
Msheireb Museums Unveils 2025 Summer Programme: Encouraging Creative Expression Through Cultural Heritage



Published on July 2, 2025

Document Date: Wed, Dec 24 2025 11:58:02 pm

Category: ,English,Qatar - ,Snippets

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Doha, Qatar – 2 July 2025: Msheireb Museums, Qatar’s pioneering heritage destination within

Msheireb Downtown Doha, announces the launch of its 2025 Summer Programme under the

inspiring

theme “Your Creative Journey Begins Here.”

This comprehensive cultural initiative, running throughout July and August, builds on Msheireb

Museums’ award-winning approach to heritage education by reimagining the historic

houses into

interactive spaces for creative learning and cultural exchange.

In line with the 27th International Council of Museums (ICOM) General Conference theme, “The

Future

of Museums in Rapidly Changing Communities,” this year’s summer programme builds on

Msheireb

Museums’ internationally recognised storytelling methodology. It invites young participants

aged 6-16+

to engage with Qatar’s rich cultural narrative through innovative workshops which brings

together art,

technology, Artificial Intelligence (AI), heritage, and design through specially curated sessions.

Strategic Partnerships Enhancing Cultural Education

The programme reflects Msheireb Museums’ approach to joint initiatives through

partnerships with

distinguished institutions.

Virginia Commonwealth University School of the Arts Qatar (VCUarts Qatar) partners with Doha

Design District (DDD) to deliver specialised design and artistic workshops, that draw on local

heritage

and reinterpret it through a contemporary lens. Participants will explore traditional Qatari spatial

concepts, patterns, and calligraphy, using architecture, tile painting, and script as mediums for

creative expression.

Complementing these are technology-driven workshops by CamelCode, where participants will

engage with robotics, game design, and digital media to reimagine cultural narratives. From

reinterpreting artefacts through robotics to developing memory-based digital experiences, the

workshops invite young learners to examine how tradition can inform future innovation.

Meanwhile, Life Skills Hub ensures inclusive cultural access through the Inclusive Discovery

Outing

Camp, providing specially designed inclusive experiences for children and young adults with

diverse

learning needs. The camp includes arts-based activities, physical games, water play, and weekly

themed outings. Each activity is designed to support sensory engagement, creativity, and social interaction in a supportive and accessible setting.

“Our summer programme embodies Msheireb Museums’ philosophy of making heritage accessible

and relevant to future generations,” said Fatma Al Mansouri, Education Manager at Msheireb

Museums. “Through our distinguished partnerships with VCUarts Qatar, DDD, Camel Code, Life Skills

Hub, we’re turning Msheireb Museums into a laboratory for innovation, where young creatives engage

with Qatar’s past while shaping new ideas for the future.”

The programme takes place within the museums’ meticulously restored heritage houses – each

offering authentic cultural environments that have earned international recognition, including the

prestigious International Committee for Education and Cultural Action’s “Best Educational Practice

Programme" award.