

INTERACTIVITY

## NATIONAL MUSEUM OF QATAR

Doha, **Qatar**

The National Museum of Qatar is an innovative institution that showcases Qatari history and people, from the earliest times, to the present and into the future. The museum is organized into eleven thematic galleries offering interactive learning environments with an engaging narrative that fosters deep cultural understanding of the country.

Under management and coordination of ACCIONA Producciones y Diseño (APD), which is responsible for the design, production, installation and commissioning of 149 audiovisual and interactive installations, CYAN has produced 29 of these interactive pieces.

2019

ACCIONA PRODUCCIONES Y DISEÑO

CyAn



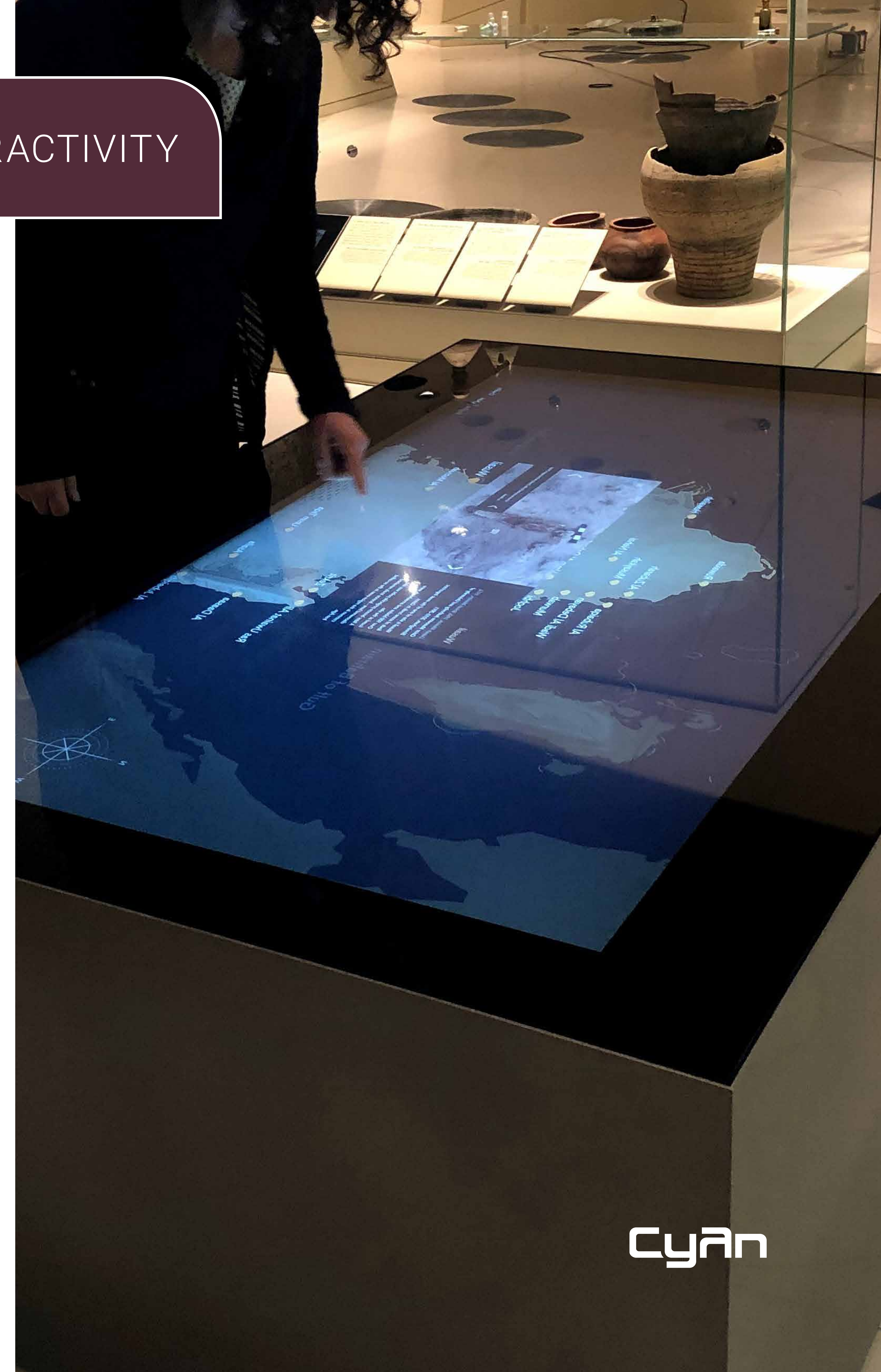
# NATIONAL MUSEUM OF QATAR

Doha, Qatar

- Meteorites.
- Biodiversity (Wall Controller and interactive Mediation).
- Story of Archaeology.
- Al Zubarah Console.
- Development of Doha:
  - What is Masterplanning.
  - Doha Before the First Masterplan.
  - The First Masterplan by Llewelyn Davies.
  - Subsequent Plans.
  - Doha's Modern Architectural Heritage.
- Leaders Stations Interactives:
  - Sheikh Abdullah bin Jassim Al Thani.
  - Sheikh Ali bin Abdullah Al Thani.
  - Sheikh Ahmad bin Ali Al Thani.
  - Sheikh Khalifa bin Hamad Al Thani.
  - Sheikh Hamad bin Khalifa Al Thani.
- The Flag.

- Leaders Stations Video Loops.
  - Sheikh Abdullah bin Jassim Al Thani.
  - Sheikh Ali bin Abdullah Al Thani.
  - Sheikh Ahmad bin Ali Al Thani.
  - Sheikh Khalifa bin Hamad Al Thani.

