

University Take Over the Museum

Students Brief 2023



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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 program dates, the project brief, the selection criteria, references, and online resources.

The origins of Louvre Abu Dhabi dates back 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. 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.

The Challenge

Louvre Abu Dhabi is inviting university students and alumni students (under 25 years) from all over the UAE to interpret its collection, message and core values in order to design an experience or intervention that engages one of the museum's audience segments (children, families, youth or adults).

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

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

The Challenge Question

The Sustainability Challenge: Make the Intangible Tangible or the Tangible Intangible

The Best Proposals will

- Respond to the challenge question 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 Adult Membership](#) permitting free access to the museum for 1 year.

Young Adult 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 programs 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

Step 1. Student Groups

Working collaboratively, in small groups, you need to respond to The Sustainability Challenge: Make the Intangible Tangible or the Tangible Intangible and produce an artistic interpretation and intervention in the form of an activity, workshop or performance that engages a specific audience group. The museum collection or architecture is to be used to animate and engage the audience with their interpretation of the challenge question.

Pop Up Activities can include, but not limited to

- Performance: Dance, spoken word, music, projection, storytelling
- Art Making: Adult workshop, family drop-in activity, drawing activity
- Human Mediation: Express Tour, 1st Person Interpretation, treasure hunt and more

Step 2. University Proposal

20 proposals from all the participating universities will be selected to participate in Season 2 University Take Over the Museum Festival.

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

Every proposal must be endorsed by a University Professor.

Step 3. Presentations

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

Step 4. Training and Project Review and Development

In October, the selected groups will attend a training day at the museum between 13 - 16 October 2023 from 10:30 to 16:30. Followed by a trial run for technical check scheduled for one day between 22 October and 8 November 2023 from 10:30 to 18:30.

Step 5. University Take Over the Museum Season

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 2023 for all audiences across the following sites on the museum:

Louvre Abu Dhabi Education team will support participating groups to deliver their intervention and activity during the Take Over Season from November 2023 to March 2024 across the following locations at the museum:

1. Inside the Galleries
 - a. Grand Vestibule
 - b. Vestibule 4 before Chapter 10
2. Under the Dome (3 locations)
 - a. Opposite the International Exhibition
 - b. Steps opposite the Auditorium
 - c. By the "Jenny Holzer: For Louvre Abu Dhabi"
3. Concrete Beach by Aptitude Café
4. Museum Park

Important Dates and Times

Submit Proposal	15 September
Presentations to Committee	27-29 September
Training at the Museum	13 to 16 October
Project Review and Development	22 October to 8 November
Take Over the Museum Season	9 November 2023 -29 February 2024

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

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

Criteria

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

Information about Louvre Abu Dhabi

- [Highlights of the Collection](#)
- [Museum Galleries](#)
- [On Show at Louvre Abu Dhabi](#)
- [Architecture](#)

Online Museum Programs

- [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 education@louvreabudhabi.ae

Subject: University Take Over the Museum

<https://www.louvreabudhabi.ae/>

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