

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



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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 27 th 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.