Making Heritage Accessible
to future-oriented audiences of the Arabian Peninsula
RAPID DEVELOPMENT...

IS AWESOME..

BUT...

Dubai in 1990

Dubai today
CRUCIAL ISSUE!

• Our heritage and cultural identities are getting lost!
“Now can we have an eating experience?”
DEVELOPMENT + HERITAGE

MUST WORK TOGETHER
HOW?

THROUGH ACE! COLLECTIONS
ACE! STANDS FOR:

• **A** - ACCESSIBLE

• **C** - CONNECTED

• **E** - ENGAGING
OUR MUSEUMS NEED TO BE ACE!

• To document a new sequence: These nations’ rise and the journey towards it...

E.g. Dubai Airports from 1970-today. This history needs to be documented, and due credit needs to be given!
HOW?
By DEVELOPING ACE!
COLLECTIONS and a MUSEUM-GOING CULTURE
Efforts towards huge cultural districts

The UAE and Qatar are developing great cultural districts like Saadiyat Island in Abu Dhabi (Left) and Doha’s West Bay district (Right)
Still, there is hardly any connect with the older museums and private collections.

Old Fujairah museum, UAE  
Al Zubarah Fort, Qatar
WHAT MAKES UP MAJOR PARTS OF THESE UPCOMING MUSEUMS AND THEIR COLLECTIONS?

Loaned collections and foreign artifacts

Late 16th century ornate water bottle from Turkey (Doha Museum of Islamic Art)

Tile Design, Samarkand, Uzbekistan (Louvre Abu Dhabi collection)
This is why our museums need to be ACE!

- To intertwine the history and the present.
- To house more depicting indigenous cultural identity.
OUR MUSEUMS NEED TO BE:

- Multifunctional
- Appealing
- Public platform of urban development
- Meeting place
- Entertainment venue
- Restaurant
- Visual memory symbol
- Touristic icon

MULTIFUNCTIONAL AND APPEALING
For changing platforms and needs

- A statistic from the UAE Architectural Heritage society:
  
  The typical Emirati aged 18-35 spends 6 hours a day using technology and social media.
SOCIAL MEDIA:
UNOFFICIALLY CONNECTS HERITAGE...
IN ITS CHANNELS WITHIN THESE COUNTRIES
THIS TURNS INTO AN ISSUE:

VISITORS CLAIM THEY HAVE HARDLY ANY INTERACTION WITH THE LOCAL CULTURE
• Social Media Applications for cultural advantage:
  - As a showcase for heritage.
  - For the creation of future heritage
These contributions could be developed into a virtual collection or an archive, like an “iCloud”.

- Some content would be available freely to the public.

- Some content stored securely with access codes, available as collection content for Research.
These intangible collections will allow for easier ACCESS.

These access to these virtual “clouds” of heritage could give context to the tangible- CONNECTIVITY AND ENGAGEMENT WITH LOCAL CULTURES
HOW DO WE CREATE “ACE” VIRTUAL COLLECTIONS?

- Sensory (easy touch) access
- Connected to vast circles quickly and easily.
- Involves the visitor
Virtual collection

Paves the way for

Virtual archives of history
Where can these virtual collections be used best?

E.g. vernacular dialects of a language
E.g. preserving diversity- not only using the visual.
Recognition of core components of Peninsula's history.

Recognition would encourage Emiratis to lend to their heritage.

Which would become part of national museums.
USING VIRTUAL COLLECTIONS WE CAN INTERWEAVE RECOGNITION AND MEANING FOR HISTORY ON MANY PLATFORMS.
USING VIRTUAL COLLECTIONS WE CAN

AND APPEAL THESE COLLECTIONS TO FUTURE-ORIENTED CULTURES, BY INVOLVING THEM IN THE MAKING OF IT.
HOW WOULD YOU MAKE HERITAGE ACCESSIBLE FOR YOUNGER GENERATIONS?