NATIONAL MUSEUM OF QATAR

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LEAVE YOUR MARK COMPETITION
The National Museum of Qatar and Pentagram are bringing you the rare opportunity to create the new logo for the National Museum of Qatar.

The new logo and visual identity aims to incorporate aspects of heritage and innovation. We believe it is vital that the museum is recognised as an international cultural destination, surpassing international museum standards. We want to create a brand that is a true reflection of the New National Museum of Qatar which will act as a personified image of Qatar and the future without relinquishing the heritage and traditions of the past. The brand will be full of energy and motivation, to inspire and serve the nation.

This document will give you all the information you need to take part in the competition and start creating.
WHO WE ARE

NATIONAL MUSEUM OF QATAR & QATAR MUSEUMS

NATIONAL MUSEUM OF QATAR

In 2008, a decision was made to launch a newly designed National Museum under Qatar Museums.

The new museum space will be a thriving hub for the public, students, and museum professionals. It will redefine the role of a cultural institution, fostering a spirit of participation and providing the conditions for discovery to thrive.

Keen to preserve our heritage, the museum will be built around Sheikh Abdullah bin Jassim Al-Thani’s original palace. This splendid monument to Qatar’s past is now preserved as the heart of the new National Museum of Qatar.

QATAR MUSEUMS

We were founded in 2005 with a mission to develop promote an sustain the cultural sector of Qatar to the highest standards.

We are committed to helping originate art and creativity from within Qatar through our network of museums, public art, creative institutions and heritage sites.

It is our intention to create and support the next generation in fulfilling their creative potential and we want to create a national spirit of participation and a positive attitude towards art, heritage and creativity.

To learn more, visit www.qm.org.qa
WHO WE ARE

PENTAGRAM

43 years of independence and quality.

Founded in 1972 by an architect, three graphic designers and an industrial designer, Pentagram has been creating differentiated, attractive and lasting design for many of the world’s greatest organisations for the last four decades.

- Independently owned
- Multi-disciplinary
- Currently 19 partners worldwide
- The partner is the creative director
- 150 staff, 5 offices
  (London, New York, San Francisco, Berlin, Austin)

To learn more, visit www.pentagram.com
The identities below designed by Pentagram illustrate some of our previous work.
COMPETITION OVERVIEW

STAGES

STAGE 1
PLEDGE

STAGE 2
SUBMISSION OF WORK & JUDGING

STAGE 3
TRAVEL TO THE UK
Read though the design brief and the terms & conditions; if you think you are up to the challenge, register your interest by sending in your completed pledge form and copy of your QID to: NMoQIdentity@qm.org.qa.
It’s time to submit your creative. Your entries will be judged by Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, Chairperson of Qatar Museums and Her Excellency Sheikha Amna bint Abdulaziz bin Jassim Al Thani, Director of National Museum of Qatar, along with Senior Executive Members of Qatar Museums. One winner will be selected. The winner will be announced on the 29th of September 2015.
COMPETITION OVERVIEW

STAGES

STAGE 1
PLEDGE

STAGE 2
SUBMISSION OF WORK & JUDGING

STAGE 3
TRAVEL TO THE UK

DATE: SATURDAY 3\textsuperscript{RD} – SATURDAY 17\textsuperscript{TH} OCTOBER

The winner will head off to London for 2 weeks, 10 days of which will be spent at Pentagram, a globally recognized design agency, fully realizing the guidelines. The remainder of the time will be for you to enjoy and explore the arts and culture scene of London.
DESIGN BRIEF
WHAT IS A MUSEUM?

“A museum is a non profit institution open to the public which: acquires, conserves, research, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment.”

