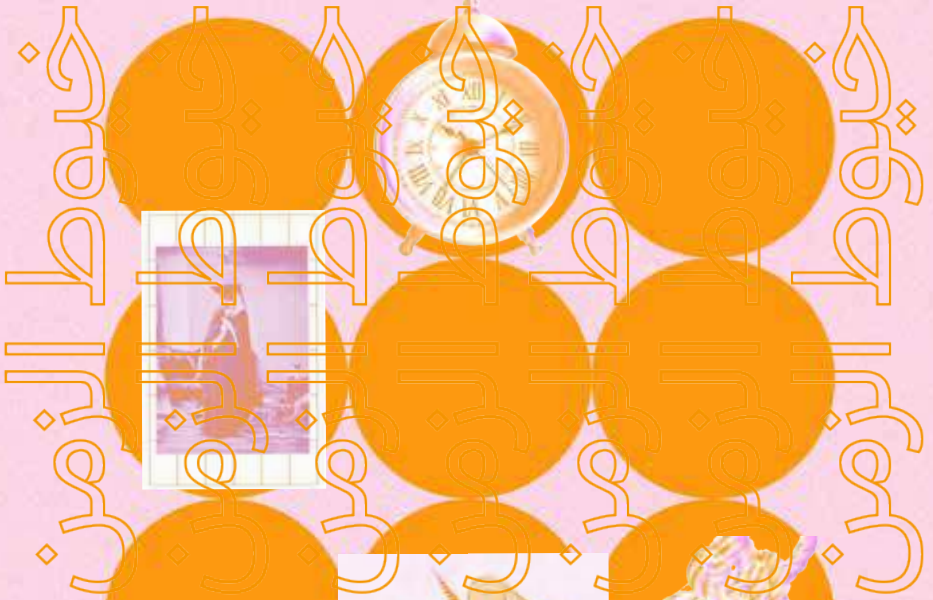


برنامج المتحف للجامعات الدليل الموجز للطلبة

University Take Over the Museum Student Brief



Threads of time
Threads of time
Threads of time

About This Brief

This document serves as an informative guide for applicants of the Universities Take Over the Museum project with Louvre Abu Dhabi. Namely, it contains the programme dates, the project brief, roles and scope of work, the selection criteria, references, and online resources.



About Louvre Abu Dhabi

The origins of Louvre Abu Dhabi dates to March 2007. The UAE and France formed an unprecedented partnership for cultural exchange, and the highlight of this is the establishment of Louvre Abu Dhabi on Saadiyat Island, part of Saadiyat Cultural District. The partnership combines the UAE's bold vision of cultural progression and openness, with France's expertise in the world of art and museum to explore shared themes that reveal and connect humanity.

Louvre Abu Dhabi represents the dynamic nature of the contemporary Arab world while celebrating the region's vibrant multicultural heritage. France-Muséums – 17 of France's most renowned cultural institutions – coordinates the loan of artworks to this UAE museum and provides management expertise.

A Universal Museum in the Arab World

What does it mean to be universal? For Louvre Abu Dhabi it means focusing on what unites us: the stories of human creativity. The museum brings different cultures together to shine fresh light on these common stories of humanity, beyond individual civilizations, times, or places.

This philosophy guides the museum in everything it does, from its foundation as a collaboration between two cultures, to the dazzling architecture that combines French design with Arabic heritage.

Louvre Abu Dhabi champions cultural achievements from prehistory to the present day. The galleries are not separated by geography but set in chronological order. The aim is to encourage respect, curiosity, learning and self-reflection.



Programme Brief

Louvre Abu Dhabi calls upon University students and recent Alumni across the UAE to partake in the third season (2024-2025) of the annual University Take Over the Museum programme. The programme challenges students to explore human history through a wide lens that highlights and addresses the interconnected historical and cultural events through time.

What is the Challenge? Threads of Time.

To participate, students must search for threads that link different historical and cultural moments across time to create stories about global human development referenced through the artworks at Louvre Abu Dhabi. Selected projects are activated at the museum throughout the season.

Proposals should interpret our collection and narrative— A Universal Museum embracing diversity and commonalities.

In Season 3, there are multiple roles that enable students to innovate and respond to the challenge, through one or more of the following:

- Artist
- Content Developer
- Educator
- Graphic Designer
- Media Support
- Volunteer

The Best Proposals will

- Respond to the challenge creatively.
- Link the answer to the challenge with the architecture or artworks or themes from the Louvre Abu Dhabi collection.
- Be realistic, in terms of resources, timeline and materials etc.

Participation

All students selected to participate in the project to receive a Young Adults Membership permitting free access to the museum for 1 year.

Professors who endorse the students' application also receive a membership as recognition for their mentoring and support during the season.

