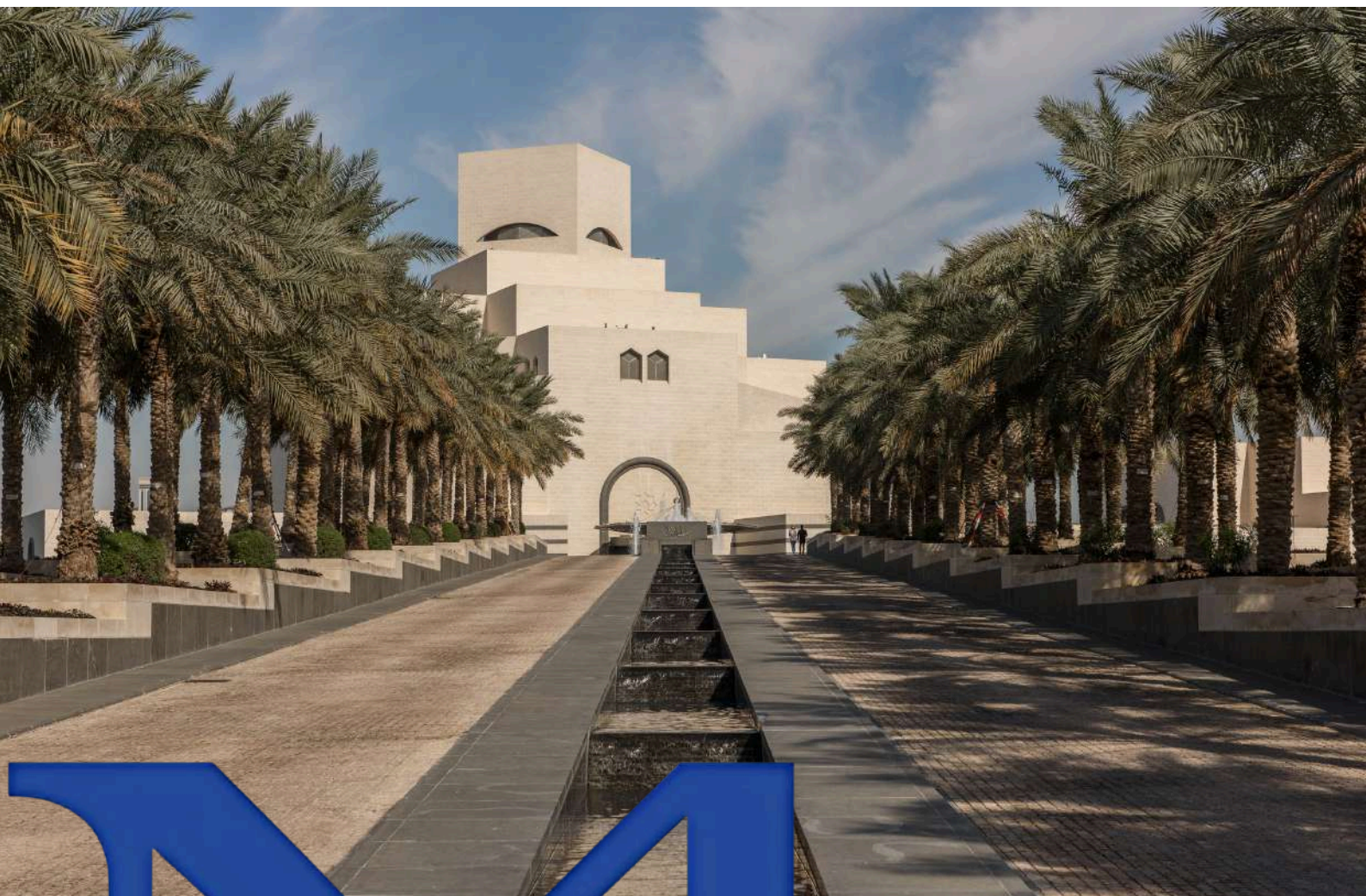


NEWSLETTER 2024





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Editor

ICOM Qatar:

Dr. Fatema Hassan Al Sulaiti and Sharoq Hussain Hassan

ICOFOFOM:

Dr. Jamie Allan Brown

Photographs

ICOM Qatar

Texts

ICOM Qatar:

Dr. Fatema Hassan Al Sulaiti and Sharoq Hussain Hassan

ICOFOFOM:

Prof. Karen Brown, Dr. Jamie Allan Brown

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September 2025



NEWSLETTER 2024

<https://icom.org.qa>

HIGHLIGHTS

ICOFOM OPENING REMARKS BY H.E. LOLWAH BINT RASHID AL KHATER
ICOFOM CONFERENCE 2024
ICOFOM QATAR OUTCOMES

Phone: +974 4402 8712
E-mail: info@icom.org.qa

Sheikha Amna bint Abdulaziz Al Thani



The success of the ICOFOM conference in Doha reflects our collective commitment to shaping the future of museology through critical dialogue and collaboration. At ICOM Qatar, we remain dedicated to advancing museum excellence, supporting professional growth, and fostering a dynamic platform for knowledge exchange—locally and globally. Together, we are building a strong, inclusive museum community that protects and promotes our shared cultural heritage.

