

Press Release

Qatar Museums opens applications for workshop with German transportation design experts

Participants have a chance to display works at Al Riwaq

Doha, Qatar - 4 October 2017: As part of the *Driven by German Design* exhibition currently on show at Al Riwaq Gallery, Qatar Museums (QM), Volkswagen Group, the German Embassy and the Goethe-Institut are organising a series of public workshops that provide a platform for experts from various design disciplines to share their skills and insights with the local community.

The first workshop in the series will take participants through topics related to transportation design with prominent industrial design expert and permanent member of the RED DOT Design Award for Product Design jury Professor Lutz Fügener. Fügener will be accompanied by six students from Pforzheim University in Germany, that are enrolled in his transportation design class. The students will act as mentors for the participants. The workshop will be held on 9-10 October at Al Riwaq Gallery and is open through an application process.

Design professionals and enthusiasts from Qatar, especially those with a particular interest in automotive design, are welcome to apply to participate in this cross-cultural workshop that will give participants an opportunity to collaborate with design students from Germany.

Selected attendees will focus on topics related to individual mobility and Porsche design gaining practical knowledge in two areas: an introduction to the different methods and approaches to transportation design and the future of individual mobility driven by recent paradigm shifts in this specialized field. Participants will receive a theoretical introduction, work on practical tasks, including a real Porsche project, developing the future sports car, and discuss and present their works together. The results of the workshop will be presented as part of the *Driven by German Design* exhibition.

Applicants must submit a brief statement outlining why they would like to participate and how they hope to improve their skills as a result of the workshop. Applicants are invited to submit the statement and a copy of their CV to education@qm.org.qa by October 7. Selected attendees will be notified by email the following day.

Driven by German Design was organised by QM 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

www.goethe.de/qatargermany2017

SNAPCHAT: qatargermany17

FACEBOOK: deutschesaison.qatargermany2017

INSTAGRAM: ds_qatargermany2017

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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.