Young Adults Membership Benefits

- Unlimited access to Louvre Abu Dhabi's collections and galleries for one year
- Unlimited access to all special exhibitions for 1 year
- Access to a range of vibrant cultural programmes including lectures, performances, film screenings and exclusive workshops.
- Latest updates in the monthly e-Newsletter
- Up to 10% discount at the Museum Boutique & Museum Café* Excluding Fouquet's Abu Dhabi
- 20% discount on Yoga**
- 15% discount at Aptitude Café

Scope of Work

STEP 1. Student Groups

In this season, Louvre Abu Dhabi widened the parameters of student contribution by adding different categories that offer a wider reflection of the museum expertise required for public engagement:

(Students must select one of the roles listed below in their application)

1. Artist

- Create experiences or interventions that directly engages with the public.

The experience or intervention can be an event, workshop, performance, physical installation that engages participants to connect with the museum building, architecture, or artworks from the museum's collection, and the surrounding outdoor spaces.

2. Content Developer

Encompasses any of the following:

- Create digital experiences, projections or interventions that directly engages participants to connect with artworks from the museum's collection, or museum building, architecture, or the surrounding outdoor spaces.
- Learning resources: create digital, auditory, or printed resources linked to the museum collection, building, or architecture, or the surrounding outdoor spaces.
- Applications or interactive software engagement to be used inside the museum galleries or within the parameters of the museum (e.g.: Dome Plaza, Park, etc.)

3. Educator

- Research-based direct or indirect engagement with the public, e.g.: guided tours, presentation of a research paper, video essays, bulletin articles, podcast episodes, etc.

4. Graphic Designer

6 creative designs will be selected for the season.

- Work with the Louvre Abu Dhabi Marketing and Communications Team to create creative assets for the Programme after the challenge has launched (includes Graphic Design for Key Visual and Posters and Signage and Social Media assets)
- See separate Graphic Design and Media - Take Over Brief for further details

5. Media Support

(Student Group must consists of at least 3 members)

- Work with Louvre Abu Dhabi Marketing and Communications Team to document and share Social Media assets for the Programme (includes Photography, Videography, Sound recording and editing.)
- Amplify and document peers' projects throughout the season, celebrating the students' creativity and ingenuity in response to the challenge.
- See separate Marketing Take Over Brief for further details

6. Volunteer Support

- Support Education Unit throughout season at the museum during trial runs and take over season.
- Support participating Student Groups during University Take Over Days
- Volunteers receive separate certificates.
- Email UTOM@Louvreabudhabi.ae to express interest to become a volunteer

Students can apply to work collaboratively in small groups or independently to respond to the challenge.

Every experience, resource, research, or intervention should respond to the challenge and echo the narrative of Louvre Abu Dhabi as a Universal Museum celebrating the diversity of cultures whilst highlighting the essential commonalities between them.

Student groups working with Louvre Abu Dhabi Marketing and Communications Team must adhere to the Brand Guidelines and directions from the Louvre Abu Dhabi Team and to the scheduled timelines.

Scope of Work

STEP 2. University Proposal

Each University Student group can submit several activity proposals to the Education team.

Every proposal must be endorsed by University Professor.

Every member in the group will be granted a Young Adult Membership for one year, if their proposal is selected, Professors will receive a Teachers Pass.

For the Artist, Content Developer and Educator Roles:

20 proposals from all the participating universities will be selected to participate in the inaugural University Take Over the Museum Season.

For the Graphic Designer Role:

6 creative proposals will be selected by the Louvre Abu Dhabi Marketing and Communication Team to be used throughout the programme.

For the Media Support Role:

1 Student Group will be selected for each participating Universities to document the works of their peers.

Selected groups will document behind the scenes footage, interview their peers, and document the evolution of the accepted proposals from the Training at the museum to the Finale days and continuously share their assets with the Louvre Abu Dhabi Education Team and Marketing and Communication Team.

STEP 3. Presentations to Selection Committee

Selected groups will present their proposals to the Selection Committee. Once selected the group can update their proposal and operational action plan to reflect any changes requested by the committee.

Scope of Work

STEP 4. Training, Project Review, Trial Runs and Development

In October, the selected groups will attend a training day at the museum between 22-31 October 2024 from 10:30 to 16:30. Followed by a trial run for technical check scheduled for one day between 4 November to 12 December 2024 from 10:30 to 18:30.

Selected Media Support groups will be attending all the Training Days and Trial Runs of their peers from the same university.

