

# Museums and Cultural Education

Empowering Youth  
Through Co-Creation  
and Capacity Building

12/11/2025

Roundtable



UNITED ARAB EMIRATES  
MINISTRY OF CULTURE



**Asmahane Rami El Hasnaoui**  
Cultural Advisor



**Azim Al Ghussein**  
Senior Manager, Learning and Research

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**Matthieu Taunay**  
International Project manager

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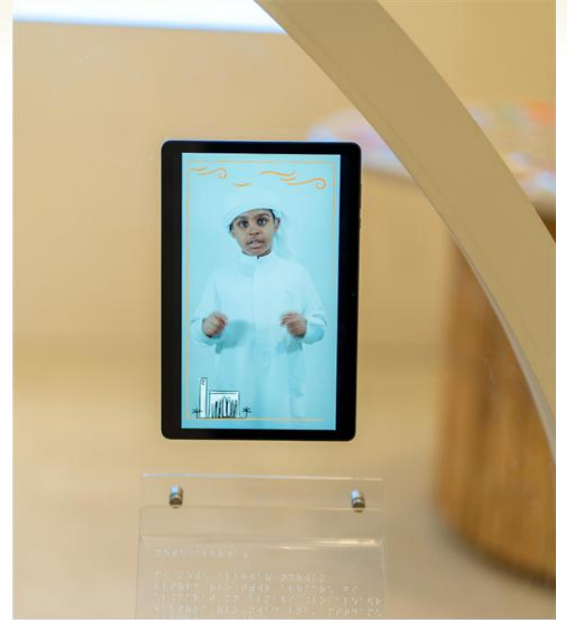
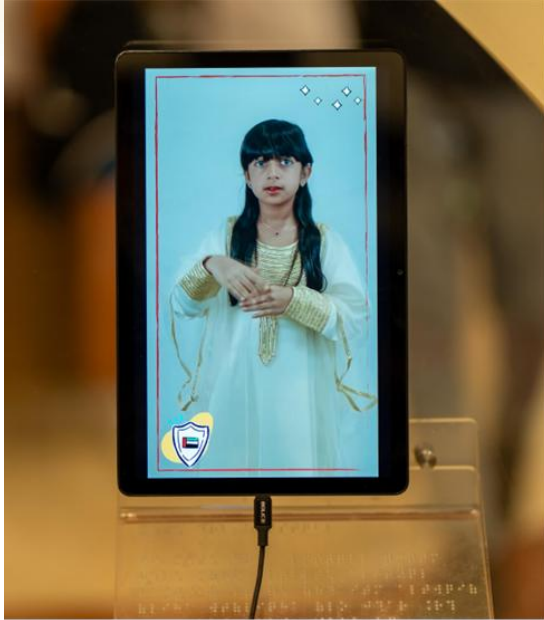














## Capacity-Building for Docents & Mediators

- Shift from scripted tours to facilitated dialogue and inquiry (mediation).
- Training pillars: co-design facilitation, inclusive practice (POD), Arabic-first scripts, digital mediation (QR/audio/AR).
- Credentialing pathway: Mediation Basics → Co-Design Facilitator → Community Lead; blended national delivery.









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فن جوم ART  
JAMEEL



**Azim Al Ghussein**  
Senior Manager, Learning and Research

# About Art Jameel

**Established in 2003, Art Jameel is an independent organisation that supports artists and creative communities**

Art Jameel's two institutions – **Jameel Arts Centre (2018)**, an innovative contemporary institution in Dubai, UAE and **Hayy Jameel (2021)**, a dedicated complex for the arts and creativity in Jeddah, Saudi Arabia, offer programmes across exhibitions, commissions, research, learning and community-building in order to promote contemporary art and creative entrepreneurship across the Middle East and beyond.

