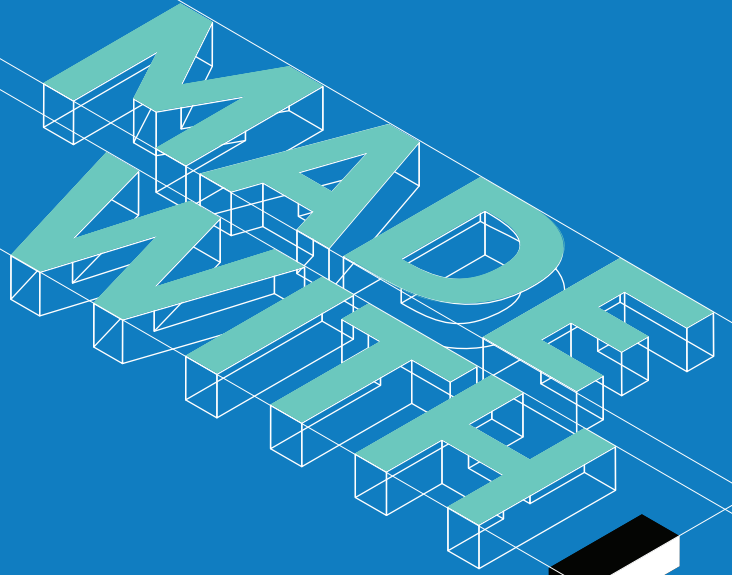


نداء إلى جميع الشركات  
الصغيرة والمتوسطة  
في دولة الإمارات العربية المتحدة  
لتصميم منتجات مميزة.

Calling UAE SMEs  
to create unique products.



اللوفر أبوظبي  
LOUVRE ABU DHABI



LOUVRE  
ABU DHABI  
تعاون وابتكر مع  
اللوفر أبوظبي

## **Brief and concept**

We are embarking on an exciting initiative to forge innovative brand collaborations with UAE based SMEs. Made with Louvre Abu Dhabi's first edition will be centered around the rich cultural tapestry of the museum's architecture.



## Project overview

This call for proposal is an invitation for you to unleash your creativity. We encourage product proposals that draw inspiration from the museum's iconic architecture. We aim to work with you to create bespoke products that not only celebrate Abu Dhabi but also resonate with a global audience.

## Objectives

Our goal is to create an ongoing collaboration with local SMEs to produce a unique line of products inspired by the museum. Our objectives are to:

1. Strengthen our UAE roots and serve our local communities.
2. Support the local economy.
3. Achieve environmental and financial sustainability.
4. Build networking opportunities and relationships with our local community.
5. Expose UAE based businesses to international audiences.
6. Create an innovative range of quality products

## How it works

We invite you to join us in this initiative as a creative partner. Your participation will be instrumental in showcasing the essence of Abu Dhabi, through the lens of the museum.

Brand partner's role:

- Work closely with the museum to design a product range.
- Manufacture the products.
- Sell the products through your existing networks.
- As the first addition of the initiative, pay an exceptional 5% royalty to Louvre Abu Dhabi on sales through any sales channels.

Louvre Abu Dhabi's role:

- Provide a limited license with respect to the intellectual property in the museum's

architecture for the purpose of this collaboration.

- Evaluate and select product proposals based on defined quality standards set by Quality control and Selection Committee.
- Include the products for sale in Louvre Abu Dhabi's Boutique.
- Host a launch event at the museum.
- Provide expertise and brand association.
- Promote the collaboration on the museum's marketing channels.

## This year's theme – first edition

The museum's unique architecture

## Project timeline

March 2025: Receiving proposals

April 2025: Committee selection, and approvals

May 2025: Physical product creation

## Initial list of products

We are open to hear your thoughts and be led by your creativity on what you can produce, inspired by the museum's architecture. We have categorized some ideas into three sections to guide your innovative approach:

<b>Fashion &amp; Accessories</b>	<b>Stationary &amp; Lifestyle</b>	<b>Home &amp; Decor</b>
Clothing	Notebooks and journals	Wall art
Footwear, eyewear	Paper weight	Indoor & Outdoor decor
Handbags	Kitchenware	Ceramics
Statement jewelry	Enamel pins	Lighting
Textile prints	Stickers	Furniture
Tech accessories	Art Supplies	Home accessories

**What's next?**

We look forward to your involvement in this project that merges creativity and community collaboration. Let's work together to showcase Abu Dhabi through the unique perspective of Louvre Abu Dhabi.

Please indicate your interest and share your proposal to [Development@louvreabudhabi.ae](mailto:Development@louvreabudhabi.ae) and let's begin a dialogue on how we can bring your products to life.

**T&Cs apply, please see next page.**

## Terms and Conditions

By submitting a proposal for the Made with Louvre Abu Dhabi Initiative, you agree to the following:

### 1. Participation in the Initiative

- 1.1. These terms and conditions are between you and the Department of Culture and Tourism – Abu Dhabi (**DCT**), which owns and operates the Louvre Abu Dhabi Museum.
- 1.2. Only UAE based SMEs who are accredited and certified are eligible to participate.
- 1.3. The submission of a proposed product to the museum for consideration does not guarantee that you will be selected by the museum to proceed to the product development and creation stage.
- 1.4. Your participation in this initiative is at your own cost and expense.
- 1.5. Your participation in this initiative does not grant you permission, a license or any other rights in or to any intellectual property owned by DCT, including any logo or trademark of DCT or the museum.
- 1.6. Participation in this initiative will not create a partnership, joint venture, employment or agency relationship between you and DCT.

### 2. Product Selection, and Any Subsequent Development, Manufacturing and Sales

- 2.1. The museum will choose a product for the development, manufacturing and sale under this collaboration initiative based on the decision of a selection

committee, and you will be notified by the museum in writing if your product is selected. Under no circumstances are you permitted to engage in any of these activities with respect to a product submitted under this initiative unless your product has been selected by the museum.

- 2.2. If your product is selected, you may not engage in any development, manufacturing, marketing and/or sales of the product unless you have agreed to DCT's separate terms and conditions (which shall be provided to you if your product is selected) outlining the terms for these activities and the licensing of the intellectual property owned by DCT.

### 3. Confidentiality

You agree to keep discussions with the museum regarding this initiative and any proprietary information shared by DCT (including by the museum) confidential and will not disclose it to others without prior written consent.

### 4. Modification of Termination

DCT has the right to modify or terminate this initiative, including these Terms and Conditions, at any time without prior written notice.

### 5. Governing Law and Dispute Resolution

These Terms and Conditions are governed by and construed in accordance with the laws of Emirate of Abu Dhabi. Any disputes arising from these Terms and Conditions or the Initiative will be resolved through the exclusive jurisdiction of the Courts of the Emirate of Abu Dhabi.