CHIEF OF MUSEUMS AND HERITAGE
DEVELOPMENT AT QATAR MUSEUMS, &
CHAIR OF ICOM QATAR

Dr. Fatema Hassan Al Sulaiti



Hosting the ICOFOM conference in Doha was a milestone in strengthening Qatar's role in global museological discourse. As Vice Chair of ICOM Qatar, I am proud of the platform we continue to build—one that supports innovation, research, and capacity building across the museum sector. We are committed to nurturing a vibrant professional community that not only upholds international standards but also contributes meaningfully to the preservation and interpretation of cultural heritage in our region.

DIRECTOR OF INTERNATIONAL
COOPERATION & GOVERNMENT AFFAIRS AT
QATAR MUSEUMS, & ICOM QATAR VICE-
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Secretary



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Treasurer

Introductions

"As we look back on the ICOFOM international conference, we are reminded of the vital role museums play in an ever-changing world. Under the theme "Future of Museums and Museology Practices in a Changing World," the conference brought together museum professionals, scholars, and cultural leaders to exchange ideas and explore new ways to keep museums relevant, innovative, and impactful.

We were honored to have Her Excellency Lolwah bint Rashid Al Khater, Minister of Education and Higher Education, inaugurate the conference. Her presence and insights set the stage for meaningful discussions on how museums can serve as dynamic spaces for learning, cultural preservation, and societal engagement.

The event highlighted Qatar's leading role in the cultural sector, guided by the vision of Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani. Under her stewardship, Qatar Museums continues to push boundaries, ensuring that our heritage is not only preserved but also made relevant for future generations.

Dr. Fatema Hassan Al Sulaiti

Director of International Cooperation & Government Affairs
ICOM QATAR Vice-Chair

Cont.

Key discussions focused on the role of museums in addressing global challenges such as climate change, digital transformation, and inclusiveness. It was clear that museums must evolve to remain flexible and responsive to the needs of their communities. The dedication of professionals behind the scenes—curators, researchers, and educators—was also recognized, emphasizing their crucial role in shaping the museum experience.

As we move forward, we carry valuable insights that will shape our work in the years ahead. The conversations and collaborations sparked here will continue to drive innovation in the museum sector, ensuring that these institutions remain vibrant and meaningful.

We extend our gratitude to all who participated and contributed to the success of this event. The future of museums is bright, and together, we are building institutions that inspire, educate, and connect people across cultures and generations.”

Dr. Fatema Hassan Al Sulaiti

Director of International Cooperation & Government Affairs
ICOM QATAR Vice-Chair

Introductions

"It is with great pleasure that I reflect on the inspiring ICOM Qatar-led conference, "The Future of Museums and Museology Practices in a Changing World," held in December 2024 in collaboration with Qatar Museums and ICOFOM. This vital event highlighted museums as powerful spaces for dialogue, innovation, and community transformation.

Bringing together diverse professionals from Qatar, the wider Arab region, and internationally, the conference addressed significant themes including sustainability, digital transformation, and community engagement. The active involvement and fresh ideas of young museum professionals brought creativity and innovative approaches, baring witness to their roles in shaping the present and future of our field.

The exceptional setting of the Museum of Islamic Art (MIA) transformed the collaborative and thoughtful exchanges into concrete commitments for the future, reaffirming our development of museum practices that effectively respond to global challenges. Partnerships such as this strengthen our ability to position museums as essential contributors to a more sustainable, inclusive, and rapidly changing world."

Introductions

"It is with great pleasure that I reflect on the remarkable ICOM Qatar-led conference, The Future of Museums and Museology Practices in a Changing World, held in December 2024 in collaboration with Qatar Museums and the International Committee for Museology (ICOFOM). This gathering showcased the power of museums as spaces for dialogue, learning, and transformation, bringing together professionals from Qatar, the wider Arab region, and beyond to explore the challenges and opportunities shaping our sector.

At a time when museums are called to respond to global challenges, from the climate emergency to digital transformation, this conference highlighted the urgency of adaptation, innovation, and collaboration. Through keynote speeches, panel discussions, and workshops, we explored how museology can foster sustainability, inclusivity, and resilience. Doha became a focal point for discussions on how museums can drive a more sustainable and just world, guided by our shared commitment to the UN 2030 Agenda and the Sustainable Development Goals.

Dr. Jamie Allan Brown

ICOFOM Treasurer
Co-Chair of the ICOFOM Working Group on Conferences

Cont.

One of the most inspiring aspects of this conference was its focus on capacity-building, fresh ideas, and creating opportunities for young professionals. Emerging museum practitioners are not just the future of our field. They are already shaping its present. Their ideas, skills, and perspectives remind us of the need for museums to evolve, adapt, and remain connected to the societies they serve. Through this conference, we reinforced the importance of co-curation, digital innovation, and knowledge exchange in developing sustainable and inclusive museum practices.

A heartfelt thank you to ICOM Qatar and Qatar Museums for providing a space for meaningful discussions and exchange, set against the inspiring backdrop of the Museum of Islamic Art (MIA). Your hospitality, openness, and ability to balance tradition with modernity made this gathering truly special. Through such partnerships, we can collectively advance museology and strengthen the role of museums in an ever-changing world.