Art Jameel's model is **collaborative**:

Locally, the organisation works with individuals, organisations and government to develop innovative programming that embraces both ancient and new technologies, and encourages entrepreneurship and the development of cultural networks





# Art Jameel Learning

Learning is central to Art Jameel's way of working: we believe the arts enrich communities, with a unique capacity to nurture **critical thought, understanding** and a sense of **belonging**

Our scope spans a diverse spectrum of educational opportunities – from working with government to deliver schools programmes through to apprenticeships and in-depth courses for artists and curators and itinerant initiatives for youth, students and lifelong-learners

## Inquiries that drive our thinking:

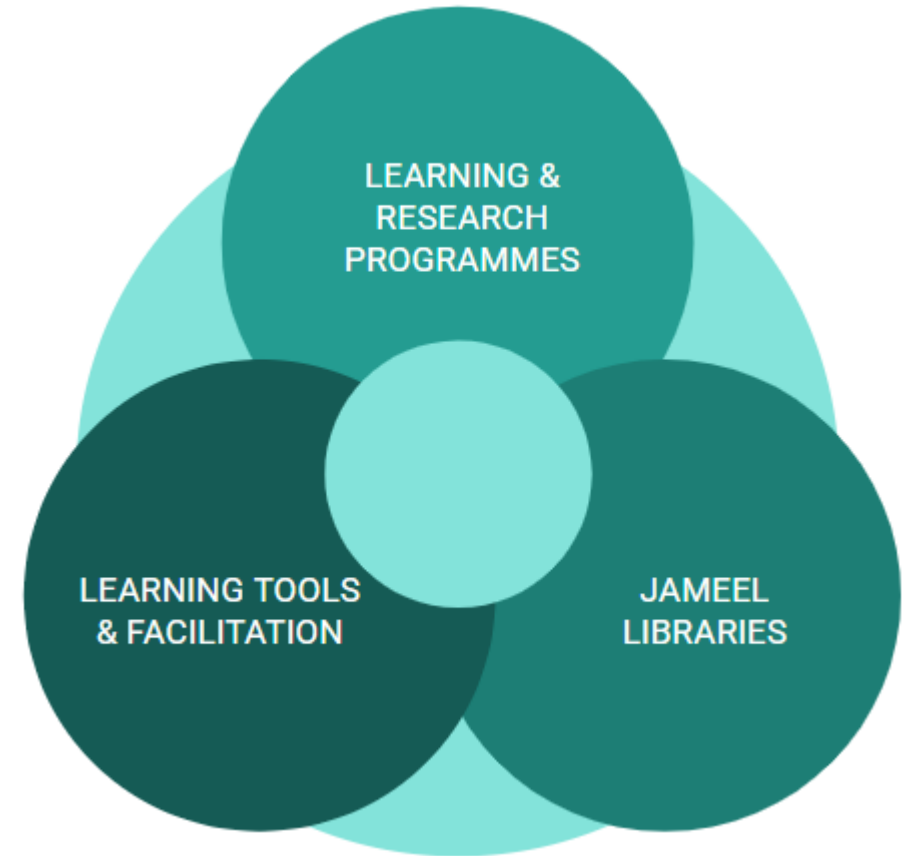
- What role can creativity play in education today?
- How can we nurture conceptual and critical thinking, across all ages?
- What approaches allow programming to be engaging, inclusive and interactive?
- How can our region's youth achieve excellence in the arts and take their place on the world stage?



# Arts as prism: lifelong learning

Art Jameel Learning Department produces **quality, bilingual tools, research and programmes** via collaborations and **resources** to **promote lifelong learning**

***Making the knowledge embedded in arts and culture accessible and inclusive to all publics***





# Family Saturday at the Jameel

Takes place every last Saturday of the month, a day-long experience featuring a guided tour of the current exhibitions and a series of hands-on art making activities for all ages.



# Recess / الفحسة: An After School Art Programme

An alternative after-school art programme designed for ambitious teens who crave serious participation and learning in the arts. Taking the learning outside of the classroom, the programme invites you to explore intersections between contemporary art, cultural and local contexts and places an emphasis on conceptual, perceptual, and practical knowledge building.

Recess is a one-of-a-kind multidisciplinary art program that provides teens ages 14–18 with a foundation in the arts. Weekly classes include a wide range of art techniques including design, drawing, material experiments, bookbinding, digital art and printmaking. Students also complete collaborative and individual art assignments, attend trips and visits to arts and cultural institutions, develop art portfolios, learn about the ins and outs of what goes into making art and have the opportunity to interact and get mentored by artists, curators, and mentors.