■ This production includes description and images   ■ This production does not include description

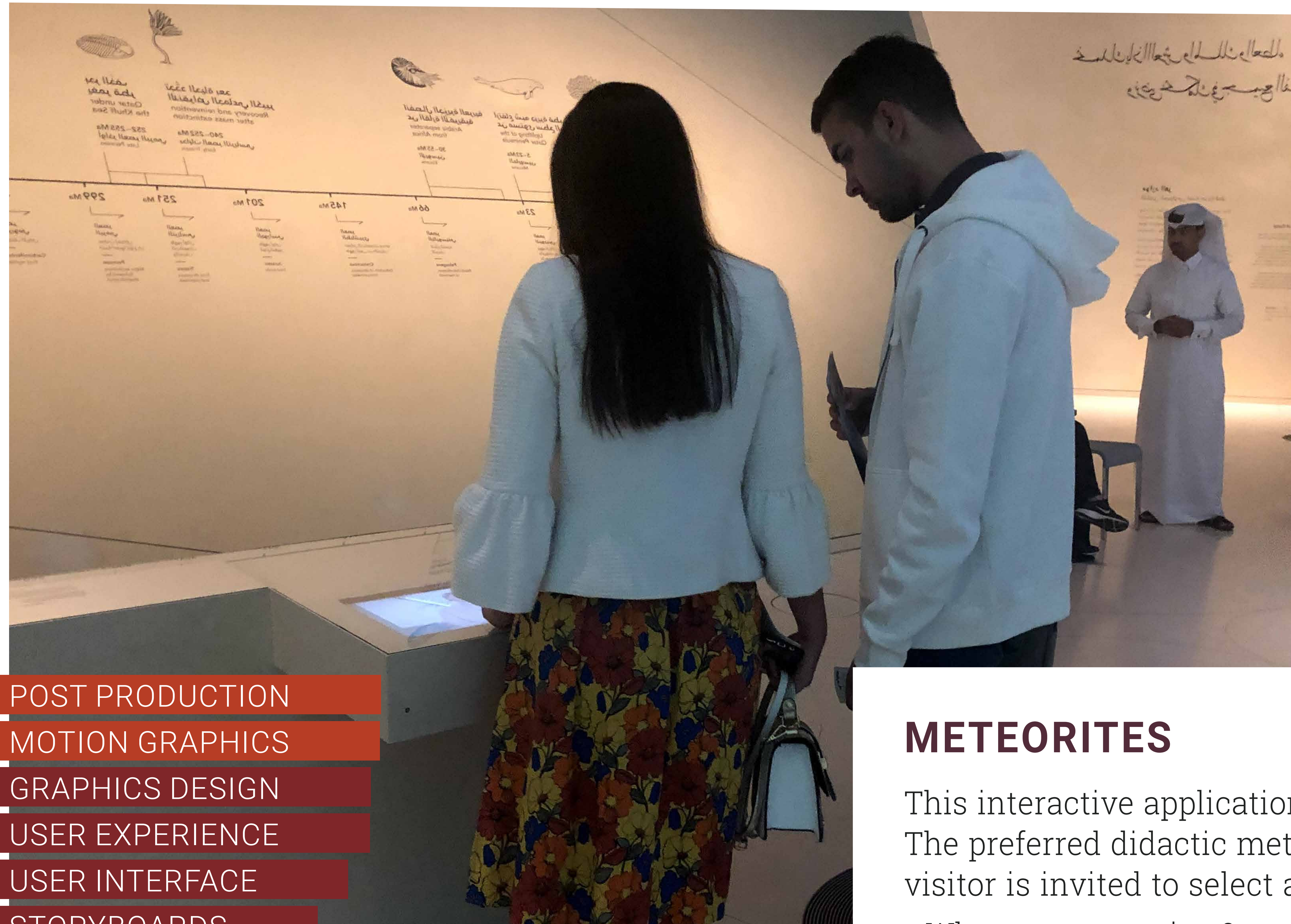




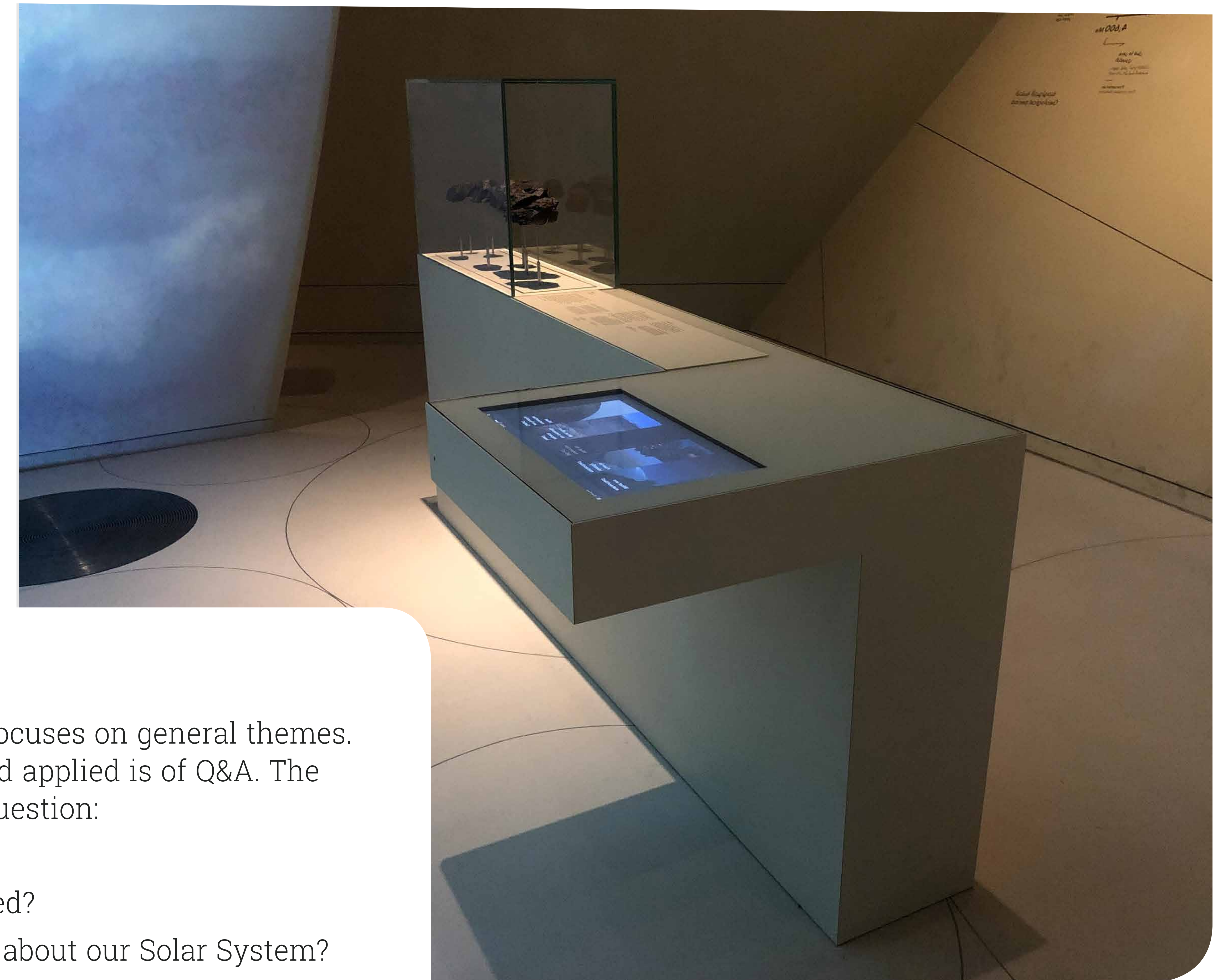
# NATIONAL MUSEUM OF QATAR

Doha, Qatar

Cyran



- POST PRODUCTION
- MOTION GRAPHICS
- GRAPHICS DESIGN
- USER EXPERIENCE
- USER INTERFACE
- STORYBOARDS
- CG ANIMATION / VFX
- DEVELOPMENT
- CONTENT MANAGEMENT SYSTEM



## METEORITES

This interactive application focuses on general themes. The preferred didactic method applied is of Q&A. The visitor is invited to select a question:

- What are meteorites?
- How are meteorites identified?
- What can meteorites tell us about our Solar System?
- What effect do meteorite impacts have?
- What meteorites have been found in Qatar?

The answers are provided as concise, well-illustrated video interview by several experts.