As we move forward, let us carry the momentum of this conference into our practice, ensuring that museums remain at the heart of cultural preservation, community engagement, and sustainable development. Thank you to ICOM Qatar for their leadership and to all who contributed to this enriching dialogue."

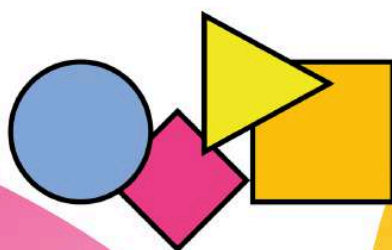
Dr. Jamie Allan Brown

ICOFOM Treasurer
Co-Chair of the ICOFOM Working Group on Conferences

THE FUTURE OF MUSEUMS AND MUSEOLOGY PRACTICES IN A CHANGING WORLD

**1st – 3rd
December 2024**

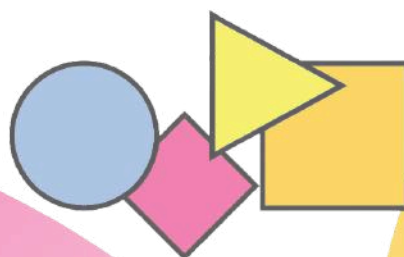
**At the Museum
of Islamic Art**



متاحف قطر
QATAR MUSEUMS

ICOFOM 2024

ICOFOM Conference



متاحف قطر
QATAR MUSEUMS

ICOFOM Conference

Qatar Museums, ICOM Qatar (The International Council of Museums' national committee for Qatar), the ICOM-Arab Regional Alliance, and the International Committee for Museology (ICOFOM) cordially organized the three-day international conference on the topic **"Future of Museums and Museology Practices in a Changing World"**. The conference took place on the 1st until the 3rd of December 2024 at the Museum of Islamic Art in Qatar. The conference hosted a total of 257 participants from all across the globe and from various national and international organizations.

This gathering in Qatar aimed to promote a sustainable museum sector in a changing world, highlighting the shared challenges and solutions across the Arab region and beyond. The conference strived to better prepare museums for a shared sustainable future based on the United Nations Agenda 2030 and the Sustainable Development Goals (SDGs).

At a time of shared international challenges and global turmoil, the museum community around the world shares a common desire: to safeguard cultural and natural heritage and build a better future for our world and younger generations. This conference aimed to highlight the ways in which young people who represent our communities and our countries' future can and should be involved in the discussions and decision-making processes on how to solve present-day issues and tomorrow's concerns. Young people around the world are rightly anxious about the impact of climate change and the slow progress to speed up the transition to a sustainable future, as demonstrated by the Fridays for Future movement, global youth leaders, and most recently, the call to action to museum professionals at the ICOM 26th General Conference in Prague, Czechia. There is a need for young people to become agents of change in museums, emphasizing the role that museums can play in addressing climate emergencies and the inclusion of diverse narratives. This conference provided a platform for discussing museology practice across the Arab region to empower the field and lead the transition to sustainability.

Within this framework, it is essential to expand, deepen, and increase discussions on museology, how we curate, and how we examine and teach museology in our universities and the education sector. Adaptation, innovation, and meeting the demands of changing audiences will require delving into new research and exploration of critical issues, including the use of new technologies such as artificial intelligence, co-curation, balancing historical perspectives and sociological understandings, sharing intergenerational knowledge, and pursue historical and contemporary cultural readings as well natural and cultural preservation globally.

ICOFOM 2024

FIRST DAY

1st of December 2024

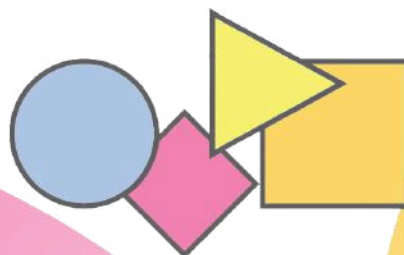
The conference was inaugurated by **Her Excellency Lolwah bint Rashid bin Mohammed Al Khater** – Minister of Education and Higher Education of the State of Qatar and was attended by various elite individuals from all across the globe. During the opening, **Dr. Fatema Hassan Al Sulaiti** – Director of International Cooperation & Government Affairs & ICOM QATAR Vice-Chair, **Prof. Karen Brown** – ICOFOM Chair, and **Jamie Allan Brown** – ICOFOM Treasurer & Co-Chair of the ICOFOM Working Group on Conferences shared insightful and inspirational words to kick-off the conference.



ICOFOM 2024

FIRST DAY

1st of December 2024



متاحف قطر
QATAR MUSEUMS

Welcoming Remarks



HE Lolwah bint Rashid Al Khater

Minister of Education & Higher Education
Vice Chairperson of Qatar Museums

"It is my pleasure to express my warmest welcome to you all. As Vice Chairperson of the Board of Trustees of Qatar Museums, I am honored to convey the sincere greetings of Her Excellency Sheikha Al Mayassa bint Hamad Al Thani, Chairperson of Qatar Museums.

