

نداء إلى جميع الشركات
الصغيرة والمتوسطة
في دولة الإمارات العربية المتحدة
لتصميم منتجات مميزة.

Calling UAE SMEs
to create unique products.



اللوفا أبو ظبي
LOUVRE ABU DHABI

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FAQ: Made with Louvre Abu Dhabi

[Brand Collaboration Initiative](#)

- **What is Louvre Abu Dhabi's brand collaboration initiative?**

The initiative invites UAE-based SMEs to create a range of products inspired by the museum's architecture. The collaboration aims to celebrate the cultural heritage of Abu Dhabi, while offering local businesses the opportunity to showcase their creativity and gain exposure to a global audience.

- **Who can participate in the initiative?**

Only UAE-based SMEs that are accredited and certified are eligible to participate in this collaboration initiative.

- **What is the theme this year?**

The theme for this year's collaboration is the museum's unique architecture. We encourage creative proposals that reflect the distinctive design and cultural significance of Louvre Abu Dhabi's architectural features.

- **Can I submit already existing designs?**

Yes, you can submit existing designs, but you must also explain how you will incorporate the museum's architectural design elements into the product. The proposal should highlight the inspiration drawn from the museum's architecture.

- **Can I propose a few designs or only one?**

You are allowed to propose different designs for the same product. Please focus on a single product in each proposal.

- **Is there a minimum number of pages for the portfolio submission?**

Your portfolio submission should not exceed 20 pages. It should include all necessary details, such as product concept, pricing, production timeline, images, and any other relevant information. You have the flexibility to arrange the document as you prefer, but please ensure the proposal gives a clear idea of the co-branded product.

- **Is there a particular media or size for the product?**

There are no restrictions on the size of the proposed product. Feel free to suggest products of various sizes that are appropriate for the initiative. Proposals should be submitted as a PDF file.

- **Is there any technical specification required for the proposed product?**

All technical information about the product should be included in your submission. This includes details such as size, description, materials, and images to provide a clear understanding of your proposal.

- **Will the museum take care of the product production?**

The museum will not handle production. The production costs and payment fees will be the responsibility of the SME. However, Louvre Abu Dhabi will charge a 5% royalty fee on sales of the co-branded products.

- **Is it possible to submit the file in Arabic, or does it have to be in English?**

You are welcome to submit your proposal in either Arabic or English, whichever is most convenient for you.

- **What types of products can be proposed?**

We are open to a variety of product categories inspired by the museum's architecture as listed in the information sheet. However, we encourage you to explore other creative ideas as well.

- **How can I submit my proposal?**

To participate, please send your proposal to Development@louvreabudhabi.ae. We look forward to receiving your innovative designs.

- **What is the timeline for this initiative?**

March 2025: deadline to submit proposals.

April 2025: Selection and approvals.

May 2025: Physical product creation begins.

July 2025: Product launch.

- **What is the role of Louvre Abu Dhabi in this collaboration?**

Louvre Abu Dhabi will: select product proposals based on quality standards, provide a limited license for the use of its architectural designs, promote the collaboration

through its marketing channels, host a product launch event, and sell the selected products through its Boutique.

- **What are the royalties for this collaboration?**

The brand partners will pay a 5% royalty to Louvre Abu Dhabi on all sales made through any sales channels. This is a special rate for the first edition of the initiative.

- **Is there a guarantee that my product will be selected?**

Submitting a proposal does not guarantee selection. The final selection will be based on a review process by the museum's Selection Committee, which will assess the quality and relevance of your proposal to the museum's vision.

- **What happens if my product is selected?**

If your product is selected, you will be invited to proceed with product development, manufacturing, marketing, and sales under a separate set of terms and conditions provided by Louvre Abu Dhabi.

- **Are there any intellectual property restrictions?**

You will be granted a limited license to use the museum's architectural designs in the creation of your products if selected. However, this does not grant you ownership or broader rights to the museum's intellectual property, including its logos or trademarks.

- **How do I contact Louvre Abu Dhabi for more information?**

For any further questions or to submit your proposal, please contact us at Development@louvreabudhabi.ae.

We are excited to collaborate with local SMEs and look forward to bringing your creative ideas to life.