The programme spans over twelve sessions and includes:

- **Core Art Studio:** Learn about regional art history, local artists, and art movements! Note your findings in your own handbound art portfolio.
- **Research Sessions:** How do artists see the world? Learn to ask questions and research answers creatively in our research sessions.
- **Practical Art Studio:** Experiment with new mediums, techniques, and processes including sessions on printmaking, digital design, prototyping, and material studies.
- **Cultural Field Trips:** Venture outside of Hayy Jameel into the field, with visits to local cultural sites such as the Islamic Biennale, Al-Balad, and exclusive visits to artist studios.

الفحسة

RE  
CESS





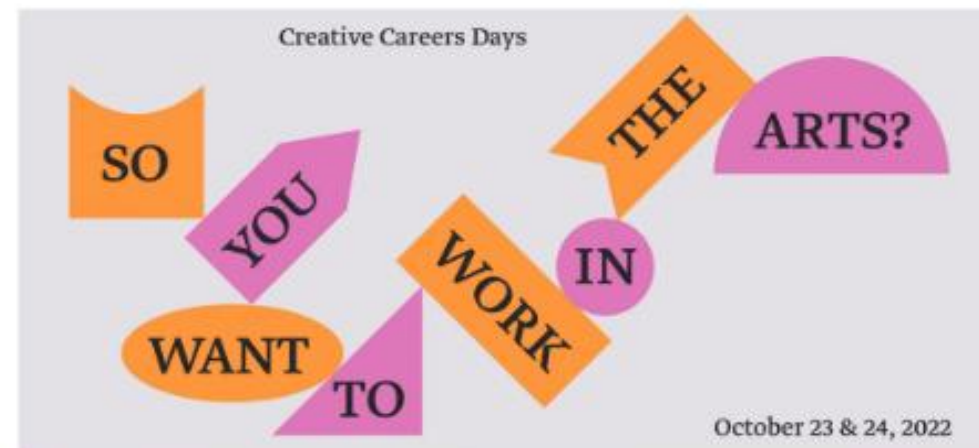
# Capacity Building: Creative Careers Days

A first in the Middle East, **Creative Careers Days** launched in 2022 at Jameel Arts Centre, UAE with three iterations to date looking at **introducing the arts and design and the multidisciplinary of the creative sector**. The even is in partnership with the **Ministry of Culture, United Arab Emirates**

The annual career festival has welcomed over **8,000+** visitors annually including **school and university students** and lifelong learners, families and teachers.

The festival is **free and open to all**, featuring informational booths, leading arts organisations, universities and government entities, alongside a rolling programme of inspirational talks and practical workshops by industry leaders, tours and performances and portfolio reviews and one-to-one sessions

**Featured over 96 Total Activations in 2025:** including portfolio reviews, workshops, talks, performances and more



# Capacity Building: Creative Careers Days

Audience: Who Attends Creative Careers Days?



**High school students**

Inviting secondary/high school students (ages 15-18) as they plan for their specialisation area and college applications



**Public and Private Schools/  
Teachers**

Inviting and involving schools and teachers - encouraging a diversity of curriculum types and backgrounds



**Local creatives and universities**

Leading creatives and universities defining the creative ecosystem within the country. A platform showcasing Art Jameel's network of close private collaborators



**Parents**

Key stakeholders, influencers of young talent's education and career choices. An opportunity for parents to better understand the incredible possibilities within the creative industries



# Capacity Building: The Assembly

The Assembly cohorts comprise of **young individuals aged 18-25 years old**, who are residents of the UAE. Cohort members **specialise in a range of creative disciplines**, including **visual arts, design, architecture, research and writing, performing arts and more**. They represent a **variety of global backgrounds**, including UAE, Saudi Arabia, Lebanon, Palestine, Egypt, Nigeria, Sudan, India, Pakistan, Philippines, Lithuania, Cyprus, Brazil and Colombia, amongst others