Your participation in this distinguished conference highlights the leading role Qatar Museums plays in enriching the cultural landscape both locally and regionally, contributing significantly to positioning the State of Qatar as a beacon of art, culture, and science in the Middle East and beyond.

I am delighted to be among you today at this prominent conference, which stands as one of the many outcomes of the efforts of Qatar Museums under the leadership and patronage of Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, Chairperson of Qatar Museums.

Welcoming Remarks

Cont.

Over the past years, Qatar Museums has proven to be a key player in enriching the cultural scene, firmly establishing the State of Qatar as a vibrant center for arts, culture, and education in the Middle East and beyond. Qatar Museums is an essential component of a broader, ambitious vision for a forward-looking nation characterized by cultural diversity and a progressive spirit.

In this context, Qatar Museums has made it a priority to promote the principles of cultural diplomacy, emphasizing the importance of building an expanding network of museums, heritage sites, and distinctive events that significantly contribute to strengthening our authentic and inspiring national cultural identity.

Today, museums have become an integral part of dynamic educational spaces for young people. They serve as mirrors reflecting our cultural values and ensuring their preservation for future generations.

When education is integrated with museums, we witness a rich experience that goes beyond theoretical knowledge into a realm of tangible exploration. Museums undoubtedly enrich the learning experience, bringing history to life, making art tangible, and culture ever-present in all its meanings. In turn, education enhances the role of museums as sustainable platforms for learning, inspiring minds and nurturing creativity. It is heartening to see this year's conference focus on youth and emerging generations, their preparation for the future, and their role in developing their communities.

Our various institutions are the cornerstone of building a generation that is deeply rooted in its heritage and equipped to face future challenges with confidence. Here, education is not merely about curricula, it is a bridge that connects the past with the present. Museums are not just buildings—they are vaults that preserve the spirit and history of a nation.

Welcoming Remarks

Cont.

In this spirit, the State of Qatar works closely with the International Council of Museums (ICOM), the world's leading authority on the promotion, management, and protection of cultural and museum heritage. Accordingly, the National Committee for Museums in Qatar was established to reflect the country's cultural efforts on the global stage.

The conference titled "Future of Museums and Museology Practices in a Changing World" plays a central role in fostering the exchange of knowledge between global and local experts, contributing to building bridges of understanding that ensure the sustainability of our cultural legacy.

In conclusion, I extend my heartfelt thanks to Qatar Museums for its continued efforts in organizing such conferences, always taking the lead in this vital field. I wish you all great success over the coming three days and hope the outcomes of this conference will bring forth valuable contributions to enrich the museum sector.

Let this gathering mark a new chapter in our journey to connect communities through the transformative power of museums. Together, we can ensure that these cultural spaces continue to inspire, educate, and shape a future where heritage and innovation go hand in hand."

HE Lolwah bint Rashid Al Khater

Minister of Education & Higher Education
Vice Chairperson of Qatar Museums

Setting the Tone

Global Visions for the Future of Museology

The conference opened with a thought-provoking panel discussion titled **"The Future of Museology in a Changing World,"** chaired by Prof. Karen Brown, Chair of ICOFOM. This high-level panel brought together distinguished voices from across the globe, each offering unique regional insights and expertise on the evolving role of museums.

Panellists included:

- Alberto Garlandini – Former President of the International Council of Museums (ICOM), President of the ICOM Foundation, and President of Blue Shield Italy
- Alissandra Cummins – Director of the Barbados Museum & Historical Society (BMHS), Barbados
- Samuel Franco Arce – Director of Casa K'ojom Centro de Rescate Cultural, Guatemala
- Abdulla Yousuf Al Mulla – Director of the 3-2-1 Qatar Olympic and Sports Museum

Setting the Tone

Global Visions for the Future of Museology

Each speaker provided compelling perspectives on how museums can engage with the UN Sustainable Development Goals (SDGs) to shape a more inclusive, responsive, and sustainable future. Their interventions sparked a robust panel discussion on global challenges and regional strategies—examining points of convergence, divergence, and emerging solutions.

The session offered a broad and critical reflection on sustainability, exploring concepts like growth, limits to growth, and environmental tipping points. In light of the climate emergency and other pressing transitions, panelists also shared real-world examples of how museums are actively collaborating with their communities to navigate change and reimagine their futures.



Advancing Museums Through Good Practice

Session II: The Future of Museums Through Good Practice, featured six parallel tracks of 15-minute presentations moderated by experts across various venues.



Session 2A, moderated by **Dr. Rashid Malheya**, highlighted forward-thinking initiatives such as AlUla's future-oriented strategies presented by Candida Pestana and Maissa Abou Rahal, climate museums as agents of change by Dr. B. George Jacob, and transnational pedagogies in museum education by Dr. Sarina Wakefield. Additional presentations explored the role of crafts in museology, innovative business models for private museums in Saudi Arabia, and sustainability strategies shared by Javier Jimenez of Lord Cultural Resources.

Advancing Museums Through Good Practice



Session 2B, moderated by **Sharq Hussain Hassan**, featured a variety of case studies including Noam Alon's examination of the Arab world's representation in European art, Ashraf Abo-Elyazied's presentation on museum education's role in preserving intangible heritage, and Nicolás Rojas Inostroza's virtual talk on Chile's "free entry" museum model. Other topics included the curation of traditional Arab costumes and the environmental impact of CSR practices in Italian museums.