(ICOM)
NMoQ: OUR BEGINNING

THE OLD PALACE
NMoQ: OUR BEGINNING

THE OLD PALACE: BEFORE 1975

- **LOCATED** in the Al Salata (Al Sharg) area of Doha, near the sea
- **BUILT** by Sheikh Abdullah bin Jassim Al-Thani in the early 20th century
- **USED AS A RESIDENCE** for him and his family and the seat of government for approximately 25 years.
- **REMAINED UNUSED** after seat of government moved to the current Emiri Diwan (Doha Palace)
- **FROM 1923 TILL THE START OF THE 1972, was abandoned and in ruins**
NMoQ: OUR BEGINNING

THE OLD PALACE: 1975 - 2004

- **IN 1972**, plans to rebuild the Old Palace were unveiled

- **IN JUNE 23, 1975**, The Qatar National Museum was opened to the public

- **IT HAD FIVE MAIN SECTIONS:**
  - The Old Palace:
    - Sheikh Abdulla bin Jassim’s House
    - Sheikh Hamad bin Abdulla’s House
    - Sheikh Ali bin Abdulla’s House
    - The North Majlis
  - New Palace (The National Museum)
  - Marine Section
  - Lagoon
  - Garden

- **CLOSED IN 2004** for renovations and building of the new National Museum of Qatar
NMoQ: OUR BEGINNING

THE OLD PALACE ARCHITECTURE

- **THE PALACE HAS CONNECTIONS** with modern building traditions from all over Arabia, including:

  - **SOUTH ARABIAN:** rectangular shape and cubist elements, found in Yemen (Hadramaut)

  - **NORTH ARABIAN:** blank external walls resulting from inland, desert landscape, as found in Syria

  - **EAST ARABIAN:** lightly decorated with arches and apertures, as found from Kuwait to Muscat

- It was the first and most unique museum in the Gulf

- In 1980, the building won the Agha Khan award for restoration and rehabilitation of Islamic architecture
NMoQ: OUR BEGINNING

THE OLD PALACE
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NMoQ: OUR BEGINNING

THE OLD PALACE
NMoQ: OUR BEGINNING

THE OLD PALACE LOGO
NMoQ: THE FUTURE

THE NEW NATIONAL MUSEUM
NMoQ: THE FUTURE

THE NEW NATIONAL MUSEUM

- **IN 2008**, under the Father Emir, HH Sheikh Hamad bin Khalifa Al Thani, it was decided to launch the new National Museum of Qatar, under the umbrella of Qatar Museums and chaired by Sheikha Mayassa bint Hamad bin Khalifa Al Thani

- **THE NEW MUSEUM’S INNOVATIVE DESIGN**, which is inspired by the rare desert rose, was created by eminent architect Jean Nouvel

- **THE DESIGN FRAMES THE OLD PALACE**, which is the centerpiece of the museum

- **IT REFLECTS AND BELONGS** to a new era in Qatari prosperity
THE NEW NATIONAL MUSEUM

− The National Museum Of Qatar aims to tell the story of Qatar in three main ways:
  − Life in the desert and the coast
  − Social, cultural and historical life of the people of Qatar
  − The history of the State of Qatar

− The Museum sits on a Lagoon, and has a Garden area

− It consists of 11 galleries besides the Old Palace
NMoQ: THE FUTURE

THE NEW NATIONAL MUSEUM
This museum will give voice to Qatar’s heritage whilst celebrating its future.

Visitors can learn about Qatar's ancestors and the formation of early cities, as well the modernization of Qatari society.

Exhibitions will combine historic objects and contemporary influences, opening up a dialogue around the impact of rapid change.

Innovative presentation techniques will excite audiences and push boundaries.

Entire walls will become cinematic screens, individual cocoons will hold oral histories and handheld mobile devices will guide people through thematic displays.
NMoQ: THE FUTURE

THE ARCHITECTURE

Designed by one of the world’s most highly respected architects, whose achievements have been recognized with the Gold Medal of the French Academy of Architecture, the Aga Khan Award for Architecture, the Premium Imperiale and the Pritzker Prize, among others. Jean Nouvel was born in Fumel, France, in 1945 and has headed his own architecture practice since 1970.