# NATIONAL MUSEUM OF QATAR

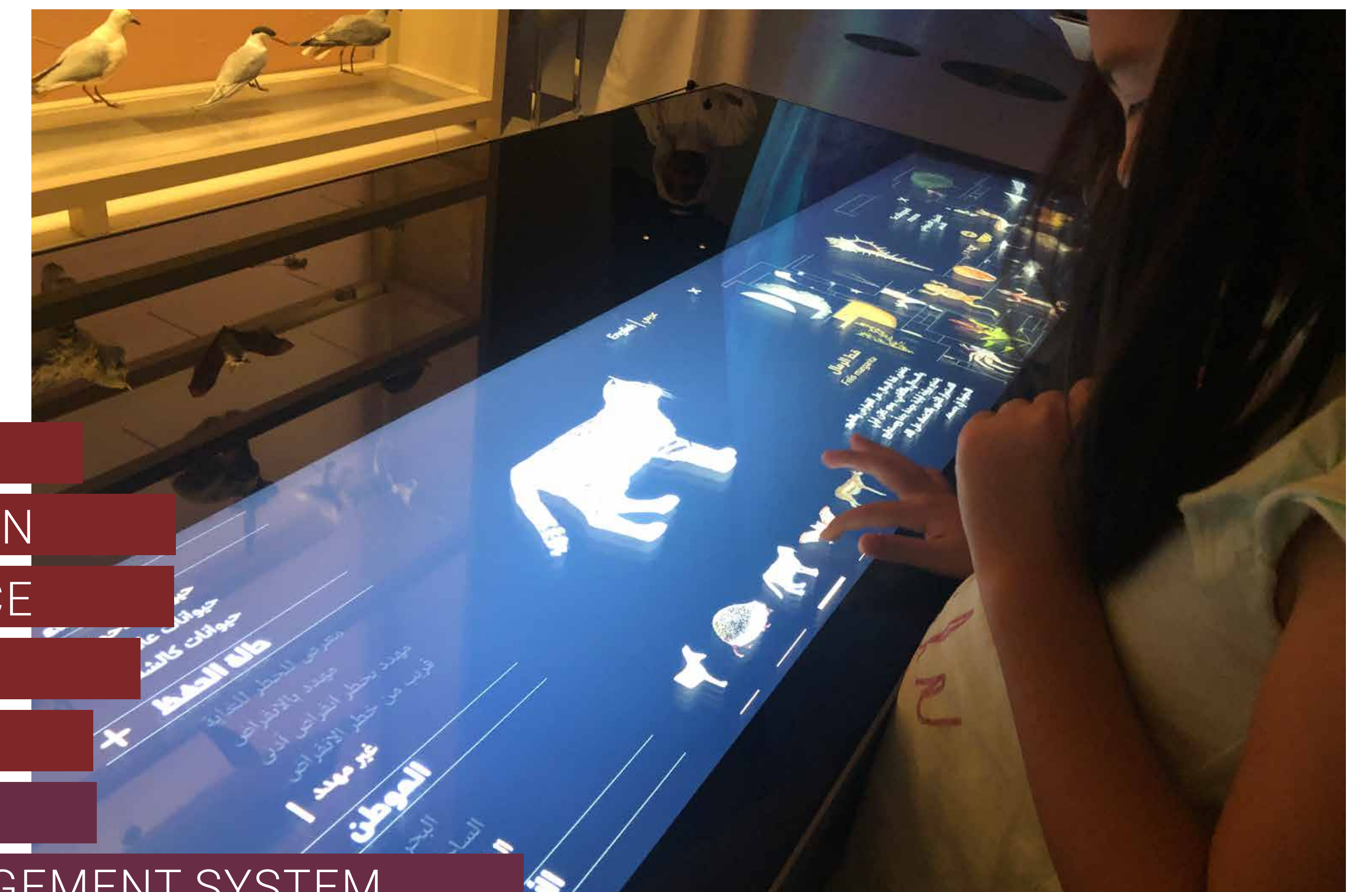
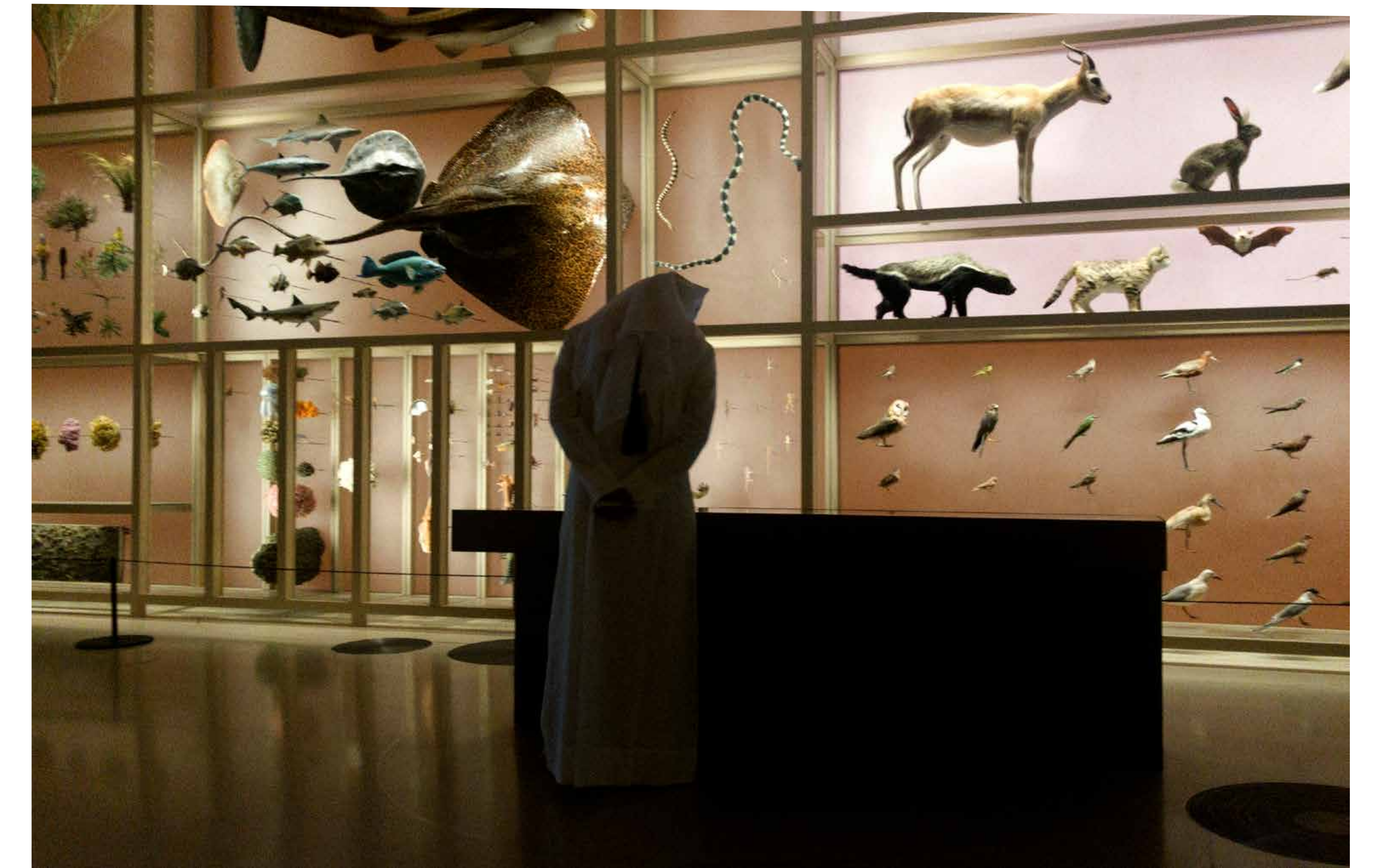
Doha, Qatar

## BIODIVERSITY

WALL CONTROLLER AND INTERACTIVE MEDIATION

The Biodiversity Wall is a large scale display representing the biodiversity of Qatar by featuring models and real specimens of plant and animal found in Qatar.

The interactive console positioned in front of the display offers the visitors an opportunity to learn more about each species. As the visitor selects a species on the console, lighting effects highlight the selection on the wall display. A further list of filters and tags allows the user to view the complex interrelationship between the species.