Advancing Museums Through Good Practice

Session 2C, led by **Shamma Mohammed Al Mazrouei**, delved into academic and virtual innovations. Presentations addressed the future of university museums in Bangladesh, the sustainability of museology in the Arab region, and a virtual contribution from Nicola Urbino on CSR strategies within Italian museums. Dr. Ech-Cherki Dahmali also offered valuable insights on the future direction of Arab museology.



After a brief comfort break, the afternoon continued with Sessions 2D, 2E, and 2F, each offering deeper explorations of good practices in museology. Session 2D, moderated by **Abdullatif Al Jasmi**, featured topics such as upskilling heritage professionals, technological enhancements in accessibility, and the role of cultural spaces in building sustainable futures. Notable reflections were shared by Nargiz Abdullayeva and Dr. Hesperia Iliadou-Suppiej, alongside case studies on intergenerational knowledge-sharing and ecosystem-based learning models.

Advancing Museums Through Good Practice

In Session 2E, moderated by **Abdulla Yousuf Al Mulla**, speakers explored forward-looking ideas including soft-skills learning in museums, case studies from regional Austria, and Alpine approaches to future-oriented museology. Meanwhile, Session 2F, led again by Sharoq Hussain Hassan, focused on sustainability and community engagement. Presentations covered the museum's role in raising local awareness, the re-curation of Qatar's intangible heritage, and creative strategies for collection care.



Complementing the in-person sessions were virtual presentations from around the globe, emphasizing the conference's truly international scope. These contributions touched on digital co-curation, audience engagement through artistic outreach, and inclusive, tech-enabled storytelling—highlighting the diverse and innovative ways museums are adapting to an ever-evolving world.

Tour of the Day

A Moroccan Masterpiece Unveiled



To close the day on a high note, participants were treated to an exclusive guided tour of **"Splendours of the Atlas: A Voyage Through Morocco's Heritage"** at the Museum of Islamic Art. This captivating exhibition—serving as the crown jewel of the 2024 Qatar-Morocco Year of Culture—celebrated Morocco's rich artistic and historical identity. Featuring treasured collections from both Morocco and Qatar, the showcase transported visitors on a cultural journey across the Moroccan landscape, inspiring deep appreciation for the intricate beauty and enduring legacy of Morocco's Islamic art and heritage.

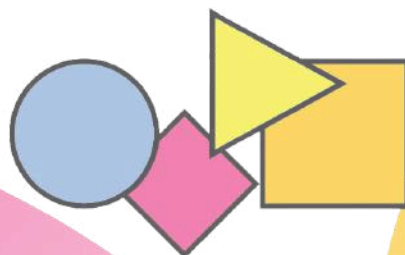
A Night to Remember

The conference **Gala Dinner** offered an unforgettable evening of celebration and connection. Participants had a pleasant memorable evening reception where they enjoyed flavors by Chef Alain Ducasse, accompanied by the soothing sounds of live music that filled the air. With every bite and every note, the atmosphere buzzed with energy as delegates exchanged ideas and forged new connections. It was a perfect blend of great food, lively conversation, and unforgettable ambiance.



ICOFOM 2024

A Night to Remember



متاحف قطر
QATAR MUSEUMS

SECOND DAY

2nd of December 2024

Day Two kicked off with **"The Future of Museums Through Resilience and Accessibility,"** featuring four dynamic sessions that sparked powerful conversations and fresh perspectives.

Session 3A moderated by **Abdulrahman Al Korbi** showcased a rich tapestry of presentations highlighting diverse approaches to resilience, accessibility, and sustainability in museums. Dr. Sinan Abd Younis (Qatar Museums, Qatar) opened with a striking case study on the 2014 Mosul crisis, examining its impact on heritage preservation. Annissa Maulina Gultom (Ras Al Khaimah Department of Antiquities and Museums, UAE) shared her experience with co-curation models to strengthen Khaleeji museology in multinational contexts. Mai Khaled Amer (Helwan University, Egypt) presented accessibility enhancement strategies, using the Kafr El Sheikh Museum as a local example. Sakshi Jain (University of Glasgow, UK) highlighted Arna Jharna, where folk traditions intersect with sustainable living.



ICOFOM 2024

SECOND DAY

2nd of December 2024



Session 3B moderated by **Abdullatif Al Jasmi** brought together insightful perspectives where Najah Raniyah and Salsabilla Sakinah (Museum Bank Indonesia & Cardiff University, UK) evaluated the SDGs integration within Indonesian museums, stressing the need to bridge policy and practice. Manvi Seth (Indian Institute of Heritage, India) emphasized foundational museological principles for building institutional excellence. Ferass Al Tubi (Bait Al Zubair Foundation, Oman) discussed the role of integrated cultural institutions (virtual). Lidia Abenavoli (Sapienza Università di Roma, Italy) concluded with an inspiring virtual presentation on the museum's role in driving resilience, accessibility, and sustainability.

