



Tasmeem Doha 2017 - "Analogue Living in a Digital World"

Andrew Keen, Carlo Ratti, Hasan Elahi, Tina Kukielski, Anouk Wipprecht, Sophia Al-Maria, The Foundland Collective, Tintype Photography, Pixel Art, The Constitute/Goethe Institute, Nick van der Kolk, and MoB+Storefront among the speakers, exhibitions, demonstrations, and workshops at Tasmeem Doha 2017.

A collaboration between Virginia Commonwealth School of the Arts in Qatar and VCU School of the Arts, Tasmeem Doha 2017: "Analogue Living in a Digital World", will take place on March 15 and 16. These events are free and open to the public.

FOR IMMEDIATE RELEASE

Doha, Qatar – February 23, 2017 –Virginia Commonwealth University in Qatar, in collaboration with its home campus, VCU School of the Arts (VCUarts) today announced details for Tasmeem Doha 2017, their biennial international art and design conference. "Analogue Living in a Digital World" will take place on March 15 and 16, in Doha, Qatar, and will feature workshops, exhibitions, demonstrations, artists, and cultural leaders exploring the collision, intersection and interplay between the traditional and digital worlds.

Speakers at Tasmeem Doha 2017 include:

- **Qatari-American artist, writer, and filmmaker Sophia Al Maria in conversation with Tina Kukielski, the executive director of Art21. Art 21 is the longest running, award-winning public television and digital media series that introduces millions of people to contemporary art and artists;**
- **Andrew Keen, one of the world's best known and controversial commentators on the digital revolution, and the author of the acclaimed book, "The Internet Is Not The Answer";**
- **Architect, engineer, inventor, educator, activist and MIT professor Carlo Ratti;**
- **Qatari-American artist, writer, and filmmaker Sophia Al Maria;**
- **Associate professor at the Department of Art at the University of Maryland Hasan Elahi;**
- **Netherlands-based fashion-tech designer and innovator Anouk Wipprecht;**
- **Marquise Stillwell, the founder and principal of Openbox, a New York-based design and innovation consultancy;**
- **The Foundland Collective, an art, design and research collective, initiated in 2009 by Lauren Alexander and Ghalia Elsrakbi and based between Cairo and Amsterdam;**

- **Kuwaiti artist Monira Al Qadiri from the GCC art collective, who recently had an exhibition at VCUQatar's Gallery on Islamic figurative murals titled, "Muhawwil (Transformer)".**

Can traditional analogue and digital technologies coexist in the 21st century? "Analogue Living in a Digital World", will explore the intersection between the analogue and the digital within the context of our lived experience, and will examine where the two modes differ, intertwine, and coexist. Lives that were previously analogue are rapidly becoming digitized. This conference will look at these changes and the differences between the industrial age, and the digital/information age.

Workshops at Tasmeeem Doha 2017 will engage visitors on topics ranging from geolocation and 3D print technology, to tintype photography and pixel art. Simultaneous exhibitions by artists and designers, faculty and students from VCUQatar and VCUarts will take place alongside the workshops, lectures, debates and demonstrations.

Tasmeeem, which is the Arabic word for "design", addresses contemporary topics on art and design, and brings together international designers, artists, academics, students, and industry professionals.

"The Tasmeeem Doha conference has been developed to provide Qatar and the region an informed platform for exploring the relevance and potential of the creative practices of art and design to provide cultural, social, and economic benefit," said Peter Martin, VCUQatar's Interim Chair of Graphic Design. Martin, with his then colleague Mary McLaughlin, associate dean of academics, first initiated Tasmeeem in 2004 with support of Qatar's Ministry of Civil Service Affairs and Housing.

Previous Tasmeeem themes have ranged from sustainability to playfulness. Notable attendees over the years have included internationally renowned speakers such as Architect Rem Koolhaas, Industrial Designer Karim Rashid, Graphic Designers Bruce Mau and Stefan Safmeister, Interior Designer Eva Maddox, YouTube personality Casey Neistat, and award-winning scientist David Suzuki.

"We are once again honored to host Tasmeeem because of the exposure it gives to our talented and creative students. They are our treasured investments, and through this conference their voices can be heard and appreciated. As educators, we aim to not just give students the tools they need to succeed, but encourage them to forge new tools and build something new and extraordinary, which is a central theme in this interactive conference," said Akel I. Kahera, Ph.D., VCUQatar's dean.

"'Analogue Living in a Digital World' brings attention to how ingenuity progresses to innovation and how collective creativity becomes a powerful catalyst to all who use it, build upon it, change it and let it change them. We are indeed proud of our students' participation, their tenacity, and their willingness to soar beyond the



mark,” said Tasmeem 2017 Chairs and Assistant Professors Michael Perrone and Marco Bruno of VCUQatar and Assistant Professor John D. Freyer from VCUarts.

For the full list of speakers, exhibitions, demonstrations, and workshops, please go to www.tasmeemdoha.com

About Virginia Commonwealth University School of the Arts in Qatar:

VCUQatar is the international branch campus of Virginia Commonwealth University’s School of the Arts, a top-ranked art and design program in the U.S. Established in 1998 through a partnership with Qatar Foundation, VCUQatar offers students the opportunity to earn a Bachelor of Fine Arts degree in fashion design, graphic design, interior design and painting and printmaking, a Bachelor of Arts degree in art history and a Master of Fine Arts degree in design.

A vibrant community with global reach, VCUarts promises students a lifelong passion for and conversation about the arts. As the foremost example of its commitment to global outreach and education, VCUQatar presents valuable opportunities for cross-cultural exchange and connects VCUarts to the influential art and design world of the Middle East. The campus attracts renowned contributors to contemporary visual culture for speaking and teaching engagements, and hosts two major international events--the design conference Tasmeem Doha and the Hamad bin Khalifa Islamic Art Symposium.

About VCU School of the Arts

VCUarts is a comprehensive art school within a major, urban public research university, located in Richmond, Va. Currently ranked the No. 1 public school of art and design by U.S. News and World Report, the school offers 15 undergraduate and 10 graduate degree programs in fine arts, design, performing arts, historical research and pedagogical practice. Its campus in Qatar provides students and faculty with a direct tie to the Middle East, a region of increasing significance in the contemporary art world.

Distinguished faculty members are internationally recognized in their respective fields and contribute significantly to the stature of VCU and are committed to mentoring the next generation of artists, entrepreneurs, scientists, scholars and engaged citizens of diverse communities around the world.

Qatar Foundation – Unlocking Human Potential

Qatar Foundation for Education, Science, and Community Development (QF) is a private, non-profit organization that is supporting Qatar on its journey from carbon economy to knowledge economy by unlocking human potential, for the benefit of not only Qatar, but the world. Founded in 1995 by His Highness Sheikh Hamad bin Khalifa Al Thani, the Father Amir, QF is chaired by Her Highness Sheikha Moza bint Nasser.

QF’s work encompasses education, research and community development. World-



class universities are brought to Qatar to help create an education sector in which young people can develop the attitudes and skills required for a knowledge economy. At the same time, QF builds Qatar's innovation and technology capacity by developing and commercializing solutions through key sciences. The Foundation also works to foster a progressive society while enhancing cultural life, protecting Qatar's heritage and addressing immediate social needs in the community.

For a complete list of QF's initiatives and projects, visit <http://www.qf.org.qa>

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