The Assembly 2019 - Cohort #1



The Assembly 2020 - Cohort #2



The Assembly 2021 - Cohort #3



The Assembly 2022 - Cohort #4



The Assembly 2023 - Cohort #5



The Assembly 2024- Cohort #6

# Capacity Building: The Assembly

The Assembly is a **yearly talent development programme designed to support young artistic leadership in the UAE**. Each year, young creatives aged **18 to 24** are selected via a competitive nomination and interview process

The platform's multidisciplinary cohort of UAE-based practising creatives collaborate through fortnightly sessions to **explore ways of engaging with the arts and creative practices in contemporary arts spaces**, through discussions on topics of ongoing relevance; explore personal creative interests within the framework of the programme; gain knowledge-based skills; visit exhibitions on view at Jameel Arts Centre; and connect with artists, curators and other cultural producers and leaders

- **Peer-to-peer information exchange**
- **Collaborative commissioned projects**
- **Curatorial practices as learning exercise**





# Capacity Building: The Assembly

The Assembly learning programme offers various opportunities to cohort members to **engage with curatorial practices in contemporary arts spaces**. These include presentations and workshops, exhibition tours, engagement opportunities with artists, curators and other cultural professionals, crit and feedback sessions. Through this, they **develop necessary skills for developing creative projects, exhibitions and public programmes**, such as developing research and curatorial proposals, commissioning artists and other creatives, producing exhibitions and facilitating experiential programmes.

The Assembly programme culminates with the **Youth Takeover** exhibition, incubated through the Spring and presented annually in May: this **experimental exhibition and public programmes project** takes over Jameel Arts Centre's **non-gallery spaces** with a series of artwork commissions and experiences, workshops, performances, tours and thematic activations. The participating cohort leads the Youth Takeover, with guidance from the Art Jameel team, in conceptual research and curatorial thinking, exhibition design and production, programme development and the multiple efforts that bring the immersive project to fruition. The Youth Takeover **expands the network of the programme** beyond just Assembly members by commissioning numerous artists, creatives and communities to produce artworks and public programmes.

To date, The Assembly programme has produced **7 Youth Takeover** projects



Exhibition tours led by artists and/or curators



'Learning by doing' activities, facilitated by designers and architects



Opportunities to engage with creatives in fields outside of 'traditional' contemporary arts. Above - music production workshop



Outcome from experimental curatorial exercises, reimagining and visualising exhibition spaces

# Hayy Explorers Children's Makerspace

Little ones and creative teens now have a room of their own at Jeddah's home for the arts!

Following Art Jameel's life-long-learning philosophy, Hayy Explorers is a dedicated makerspace for ages 5-18.

Specially designed and equipped to encourage young people to explore, experiment and create, Hayy Explorers offers a dynamic programme of Walk-ins Activities, Scheduled Workshops, Camps and Youth Programmes, as well as programmes catered to Arts Educators and artists/teachers.







# Al Naliyah – Mobile Cultural Experience

- Travelling hub bringing exhibitions, maker-spaces, and workshops across all seven Emirates.
- Reduces distance/cost barriers; pilots content with communities, funnels to permanent venues.
- Co-design: local themes with students, teachers, elders, artisans; pop-up co-creation labs.

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International Project manager





CE MONUMENT A ETE CONSACRE  
PAR LA REPUBLIQUE  
A LA GLOIRE DE L'ART FRANCAIS

Cité des sciences et de l'industrie

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**MINIST RE  
DE L'ENSEIGNEMENT  
SUP RIEUR  
ET DE LA RECHERCHE**  
*Libert   
Egalit   
Fraternit *