ICOFOM 2024

SECOND DAY

2nd of December 2024

After a quick refresh and recharge, delegates dove back in with Parallel Sessions 3C and 3D, each packed with fresh ideas, bold perspectives, and global voices shaping the future of museology.



Session 3C moderated by **Khulood Al Fahad** featured a compelling lineup of presentations including Bouthayna M. Baltaji (Qatar Museums, Qatar) shared impactful case studies on fostering social and environmental resilience at the National Museum of Qatar. Mohamadou Moustapha DIEYE (ICOM Sénégal) examined sustainable development practices in African museums, with a focus on the IFAN Museum of African Art. Dr. Dyotana Banerjee and Sejal Rathwa (Krea University, India) delved into the spatial politics of museological practices in Dalit and Tribal community museums in Gujarat.

ICOFOM 2024

SECOND DAY

2nd of December 2024

Session 3D moderated by **Khalifa Al Obaidli** offered a range of diverse speakers, joining virtually was Vanessa Ferey (Université Laval, Canada; Sorbonne Nouvelle, France) offered insights into museology's evolving role in the Symbiocene epoch. Elena Corradini and her team (University of Modena, Italy) explored the therapeutic potential of heritage in fostering well-being and intergenerational dialogue. Finally, Sukanya Sharma (Jindal Global University, India) reimagined visitor engagement through the lens of the Maharaja Ranjit Singh Summer Palace Museum.

Session IV launched into a series of parallel thematic workshops, each offering hands-on, forward-thinking approaches to shaping the future of museums.



SECOND DAY

2nd of December 2024

Workshop 4A, moderated by **Noof Mohammed** and facilitated by **Jamie Allan Brown** (University of St Andrews, UK), centered on “Young People Shaping the Future of Museology through the Lens of the SDGs.” The session underscored the vital role of youth as change-makers, particularly in tackling climate challenges and driving sustainability in underrepresented communities.

Workshop 4B, moderated by **Jack Taylor**, invited participants to imagine bold futures in “New Models: Imagining and Innovating Gulf Museum Futures.” Facilitated by Erin Fleming (Qatar Museums), and featuring panelists Aebhric Coleman (Lusail Museum), Alia Saeed Al Shamsi (Louvre Abu Dhabi), and Manal Al Majed (NEOM Museum Consultant), this visionary session explored the intersection of museums, digitization, AI, and smart cities.



SECOND DAY

2nd of December 2024

Workshop 4B, moderated by **Jack Taylor**, invited participants to imagine bold futures in “New Models: Imagining and Innovating Gulf Museum Futures.” Facilitated by Erin Fleming (Qatar Museums), and featuring panelists Aebhric Coleman (Lusail Museum), Alia Saeed Al Shamsi (Louvre Abu Dhabi), and Manal Al Majed (NEOM Museum Consultant), this visionary session explored the intersection of museums, digitization, AI, and smart cities.

Workshop 4C, led by moderator **Shamma Al Mazrouei** and facilitated by Abeer Taher Albahrani (Saudi Arabia), highlighted the power of creative learning in museums. Participants explored interactive strategies for engaging audiences and building meaningful cultural connections through storytelling and experiential design.

The energy continued with Workshop 4D, moderated by **Shaikha Al Nasr**, which spotlighted “Empowering Museums in the Gulf.” Drawing on best practices from the Museum of Islamic Art (MIA), facilitators Mounia Chekhab Abudaya, Shaika Nasser Al-Nassr, Marc Pelletreau, Anwar Efaifa, and Lolwa Al Solaiti (Qatar Museums) shared innovative approaches to curation, education, and community engagement.



ICOFOM 2024

SECOND DAY

2nd of December 2024



In Workshop 4E, moderated by **Sharoq Hussain Hassan** and **Sheikha Maryam Al Thani**, creativity took center stage with a unique LEGO® Serious Play® session, facilitated by Elisa Grimaldi and Qatar Museums' Internal Strategic Communication Team. Participants used LEGO bricks to build their visions for the museum of the future, sparking meaningful dialogue and imaginative thinking.

Workshop 4F, moderated by **Shamma Al Mazrouei** and **Abdulrahman Al Korbi**, was led by the Museum of Oman Across Ages team. This important workshop focused on accessibility and inclusivity, offering practical strategies to ensure museums welcome and reflect the needs of all audiences, regardless of ability or background.



Culture After Hours

An Evening of Discovery

The day wrapped up with a vibrant series of evening cultural experiences, offering attendees a chance to explore Qatar's rich and diverse museum landscape. Delegates could choose from three iconic institutions:



The **National Museum of Qatar (NMoQ)**, where immersive galleries bring the nation's heritage and identity to life.



Mathaf: Arab Museum of Modern Art, a leading institution showcasing the depth and dynamism of modern and contemporary Arab art.



The **3-2-1 Qatar Olympic and Sports Museum**, a world-class destination celebrating the global history and culture of sport through interactive exhibits and storytelling.

The Finale

3rd of December 2024

Exploring Tomorrow

Museums, Technology, and Innovation

The final day of the conference opened with a forward-looking focus on **"The Future of Museums Through Technology and Innovation,"** delivered across three dynamic parallel sessions: 5A, 5B, and 5C.

