

## **Museum of Islamic Art Brings “Splendours of the Atlas” Exhibition Beyond the Museum with Immersive Public Activation**

**DOHA, Qatar – 13 February 2025** – Museum of Islamic Art (MIA) is expanding its acclaimed exhibition *Splendours of the Atlas: A Voyage Through Morocco’s Heritage* beyond its walls and into the heart of Doha with *Splendours of the Atlas – Beyond the Museum* activation. Presented as part of the Qatar-Morocco 2024 Year of Culture legacy programming, this initiative brings Moroccan artistry and traditions to the public through immersive outdoor installations and live performances across Old Doha Port, Msheireb Downtown Doha and MIA Park.

Featuring around 200 rare and never-before-seen artifacts, *Splendours of the Atlas* highlights Morocco’s culture and heritage across five thematic sections, from its diverse landscapes and dynastic history to its artisanal mastery and musical heritage.

At Old Doha Port, visitors will encounter a breathtaking installation of replicas of Moroccan carpets draped over the colourful building, evoking the vibrant souks and mountain landscapes of the Atlas region. Meanwhile, performers will animate the streets with larger-than-life replicas of key exhibition pieces, bringing Morocco’s cultural heritage to life in unexpected and engaging ways.

### **Public Activation Schedule:**

- **15 February:** *Beyond the Museum* launches at Old Doha Port with carpet installation and large-scale object replicas.
- **22 February:** The moving activation featuring oversized objects continues at Msheireb Downtown Doha.
- **28 February:** The activation concludes at MIA Park, while the carpet installation remains at Old Doha Port until the exhibition’s closing on March 8.

Visitors can interact with the installations, capture photos, and scan QR codes to transition from the public activation to the full *Splendours of the Atlas* exhibition at MIA.’

To further engage the community, MIA is launching the ***Find It and Win It*** social media challenge. Participants who locate the objects featured in the activation, take a photo and share it on social media while tagging MIA will have a chance to win an In-Q gift voucher worth QAR 1,000.

With *Splendours of the Atlas – Beyond the Museum*, MIA continues its mission to make art and culture accessible to all, creating unforgettable experiences that connect people to its world-class programming.

**-ENDS-**

### **About Years of Culture**

The Years of Culture initiative, chaired by Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, spearheads long-lasting cultural partnerships between Qatar and other nations. It exists to promote respect and understanding among diverse cultures and serves as a catalyst for bringing people together, nurturing connections, encouraging dialogue, and deepening understanding. At its heart, Years of Culture celebrates the power of cultural exchange, which enriches Qatar’s ties with partner countries beyond the dedicated year.

Each year is organised with support from Qatar and partner countries’ cultural institutions, ministries, foundations, and private and public sector partners, with assistance from Embassies in Qatar and abroad. Programmes are tailored to explore the unique nature of each partner country with a focus on cultural heritage, creative industries, social and economic development, and innovation.

Previous Years of Culture have included: Qatar-Japan 2012, Qatar-UK 2013, Qatar-Brazil 2014, Qatar-Türkiye 2015, Qatar-China 2016, Qatar-Germany 2017, Qatar-Russia 2018, Qatar-India 2019, Qatar-France 2020, Qatar-USA 2021, Qatar-MENASA 2022, Qatar-Indonesia 2023, and Qatar-Morocco 2024.

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*Years of Culture*

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