  
**MINIST RE  
DE LA CULTURE**  
*Libert   
Egalit   
Fraternit *





La Cité des Sciences  
et de l'Industrie  
Paris, Fr



Les Étoiles  
Du Palais de la découverte  
Paris, Fr

7<sup>th</sup> most visited cultural site  
in France

More than  
**2.5 million \***  
visitors in Paris

**11 million \***  
visits online /  
universcience.fr

New record for la  
Cité des Enfants  
with **833 000\***  
visitors



# Palais des enfants



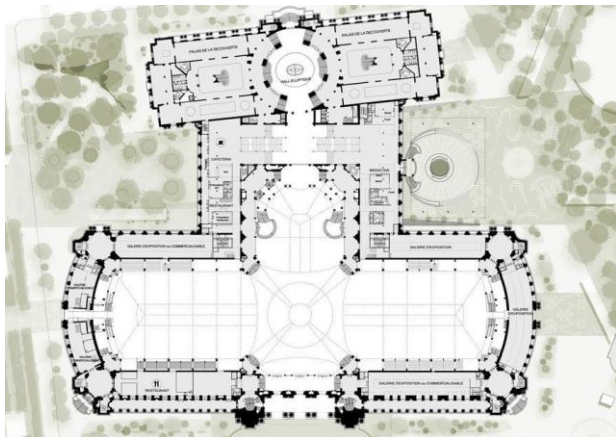
**Transparency** exhibition  
*From June 2025 to August 2027*



©Studio Bloomer



For 2-10 years old  
Art & Science exhibits  
Grand Palais RMN &  
Universcience coproduction







## The City of babies





After a few years of successful experimentation, the Lab gave birth to the Cité des bébés in December 2024

## The City of babies

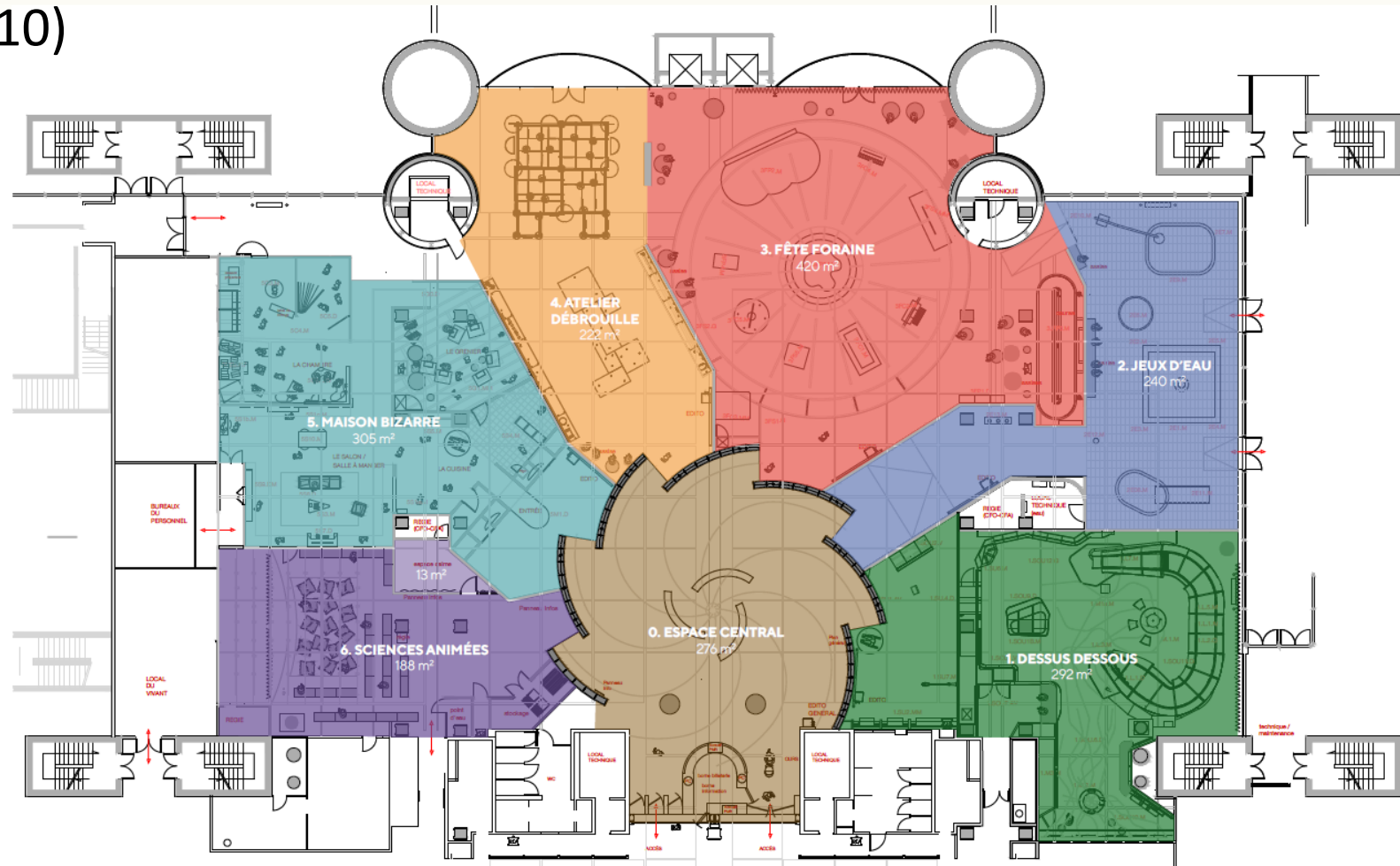
- ✓ For the comfort of toddlers, the Cité des bébés Lab is restricted to **babies only**, from 0 to 23 months, supervised by an adult.
- ✓ Designed as a secure nest, the Cité des bébés Lab encourages the **cognitive** and **psychomotor** development of babies.
- ✓ This warm space is an opportunity for babies, families, and **professionals** to meet.
- ✓ The **playful** atmosphere is enriched throughout the year by **workshops** adapted to toddlers (storytelling, theatrical readings, sign language activities, etc.)