Session 5A moderated by **Sheikha Maryam Al Thani**, while **Abdulrahman Al Korbi** and **Shamma Al Mazrouei** led Sessions 5B and 5C, respectively.

Standout presentations included Dr. Bakr bin Mohammed Barnawi (King Saud University, Saudi Arabia), who explored the evolving role of museology in Saudi academic institutions. Roda Al Thani (Qatar Museums) captivated the audience with "Animating Tradition: Adapting Qatari Folklore for the Digital Era," highlighting innovative storytelling through digital media.



The Finale

3rd of December 2024

Also among the highlights were cutting-edge digital projects such as “Virtual Reality and Digital Display for Documenting Traditional Iraqi Costumes” presented by Omar Qasim Khalil Al-Rawi and Faten Mashaallah Hamed Al-Zaidawi (Iraq), and a compelling analysis of digital sustainability in Portuguese museums by Leonor Amaral (University of Porto, Portugal).

These sessions set the tone for a day dedicated to reimagining the museum experience through emerging technologies, digital innovation, and creative adaptation.

After a brief comfort break, Session V resumed with parallel sessions 5D, 5E, and 5F, each offering rich insights into the intersection of technology and museology. Session 5D, moderated by **Noof Mohammed**, featured standout presentations from Tooba Aziz and Amal Rabia Nazir (Qatar Museums), who showcased the use of AI and machine learning to manage and enhance large photographic collections. Jenny Brown and Christophe Buffet (Qatar Museums) followed with reflections on a transformative year of digital innovation, sharing key milestones and lessons learned in the organization’s digital journey.



ICOFOM 2024

The Finale

3rd of December 2024

Meanwhile, Sessions 5E and 5F ran concurrently, delving into a range of global topics—from Mexico's ecological approaches to museum education and Azerbaijan's path toward virtual cultural preservation, to Egypt's pioneering use of digital tools in artifact repatriation.

These sessions collectively emphasized the power of innovation to preserve the past, engage the present, and prepare museums for a more connected, technologically driven future.



The Finale

3rd of December 2024

Rapid Sparks

Quick-Fire Ideas Shaping the Future of Museology

The second half of the final day was dedicated to an exciting and high-energy ICOFOM “**Quick-Fire**” Session, where each speaker had just three minutes to present their research or vision. This rapid presentation format was designed to ignite fresh thinking around the central theme: “The Future of Museology in a Changing World.”

Speakers from across the Arab region and beyond delivered powerful, concise insights, highlighting innovative approaches to museum theory and practice. The fast-paced nature of the session kept the energy high and the ideas flowing, sparking thoughtful discussion among attendees.

Presenters included:

- Sadia Sultana, Qatar Museums (Qatar)
- Christophe Buffet, Qatar Museums (Qatar)
- Mai Khaled Amer, Helwan University (Egypt)
- Heba Abd Elhakim Kotb Shabaan, Grand Egyptian Museum (Egypt)
- Md. Arafat Ali, National Museum of Science & Technology (Bangladesh)
- Dr. Sundus Saleh Al-Rashid, ICOM Kuwait (Kuwait)
- Biljana Mickov, University of Reims Champagne-Ardenne & Institute of Culture Vojvodina (Serbia)
- Boshra Al Meraikhi, Qatar Museums (Qatar)
- Doaa Mustafa Hashim Abu Zaid Ahmed Albadri, Hamad Bin Khalifa University (Qatar)
- Erin Fleming, Qatar Museums (Qatar)
- Loubna Zeidan and Eileen Willis, Qatar Museums (Qatar)
- Yu Qin and Jaewoo Lee, Kyonggi University (Republic of Korea)
- Slavica Ceperkovic and Carlos Guedes, NYU Abu Dhabi (United Arab Emirates)

The session blended in-person and virtual presentations, exemplifying the global reach and technological adaptability of today’s museological community.

At the end of the session, the jury awarded trophies and special gifts to the top three standout presentations, recognizing excellence in clarity, creativity, and impact.

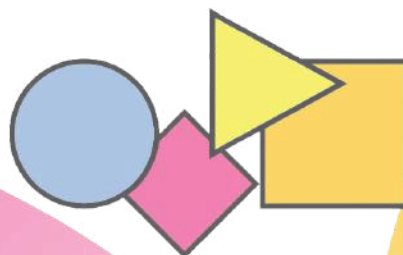
ICOFOM 2024

The Finale

3rd of December 2024

Rapid Sparks

Quick-Fire Ideas Shaping the Future of Museology



ICOFOM 2024

The Finale

3rd of December 2024

A Grateful Close

Words of Appreciation

The conference concluded on a heartfelt note with closing remarks from **Dr. Fatema Hassan Al Sulaiti**, **Prof. Karen Brown**, and **Dr. Jamie Allan Brown**, who expressed sincere gratitude to all organizers, participants, and volunteers who made this international gathering a success.



ICOFOM 2024

The Finale

3rd of December 2024

A Traditional Qatari Night at Al Khulaifi Heritage House



As the conference ended, delegates gathered for a truly special evening reception at **Al Khulaifi Heritage House**, a restored gem of Qatari architecture and tradition. This unique venue provided an immersive experience of Qatari culture and heritage, seamlessly blending authentic architectural elements with modern hospitality.