- ILLUSTRATION
- GRAPHICS DESIGN
- USER EXPERIENCE
- USER INTERFACE
- STORYBOARDS
- DEVELOPMENT
- CONTENT MANAGEMENT SYSTEM
- SITE-SPECIFIC EXPERIENCE



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ILLUSTRATION

GRAPHICS DESIGN

USER EXPERIENCE

USER INTERFACE

STORYBOARDS

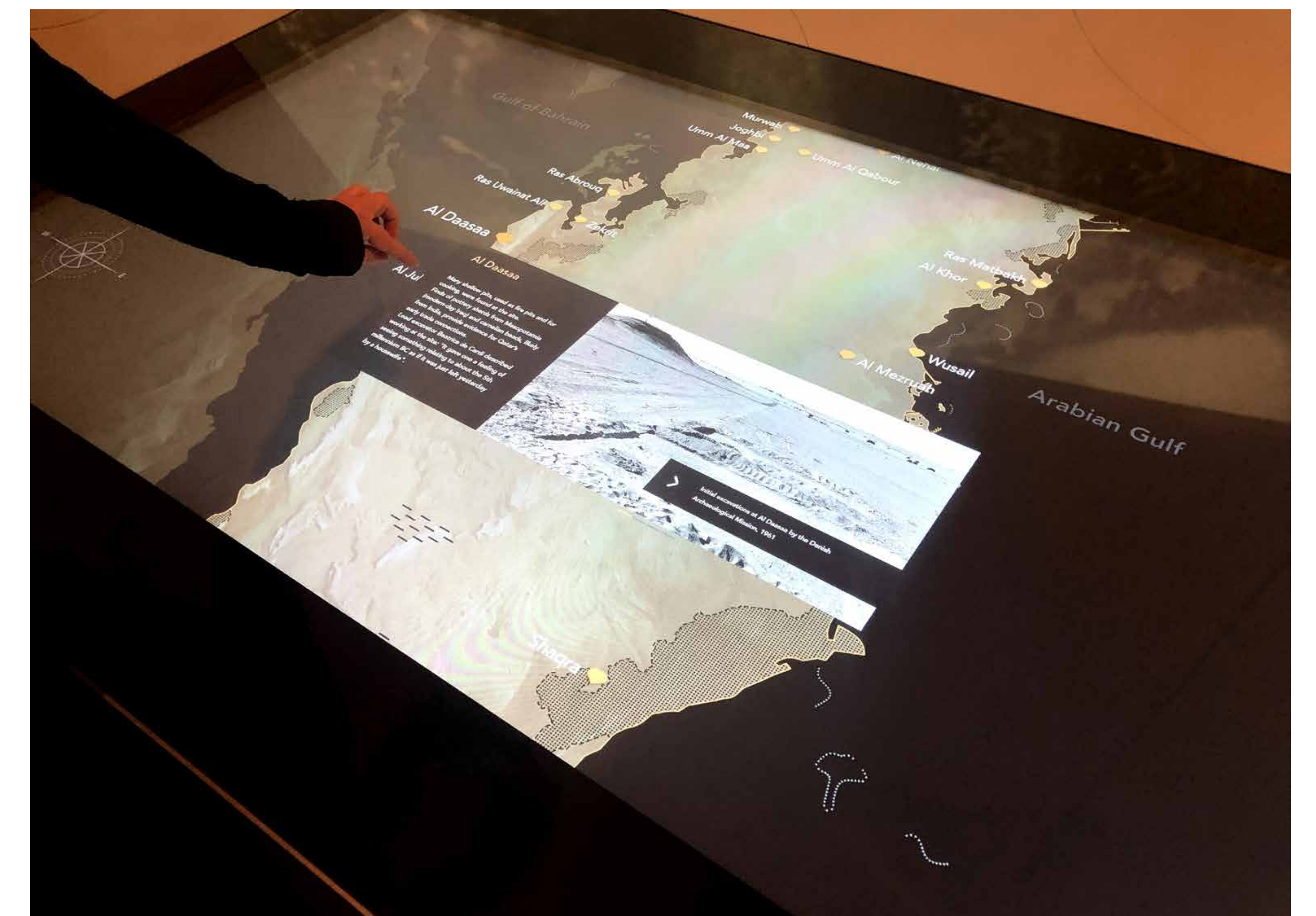
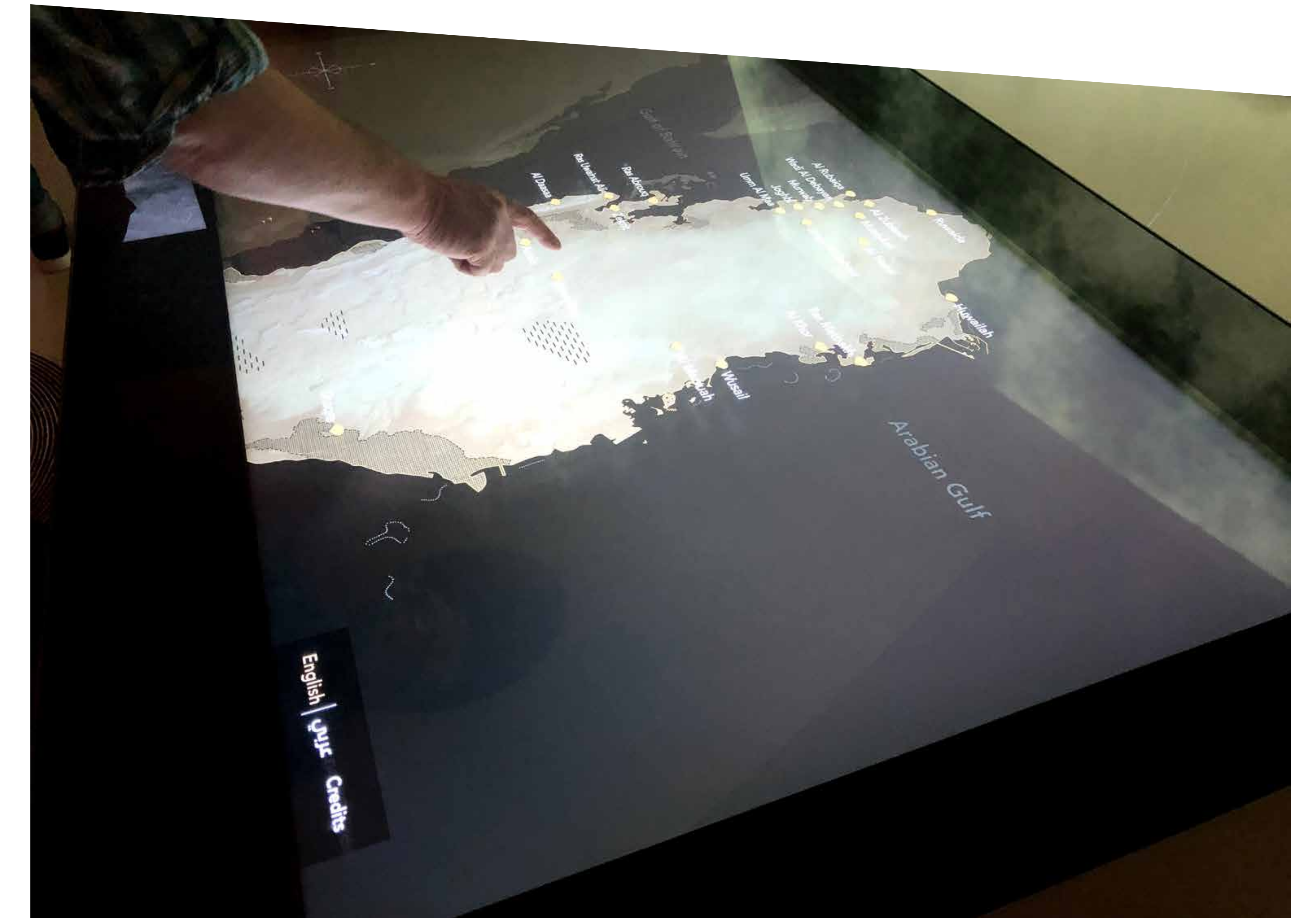
DEVELOPMENT

