



The Museum With No Frontiers Announces the Launch of the New Online Exhibition Platform in an event Held at the FBQ Museum.

Doha, Qatar, June 5, 2023 – Under the patronage of His Excellency Sheikh Faisal Bin Qassim Al Thani, Museum With No Frontiers (MWNF) launched a new online exhibition platform at a live event in Doha co-hosted by the Sheikh Faisal Bin Qassim Al Thani Museum. The launch event included a panel of ten cultural institutions who have an existing partnership with Museum With No Frontiers to discuss potential uses of the new online platform for education, exhibition programming, and interaction with physical exhibitions. Representatives in attendance included cultural organizations from Egypt, Ethiopia, Jordan, Oman, Portugal, Qatar, Turkey, the United Kingdom, and the United States of America, in addition to a number of dignitaries, ambassadors, local and international media representatives.

The presentation of the new platform was based on a demo exhibition titled “The Use of Colours in Art” enabling users to scroll through themes and digitally interact with collections on a faster, more dynamic system. The new, very visually appealing platform provides MWNF with the tools to easily accompany audiences through history and art.

MWNF has an almost twenty-year history in developing and managing virtual exhibitions. The biggest achievement of this new online exhibition platform is its innovative technical solutions – like the use of automated templates – to minimize resources spent on programming and allow MWNF to devote more time to developing high-quality content with its international network of cultural partners.

Virtual exhibitions and programming are not new to MWNF. Founded in 1995, MWNF has built popular and wide-reaching online museums and galleries through strong collaborations with world-renowned sites and museums. Projects to date include “Discover Islamic Art”, “Discover Baroque Art”, and “Sharing History”, as well as MWNF Galleries where the material is sorted by medium or type of objects such as “Discover Carpet Art” or “Discover Glass Art”.

An industry-wide shift towards digital & virtual cultural activities was caused by the COVID-19 pandemic. While physical exhibitions are resuming, there is still growing demand placed upon cultural institutions by audiences across the globe, expecting to access educational and artistic resources at their fingertips. This was the motivation behind MWNF’s desire to develop its new online platform, responding the situation the heritage industry finds itself in.

The new online platform is an extension of the Museum’s pioneering approach – collaborating with local experts and focusing on local priorities to combine their interpretation of artifacts and monuments with the cultural and historical context. With the new platform in place, MWNF hopes to achieve the following goals:



- Create international exhibition projects with all Partners joining with the same possibilities.
- To promote internationalisation, namely also in the elaboration of curatorial concepts
- To make the results of research accessible and enjoyable to a large audience.
- Improved visual formatting, making educational content more appealing.
- The development of exhibitions for specific educational groups, focusing on age-appropriate information for different levels of schooling.
- The chance to use virtual and physical exhibitions side-by-side, increasing their potential audience or improving the experience of visitors to physical spaces.
- Providing opportunities to young people and students in relevant fields, allowing them to understand the process of creating exhibitions & the possibility virtual space provides

About Museum With No Frontiers

Museum With No Frontiers (MWNF) is a collaborative programme involving public and private partners from all over the world with the mission to build bridges through knowledge and understanding. The programme consists of two main activities: the first, the MWNF Virtual Museum and its related online exhibitions and galleries; the second, the MWNF Exhibition Trails and related travel books and virtual tours.

The MWNF experience in the field of virtual exhibitions started in 2006:

The first MWNF online exhibition cycle was set up between 2006 and 2007, as part of 'Discover Islamic Art': 18 exhibitions present the artistic legacy of the great Islamic dynasties that ruled in the Mediterranean between the Umayyad and the Ottoman period. Each exhibition was curated by a small team of Partner institutions and presents material – artefacts and monuments – from 14 countries: <https://islamicart.museumwnf.org/exhibitions/ISL/>

A second exhibition cycle, 'Discover Baroque Art', focusing on little known Baroque followed between 2008 and 2010: <https://baroqueart.museumwnf.org/exhibitions/BAR/>

A cooperation with the League of Arab States offered an ideal framework for the development of a third MWNF online exhibition cycle, this time focusing on Arab-Ottoman-European relations in the XIX century: 'Sharing History', set up in cooperation with Partners from 22 countries between 2012 and 2015, provides access to ten exhibitions presenting one of the most complex periods in our common history, taking into consideration the perspectives of all concerned: <https://sharinghistory.museumwnf.org/exhibitions/AWE/index.php>

All these projects aim at contextualization and present topics that benefit from a virtual exhibition space in terms of the variety of materials on display, positions and perspectives.

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