Delegates had the opportunity to enjoy Qatari fusion cuisine and network with colleagues while experiencing the warmth and charm of Qatari traditions. This memorable evening celebrates the rich cultural legacy of Qatar in a truly inspiring setting.

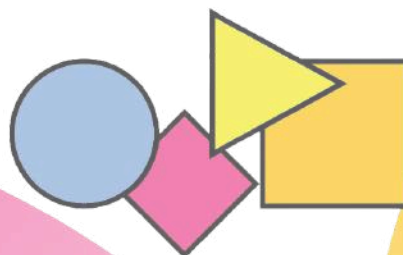
Al Khulaifi Heritage House, originally built in the 1940s by the late Mubarak Al Khulaifi, now operates as Bayt Sharq, a restaurant developed in partnership with his descendants. With its distinctive central courtyard and majlis style design ("Majlis" – a traditional gathering space found in Arab culture, especially in the Gulf region. It serves as a place where family members, friends, or community leaders meet to discuss matters, share news, socialize, or host guests. The word majlis literally means "a place of sitting."), the house stands as a proud symbol of Qatar's cultural continuity just steps from Hamad International Airport, welcoming visitors as their first cultural encounter in the country. This elegant, tradition rich evening served as a perfect finale to the conference, encapsulating the spirit of heritage, hospitality, and forward-looking dialogue that defined the entire event.

ICOFOM 2024

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Takeaways

Shaping the Future of Museums Together



The conference successfully showcased the evolving role of museums as dynamic platforms for cultural preservation, innovation, and sustainable development. Over the three days, participants from around the globe shared pioneering approaches to museum management, conservation, and education, with a strong emphasis on inclusivity,

community engagement, and the integration of advanced technologies. Key discussions highlighted the importance of leveraging digital tools, such as artificial intelligence, virtual reality, and machine learning, to enhance accessibility, documentation, and visitor experiences, particularly in addressing challenges faced by museums in the Arab region, Africa, and beyond. Case studies further demonstrated how museums are responding to environmental, technological, and societal changes while remaining committed to safeguarding cultural heritage for future generations.

A strong theme emerging from the sessions was the role of innovation and collaboration in shaping the future of museology. Presentations underlined the necessity of bridging tradition with modernity, whether through digital repatriation initiatives, sustainable museum practices, or experimental museology. Rapid reflection sessions provided a dynamic platform for quick-fire ideas, emphasizing creative approaches to data standardization, accessibility, and content management. The conference also fostered valuable networking opportunities, encouraging cross-cultural exchanges and strengthening international partnerships. Collectively, the outcomes underscored the shared vision of museums as spaces for learning, dialogue, and innovation in a changing world.

As we reflect on these outcomes and move forward with renewed purpose, we look ahead with great anticipation to ICOM Dubai 2025, where the dialogue will continue and new chapters in museology will unfold.

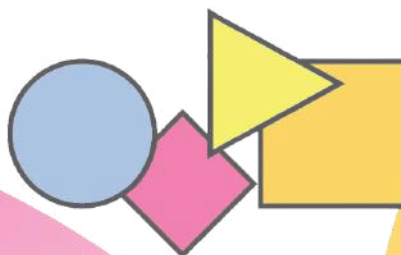
Thank You

We extend our heartfelt thanks to our sponsors and partners: Qatar Museums, ICOM Qatar (The International Council of Museums' national committee for Qatar), the International Committee for Museology (ICOFOM), the Qatar National Commission for Education, Culture and Science, the Media Majlis Museum at Northwestern University in Qatar, and Qatar Tourism. Your support and collaboration have been essential in bringing this conference to fruition, fostering insightful discussions, and celebrating culture and heritage. Thank you for your invaluable contributions to the success of this event.

Qatar Museums, ICOM Qatar, and ICOFOM also extend their deepest gratitude to all the staff and volunteers who have worked tirelessly to bring this conference to life here in Doha. Your dedication, hard work, and attention to detail have been instrumental in showcasing Qatar's rich cultural heritage and warm hospitality to a global audience. We sincerely appreciate your role in making this event a resounding success.

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Media Coverage

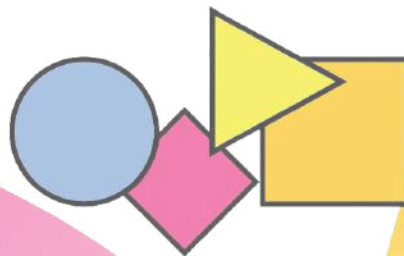
Qatar Museums Concludes Future of Museums and Museology Practices in a Changing World Conference

Qatar Museums conclude international conference

Al Khater stresses Qatar Museums' keenness to promote cultural diplomacy.

انعقاد مؤتمر "مستقبل المتاحف وممارسات علم المتاحف في عالم متغير" في متحف الفن الإسلامي
بقطر

وزير التربية والتعليم: المتاحف أصبحت جزءاً أصيلاً من المساحة التعليمية الفاعلة للشباب



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<https://icom.org.qa>

Phone: +974 4402 8712

E-mail: info@icom.org.qa



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