargermany2017

**-ENDS-**

## Press Contacts

### Qatar Museums:

- Rania Hussein, Acting Director of Communication, [rhussein@qm.org.qa](mailto:rhussein@qm.org.qa) (+974 4402 8535)

### Volkswagen Group:



- Esra Aydin, Spokesperson Cultural and Social Engagement, [esra.aydin@volkswagen.de](mailto:esra.aydin@volkswagen.de) (+49 152-5887-0025)

### Goethe-Institut Gulf Region:

- [qatargermany2017-media@goethe.de](mailto:qatargermany2017-media@goethe.de)

### 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, the Qatar Museums Gallery ALRIWAQ and the Fire Station Artist 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 programme 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.

### About the Volkswagen Group

The Volkswagen Group with its headquarters in Wolfsburg is one of the world's leading automobile manufacturers and the largest carmaker in Europe. The Group is fully committed to its corporate social responsibility, which includes substantial support for forward-looking initiatives within the field of culture and the arts, two fundamental elements of a dynamic society. Volkswagen Group strives to enable as many people as possible to interact with culture inspiring creativity. Working together with partners, Volkswagen Group is oriented towards encouraging a cross-generational debate with the arts and culture, which encompasses new technological potential and changing social needs.

### About The Goethe-Institut

The Goethe-Institut is the cultural institute of the Federal Republic of Germany with a global reach. It promotes knowledge of German abroad, encourages international cultural exchange and conveys a comprehensive image of Germany.

For over sixty years it has provided access to the German language and culture and has worked towards mutual dialogue with the civil societies of its host countries, thus creating lasting trust in its nation. The work of the Goethe-Institut is supported by Germany's Foreign Office and is carried out independently without any political party affiliations. At present, the Goethe-Institut operates 159 institutes in 98 countries, 12 of them in Germany.

A collaboration between بالتعاون مع



**VOLKSWAGEN**  
GROUP

Partners الشركاء



Sponsors الراعي