The museum, an architectural masterpiece 60m (195ft) off Doha’s Corniche. A C-shaped peninsula and park area on the shoreline behind the museum offer shelter and a picturesque backdrop. Prominently located on a 1.5 million-square-foot site at the south end of Doha’s Corniche, where it will be the first monument seen by travelers arriving from the airport, the building takes the form of a ring of low-lying, interlocking pavilions, which encircle a large courtyard area and encompass 430,000 square feet of indoor space.
BRAND STORY
When the National Museum first opened to the public in 1975, it was identified by this logo which focused on the architectural form of the old palace.
Looking at the graph of today’s museum’s visual identities, this is where the old logo would fall in comparison.
Today, there are many museums world-wide that break the barrier of what a ‘traditional’ museum is and the new National Museum of Qatar will be no different.

For reference, we have selected five museums and their visual identities from around the world that showcase diversity within cultural brands. Some are typographic, some use symbols and others are more explorative in their form but all represent the intended positioning of the museum.

1. Foundation Louis Vuitton, Paris
2. Museo Soumaya, Mexico
3. National Museum Scotland
4. Pérez Art Museum Miami
5. MAXXI, Rome
MUSEUMS IN THE 21ST CENTURY
–
CULTURAL ICONS – MAGNETS FOR TOURISM
MUSEUMS IN THE 21ST CENTURY

- DIALOGUE, NOT DIDACTIC
MUSEUMS IN THE 21ST CENTURY

HUB FOR COMMUNITY LIFE, A SENSE OF BELONGING
MUSEUMS IN THE 21st CENTURY

REVENUE GENERATION
MUSEUMS IN THE 21ST CENTURY

BEYOND THE PHYSICAL MUSEUM
MUSEUMS IN THE 21ST CENTURY

NMoQ: THE DIFFERENCE

WHAT?

The National Museum of Qatar will stand out by being a completely different kind of museum about conversations, a living memory bank and an icon for Qatar, setting new standards for museums around the world.

HOW?

We will do this by welcoming everyone, inviting visitors to become part of the story, reaching out beyond the building and sharing the evolving narrative of Qatar’s heritage with the world.

WHY?

Because we will encapsulate everything Qatar stands for, from its past to its future on a world stage – a foundation for future generations imagination and creativity.
MUSEUMS IN THE 21ST CENTURY

NMoQ: THE DIFFERENCE

– A CONTEMPORARY CELEBRATION OF HERITAGE AND TRADITION
– FREEDOM, INNOVATION AND A SENSE OF COMMUNITY
– A ‘MEETING’ NOT A MELTING OF CULTURES
– EXPLORING HOW ONE CULTURE IMPACTS ON ANOTHER
RESEARCH & FINDINGS
Pentagram has carried out a considerable amount of research in order to understand the thoughts and perceptions of the audience. A lengthy series of workshops, interviews and audits have informed the approach we have taken towards the design brief. This resulting knowledge is a crucial aid in the development of an accurate visual expression for the museum’s new identity.

- 18 INTERNAL INTERVIEWS
- 18 EXTERNAL INTERVIEWS
- COMPETITOR AUDIT
- DESK AND FIELD RESEARCH
- 10 AUDIENCE FOCUS GROUPS IN DOHA
RESEARCH & FINDINGS

THE AUDIENCE

QATARI CITIZENS
to engage with their heritage and engender a sense of pride

NON-QATARI RESIDENTS
to gain insights into Qatari culture and feel part of a dynamic, open society

INTERNATIONAL VISITORS
to recognise and respect Qatar as a progressive and influential world player
THE OPPORTUNITIES

- To be a cultural ambassador for Qatar
- A source of national pride
- A stunning, innovative building
- A vibrant cultural experience
- Setting new standards

THE CHALLENGES

- Erosion of tradition and heritage
- Increasing disconnection from natural environment
- Young Qataris disengaged from museum culture
- Lack of international understanding of Qatar
- Tension between past and present
RESEARCH & FINDINGS