*no screen / no plastic / no shoes policy area*



# The new Cité des Enfants (5-10)

Paris, June 2025



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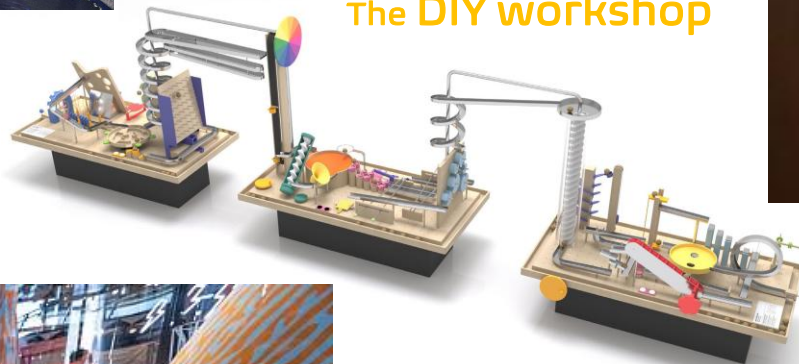




Water Games



The DIY workshop



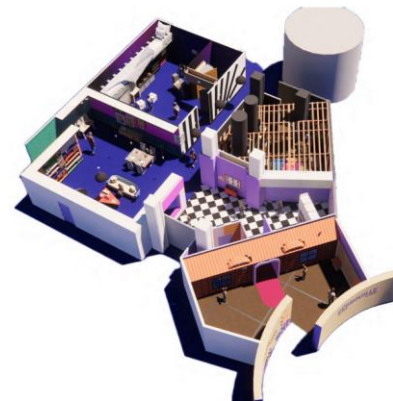
The Above & Below



The Funfair



The Strange House





# Co-creating « les monstres » for The new Cité des Enfants (5-10)

## The Strange House

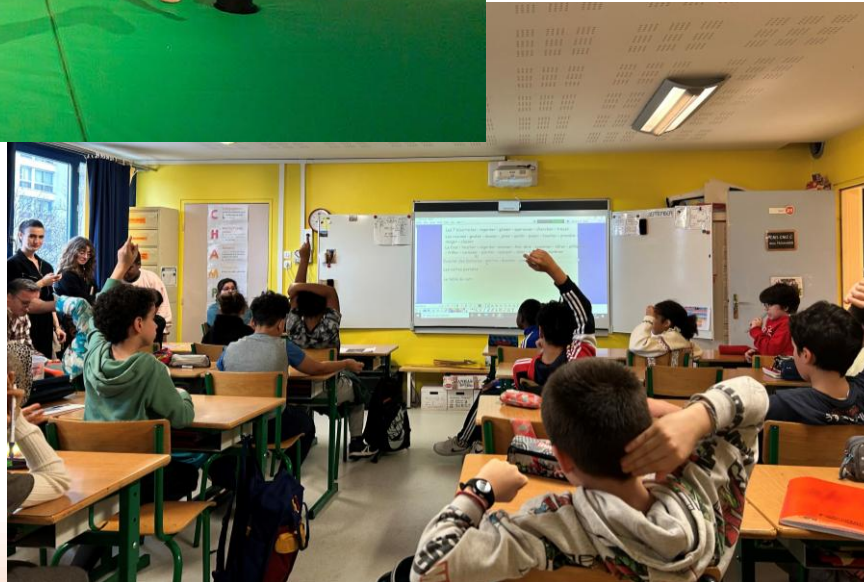




## Co-designing « the balance game on poles » from a French TV show for the new Cité des Enfants (5-10)



### The Funfair

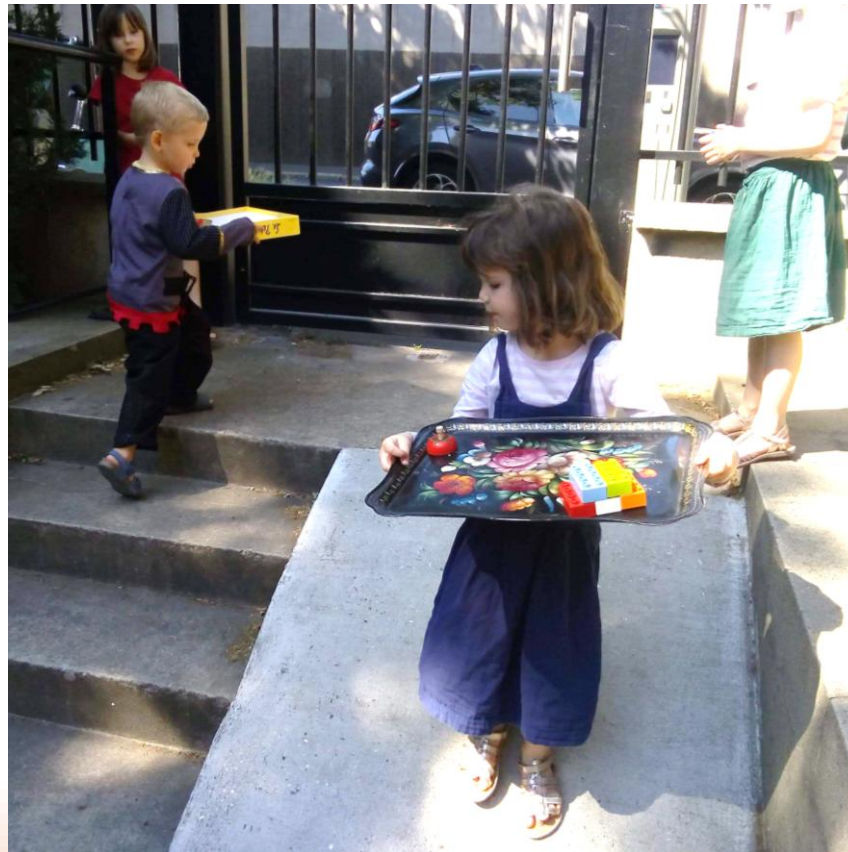




# Co-creating « the route with a tray »

For Fragile ! Exhibition

Fragile! will take children on multiple adventures that will lead them to experience the concept of fragility







*"Dance is universal, transhistorical, and multicultural. It is a part of our lives"*





# Capacity building: Co-designing to Engage & Empower

*Universcience training courses*

*Engaging Audiences through  
Participatory Approaches*  
Paris, France - 2025

*Enhancing Cultural and Scientific  
Engagement Skills*  
Paris, France - 2024



*How to make cultural  
education inclusive*  
AIUla, KSA - 2025 Q2

