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## Msheireb Museums Shares Decade of Heritage Innovation at ICOM Dubai 2025



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**Doha, Qatar – 15 November 2025:** Msheireb Museums participated in the ICOM (International Council of Museums) Dubai 2025 Conference from 12 to 17 November at Dubai World Trade Centre, sharing insights from a decade of transforming heritage into living inspiration. The participation follows the recent 10th anniversary celebrations and enabled Msheireb Museums to

present the practical methodologies documented in its recently launched publications to museum professionals and cultural heritage experts from across the globe.

The conference provided a platform to demonstrate how the lessons captured in ‘Msheireb Museums: Transforming Doha’s Heritage Houses’ and ‘Building on Tradition – The New Architectural Language of Qatar’ translate into approaches for heritage-led museum practice and regional museum branding.

Mr Abdulla Al Naama, General Manager, Msheireb Museums, said: “The conversations at ICOM Dubai reinforced what we celebrated at our 10th anniversary: that heritage and progress work as partners when grounded in community wisdom. Sharing our approach with peers globally validated our work in making these four houses living platforms where heritage actively shapes identity and inspires belonging. This dialogue strengthens our commitment to being houses that continue to inspire.”

### **Presentations at Global Forum**

In Session A-22 (Intangible Heritage – Storytelling, Identity, and Relevance), Mr Abdulla Al Naama presented “Voices Remembered: Curating Intangible Heritage and Historical Trauma at Bin Jelmood House.” The presentation explored how Bin Jelmood House addresses sensitive

historical narratives whilst honouring the voices and experiences of those affected.

In Session C-22 (Regional Museum Branding / The Future of Museums in Rapidly Changing Communities), Mr Mohammed Al Yousuf, Operation and visitor relations manager, presented “Branding Heritage: How Msheireb Museums Connect Local Identity with Global Conversations.”

The session demonstrated how the museums position themselves as a bridge between Qatar’s cultural heritage and contemporary global museum practices within the context of rapid urban transformation.

Discussions following both sessions focused on how the museums balance authenticity with innovation, and how they transform historic buildings into spaces where Qatar’s stories continue to inspire education, dialogue and community belonging.

The ICOM Dubai 2025 Conference brought together museum professionals, curators, researchers and cultural heritage experts to address the evolving role of museums in contemporary society.

The participation demonstrates how Msheireb Museums contributes to regional and international discourse on heritage-led innovation as part of Msheireb Downtown Doha’s integrated approach to connecting tradition with sustainable urban development.

Msheireb Museums tell the story of four remarkable historic buildings in the heart of Msheireb Downtown Doha. Born from the vision of Her Highness Sheikha Moza bint Nasser, these heritage houses have been converted into world-class museums adapted with great sensitivity in accordance with international conservation standards. Over the past decade, the museums have enriched the educational journey of more than 200,000 students through strategic partnerships with academic and cultural institutions, establishing themselves as a vital platform for dialogue between heritage and contemporary urban development.