STEP 5. University Take Over the Museum Season

For Artist, Content Developer and Educator Roles:

Each group will be scheduled to deliver their activity during scheduled University Take Over the Museum Season days. Education to work closely with Events and Visitor Experience team to facilitate the activities starting from November 2024 for all audiences across the following sites on the museum:

1. Inside the Galleries
 - a. Grand Vestibule
 - b. Vestibule 2 before Chapter 4 (Universal Religions)
 - c. Vestibule 4 before Chapter 10 (A Global Scene)
2. Dome Plaza (4 locations)
 - a. Opposite the Temporary Exhibition
 - b. Opposite the Main Galleries Exit
 - c. By the "Jenny Holzer: For Louvre Abu Dhabi"
3. Gallery 12 Rooftop Terrace
4. Auditorium Plaza

For the Graphic Designer Role:

The final selected designs for the Graphic Design Roles must be submitted ahead of the Season launch.

For the Media Support Role:

Selected Media Support groups will be attending all activities of their peers from the same university to document their projects.

For Volunteer Support:

Volunteers will be scheduled to support Education Unit and participating students throughout season at the museum during trial runs and take over season.

Dates and Timelines

1. **Submit Proposal**
22.09.2024
2. **Presentation to Selection Committee**
07-10.10.2024
3. **Training Day at the Museum**
22-31.10.2024
4. **Graphic Designer Submissions**
01.11.2024
5. **Project Review and Development**
04.11.2024-12.11.2024
6. **University Take Over the Museum Season**
04.11.2024-15.04.2025
7. **Take Over the Museum Evaluation**
16-30.04.2025

Selection Criteria

Please refer to this page to understand the judging and selection criteria used by the Selection Committee to select proposals to deliver an intervention and activity at the museum.

5 = Excellent; 4 = Very Good; 3 = Good; 2 = Average; 1= Poor

Criteria for Artist, Content Developer and Educator Roles:

1. Creativity and Originality

- Is the proposal creative?
- Does it answer the challenge question in an innovative way?
- Does it demonstrate a different or fresh perspective for the audience?

2. links to Louvre Abu Dhabi message or collection or Architecture

- Does the concept of the activity or intervention connect to the message and narrative of the museum?
- Does the proposal reference artworks in the collection?
- Does the proposal show an understanding of the context of the selected artwork or theme?

3. Comprehensive Proposal

- Is the proposal and action plan clear?
- Is the timeline realistic to implement the activity?
- Is the proposal technically feasible or does it require significant revision? Does the suggested activity utilise museum spaces well?
- Is the activity suitable for the selected audience group?
- Is the proposal sustainable? Can it be delivered more than once?

4. Overall Impression

Criteria for Graphic Designer Role:

1. Creativity and Originality:

- How uniquely the theme "Threads of Time" is interpreted and presented.
-

2. Adherence to Theme:

- Clear reflection of the theme in the design.
-

3. Aesthetic Quality:

- Visual appeal and artistic quality.
-

4. Communication Effectiveness:

- How well the design communicates the event details and engages the target audience.
-

5. Technical Execution:

- Professionalism and quality of the design execution.

Criteria for Media Support Role:

1. Portfolio Presentation:

- The selection will be based on the students' presented portfolio, highlighting their ability to create visuals that align with the character of the museum guidelines in terms of creative photography.

2. Storytelling:

- The selection will be based on the students' ability to create visuals that align with the character of the museum guidelines and effectively tell a story through creative photography and videography.

3. Aesthetic Quality:

- Visual appeal and artistic quality.

4. Communication Effectiveness:

- How well the content communicates the event details and engages the target audience.

5. Technical Execution:

- Professionalism and quality of the content execution.

Resources and References

Information about Louvre Abu Dhabi:

- Highlights of the Collection
- On Show at Louvre Abu Dhabi
- Museum Galleries
- Architecture

Online Museum Programmes:

- Online Masterclasses with Emirati Artists
- Mindful Art Moments
- The Pulse of Time
- We Are Not Alone
- Poetry of Louvre Abu Dhabi

For any inquiries contact us at UTOM@Louvreabudhabi.ae
Subject: University Take Over the Museum

<https://www.louvreabudhabi.ae/>
Call Centre: +971 600 56 55 66

Disclaimer and Final Notes

The student agrees that all intellectual property rights in the projects they create as part of the "University Take Over the Museum" program, including any photography, audiovisual material, graphic design, text, and other content (the Material), will be transferred to DCT. The student will sign any necessary forms to complete this transfer if requested by DCT. The student may use the Material for their university course credits or as otherwise approved in writing by DCT.

Note:

- Ensure all designs are original and free from any copyright issues.
- Properly credit any resources or inspirations used in the creation of your work.
- Refrain from featuring direct photos of the artworks from the museum to avoid copyright complications
- Reach out to UTOM@louvreabudhabi.ae in case you need support with Image Credit or if you have any inquiries regarding the copyrights of Louvre Abu Dhabi artworks