POSITIVES & CONCERNS

POSITIVE FINDINGS

− Sophisticated, proud and ambitious
− Generous, respectful and stable
− Non-Qatari pride in Qatar
− Commitment to education and culture

THE CONCERNS

− Focus on architectures, content and process
− Need more focus on shared vision for the future
− Implementation of strategy is limited by bureaucracy
− Need for more cohesion and integration of staff
− Collection lacks distinction
BRAND POSITIONING

POSITIONING
a different kind of national museum – a museum shaped by conversation

OFFER
a living memory bank bringing history to life through the voices and objects of its people

PERSONALITY
imaginative & engaging extrovert & challenging knowledgeable & inclusive

VALUES
generosity of spirit resourcefulness excellence courage

VISION
create a sense of pride and a distinctive cultural identity for Qatar, helping to build an integrated, dynamic society with influence on a world stage

NMoQ
BRAND POSITIONING

CULTURAL LANDSCAPE

INTERNATIONAL

TRADITIONAL

LOCAL

INNOVATIVE

National Museum of Qatar
BRAND POSITIONING

“BRANDSCAPE” BENCHMARKING

These are some of the most successful visual identities for museums around the world for your reference. When thinking about the new National Museum logo, use this as a benchmarking tool.
BRAND POSITIONING

QATAR “BRANDSCAPE” BENCHMARKING

These are some of the cultural brand identities that are currently existing in Qatar for your reference.
KEY PROPOSITION & TAKE AWAYS
Key proposition:

THE FUTURE FRAMING
THE BEGINNING
KEY PROPOSITION & TAKEAWAYS

THE DO’S

− Do reflect the brand personality

− Do create a look and feel that will stand up and stand out on a national and international stage - be distinctive

− Do create a solution that generates pride in Qatari and engages an international audience

− Do design a solution that stands up to the building and is a compelling expression of the brand

− Do create an identity that can be flexible and used on different applications

− Do consider dual language (Arabic & English)
KEY PROPOSITION & TAKEAWAYS

THE DONT’S

− Don’t focus only on the old or only on the new
− Don’t focus just on Arabic text/calligraphy
− Don’t focus on just the architectural element of the Museum
− Don’t illustrate
These key areas are integral to Qatar, its culture and its traditions do use them as a source of inspiration for the concept, colour and typography.
DELIVERABLES & SUBMITTALS
DELIVERABLES & SUBMITTALS

STAGE 2 – SUBMISSION OF WORK & JUDGING

The final concept design will be submitted for judging. For your entry to be valid, you must submit the listed submittals.

SUBMITTALS
1. Rationale
2. Brand identity/logo
3. Typefaces
4. Color palette

The final concept design should be demonstrated in context, developed as schematics across 3 typical applications:

1. Business card & letterhead
2. Website homepage
3. Poster

One submission per entrant

SUBMISSION DATE
Tuesday 22nd September 2015

SUBMISSION FORMAT
- All creative elements must be submitted as a landscape PDF format. (Documents should be created at A3 size).
- Document MUST NOT be submitted with watermarks, name and/or identification.
- Submissions to include a cover page containing the following detail for identification:
  - Full name
  - Organisation
  - Telephone Number
  - Email address
- File size should not exceed 6MB

HOW TO SUBMIT
Send your entries to
NMoQIdentity@qm.org.qa
DELIVERABLES & SUBMITTALS

STAGE 3 – TRAVEL TO THE UK

The winner will travel to the UK for a 10 day placement at Pentagram London where your concept design will be refined and applied across 25 applications and show schematically with a visual guide reference for future use by the National Museum of Qatar.

The remainder of the time can be spent at your leisure enjoying the arts and culture scene of London city.

WINNER ANNOUNCEMENT
Tuesday 29th September 2015

TRAVEL DATES
Saturday 3rd October – Saturday 17th 2015

DATES AT PENTAGRAM
Monday 5th October – Friday 16th October 2015
(Saturdays & Sundays off)
GOOD LUCK!

If you have any questions, please get in touch by e-mail: NMoQIdentity@qm.org.qa