



Doha, 14 November 2017

QATAR MUSEUMS LAUNCHES LECTURE SERIES TO INSPIRE YOUNG CREATIVES AND SHOWCASE INFLUENCE OF GERMAN DESIGN

Programme creates unique opportunity for students and enthusiasts in support of *Driven by German Design* exhibition

As part of an ongoing commitment to bring one of the highlights of its 2017 exhibition programme to the local community, Qatar Museums (QM) has teamed up with Volkswagen Group, the Goethe-Institut Gulf Region and the German Embassy Doha to launch a series of innovative and inspiring workshops featuring some of the biggest names in design.

The series, initiated by Volkswagen Group, supports the *Driven By German Design* exhibition that opened at QM Gallery ALRIWAQ last month. Focusing on theory and practice, it brings together world-leaders in automotive and industrial design to inspire Qatar's young creatives, students and enthusiasts.

The first event takes place on 15th November at 5:30pm at Al Riwaq and will explore the future of automotive design. Over the course of an hour-long lecture <confirm time>, Mr. Peter Wouda, Head of Volkswagen Group's Future Center, will address the evolution of German automotive design – from its beginnings through to today's developments, and look ahead to the future. In a broad ranging discussion, he will also explore the future of mobility including self-driving vehicles, and provide insights into the current work of his team at the Volkswagen Group Future Center in Potsdam.

The second event takes place on 20th November at QM Gallery ALRIWAQ and features renowned industrial designer Stefan Diez who has held a Professorship at Hochschule Kassel since October 2017.

In his lecture, Stefan Diez will give insights into the design process, share his experience working with different materials and outline the importance of building prototypes. He will also explain the impact of digitalization on his work as a designer, exploring the challenges but also the opportunities this creates. Stefan Diez is also inviting members of the community to join him for a guided tour through the exhibition after his lecture.

Finally, an event by Dr. Mateo Kries, Director of Vitra Design Museum, will take place on 27th November at QM Gallery ALRIWAQ. Mateo Kries will speak about his

curatorial practice and collecting design objects. He will explain how design museums see into the future by promoting innovation, tracking trends and making them accessible to a large global audience.

The programme further highlights QM's strong commitment to education and follows the success of a series of workshops held last month that gave university students the opportunity to work on a project overseen by Art Director Birgitta Homburger, who teaches at the Universität der Künste, Berlin and Prof. Lutz Fügener from the Pforzheim University of Applied Sciences.

Commenting on lecture series, Khalid Al Ibrahim, Chief Strategic Planning Officer at Qatar Museums said: "The response to *Driven By German Design* has been phenomenal and highlights the widespread enthusiasm in Qatar for innovative design and the influence of some of the industry's leading proponents – from the historic past to the present day. Building on Qatar Museums' commitment to inspire and nurture new creative talent in the country and supporting talented young individuals to fulfil their potential, we're delighted to welcome these leading figures to share their expertise and insights with our community."

Driven by German Design is 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 exhibition, running at QM Gallery ALRIWAQ in Doha from 3 October 2017 — 14 January 2018, brings together for the first time different design disciplines including architecture, graphic design, product design, automotive design, fashion and furniture design. It offers visitors a range of insights into both the artistic value of developments in design and their cultural significance by showcasing design concepts and works created in Germany or developed by German designers since 1945.

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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. The QM also manages the QM Gallery at Katara Cultural Village, the ALRIWAQ DOHA Exhibition Space 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.

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 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 organizes 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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