CONTENT MANAGEMENT SYSTEM

SITE-SPECIFIC EXPERIENCE

## STORY OF ARCHAEOLOGY

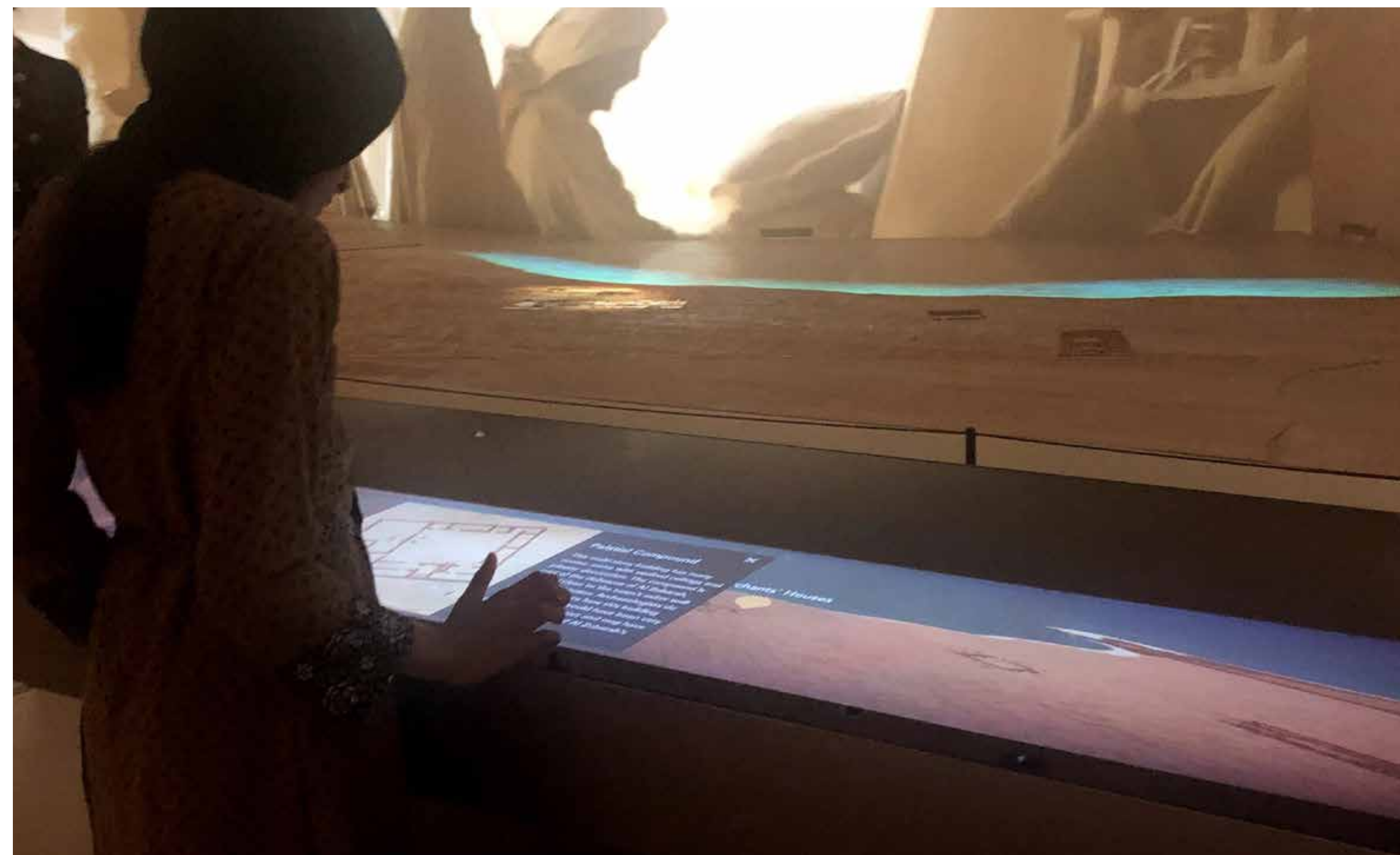
The interactive shows a zoom-enabled map of Qatar with 20-30 key archeological sites featured as hotspots. Each hotspot brings up a pop-up window with summary information related to the site. Visitors can then choose to view text and other content related to each site.





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## AL ZUBARAH CONSOLE

A very large, wood carved model is the centerpiece of the exhibit. The model highlights important structures and archaeological discoveries at the site. The interactive Al Zubarah Console provides the visitors with means to explore the contents of the model by navigating through a faithful 3D reproduction of the terrain.

Special focus is given to the Al Zubarah prestigious status as UNESCO World Heritage Site.

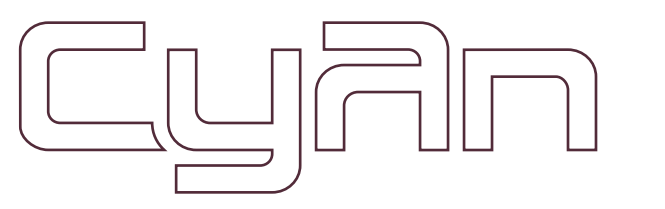


- ILLUSTRATION
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## DEVELOPMENT OF DOHA

Five thematic sections cover the development of the City of Doha::

- What is Masterplanning
- Doha Before the First Masterplan
- The First Masterplan by Llewelyn Davies
- Subsequent Plans
- Doha's Modern Architectural Heritage

The visitors explore each theme through a series of questions focusing on master planning; the selection processes; types of experts involved; challenges with projecting and estimating the needs of the future.

Rich media content consists of historical documentation, development drawings, as well as expert interviews.

MOTION GRAPHICS

ILLUSTRATION

GRAPHICS DESIGN

USER EXPERIENCE

USER INTERFACE

STORYBOARDS

DEVELOPMENT

CONTENT MANAGEMENT SYSTEM

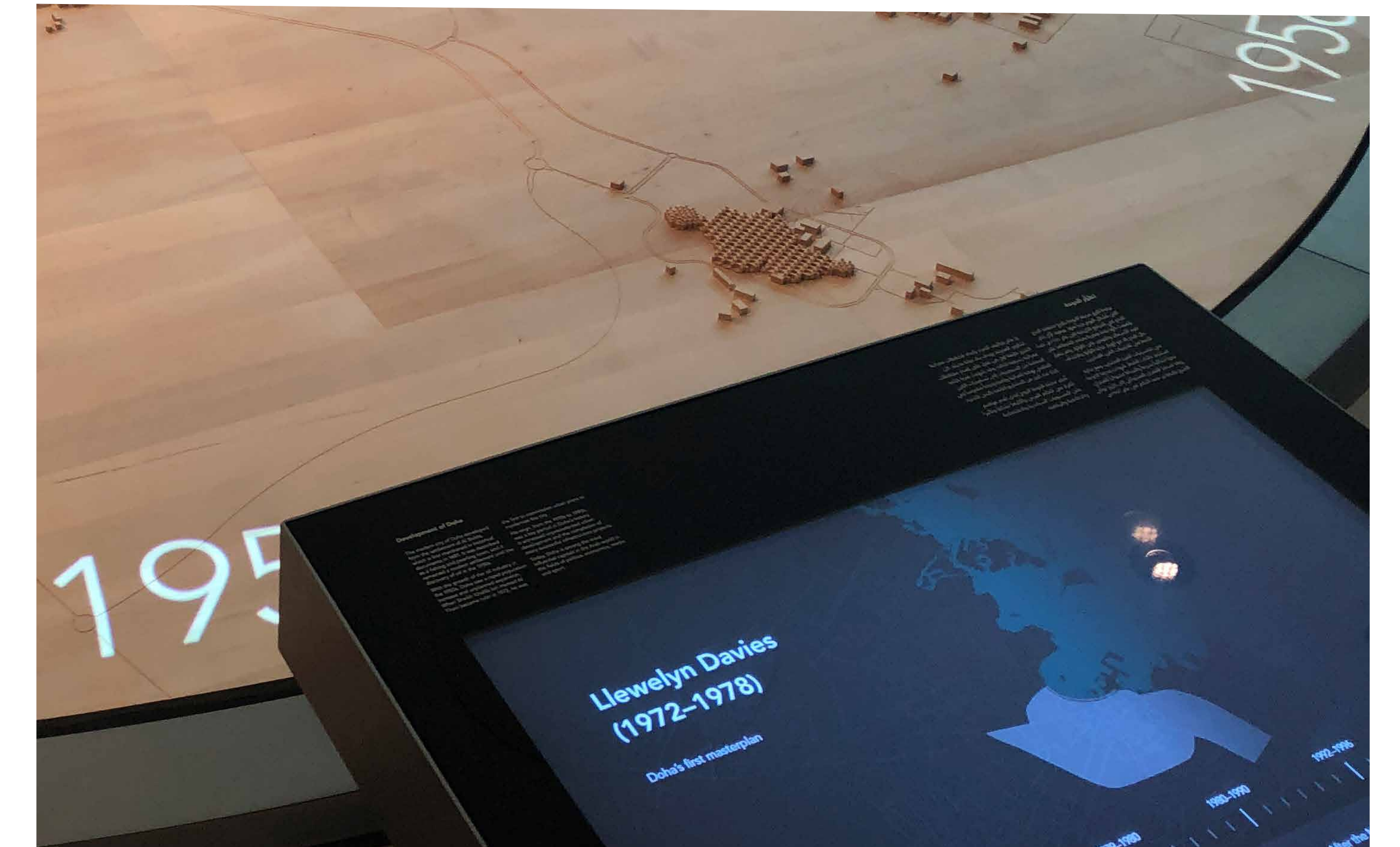
SITE-SPECIFIC EXPERIENCE



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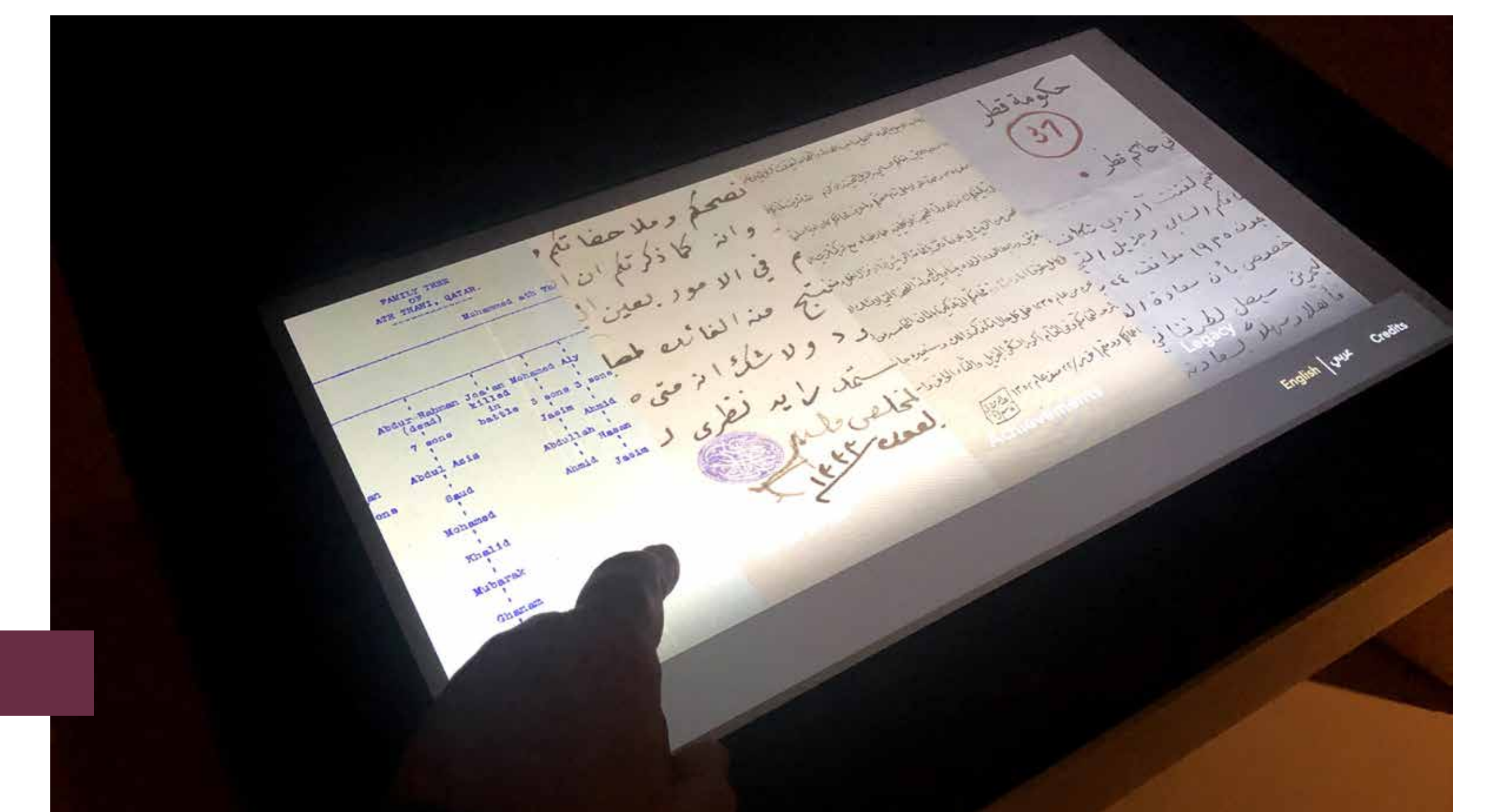


## LEADERS STATIONS INTERACTIVES

This series of interactives (5) traces the dynastic lineage of the Qatari leaders. All leader are presented in term of their:

- Life
- Character
- Achievements
- Legacy

Each theme features historic documentation, photograph, videos and interviews.



POST PRODUCTION

GRAPHICS DESIGN

USER EXPERIENCE

USER INTERFACE

STORYBOARDS

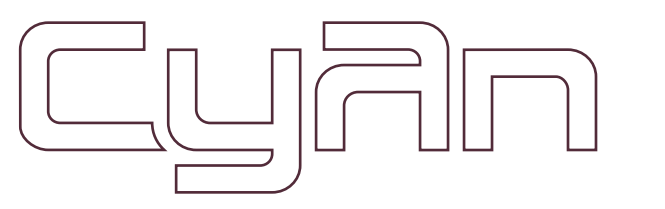
DEVELOPMENT

CONTENT MANAGEMENT SYSTEM



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## THE FLAG

The Flag interactive allows the visitor an opportunity to explore several chronological topics, presented along a timeline. Selecting a topic allow the visitor to learn more about the Qatari flag's development to date and provide an opportunity to appreciate its fascinating history.

