

A fashion journey through Islamic art
Abayas and Kaftans from Splendors of the Atlas
Educational Course for Designers: Abayas & Kaftans inspired by the
“Splendors of the Atlas” Exhibition



Description: The “**Abayas & Kaftans from Splendors of the Atlas**” course is a creative and culturally immersive journey that explores the intersection of Islamic art and contemporary fashion. This course explores the intricate relationship between Islamic art, fashion design, and the creation of the abayas and kaftans. It is designed to empower aspiring fashion designers with the knowledge and skills needed to design abayas that embody contemporary elegance and functionality.

This course is in conjunction with “**Splendors of the Atlas**”: Textiles from Morocco exhibition at MIA. Participant will get the chance to discover the exhibition and explore how the fusion of tradition and modernity can result in stunning and innovative fashion creations. In addition, to be part of fashion show runway event and have private exhibition for two weeks in MIA Atrium

Course Highlights:

Islamic Art and Aesthetics: Understand the core principles of Islamic art including calligraphy, geometric patterns, and floral motifs, and how they have shaped the Islamic world's visual culture.

Historical Perspective: Explore the historical significance of Islamic clothing and textiles from traditional attire to contemporary adaptations and how they reflect cultural and religious values.

Cultural Understanding: Develop a deeper appreciation of Islamic culture, its values, and the role of fashion in self-expression and identity whilst practicing cultural sensitivity when drawing inspiration from Islamic art and fashion.

Material Selection: Learn to choose appropriate fabrics, colors, and embellishments that align with Islamic sensibilities, and create visually stunning abayas.

Calligraphy and Embroidery: Study Arabic calligraphy and traditional embroidery techniques that can be incorporated into abaya designs adding depth and meaning to the garments.

Cultural Field Visit: Gain inspiration from “Splendors of the Atlas: a Voyage through Morocco’s heritage” exhibition at MIA.

Guest Lecturers: Interact with guest lecturers including Qatari fashion designers, researchers, and cultural experts who can provide valuable insights and guidance through different workshops.

Design Project: Engage in practical design project that challenge participant to create abayas.

By linking Islamic art to fashion design, this course equips participant with the skills to create Abayas & Caftans that honor tradition while accommodating modern lifestyle and fashion preferences. Graduates of this course will be well-prepared to contribute to the ongoing evolution of design, ensuring that this symbol of cultural identity remains relevant and meaningful in the contemporary world.

Eligibility Requirements

To be eligible for consideration, you must fulfill the following criteria:

1. **Qatari citizenship and resident of Qatar:** Candidates must hold Qatari citizenship or be residents of Qatar.
2. **Design background:** Candidates must have a background as a designer, demonstrating a creative inclination in their work or studies.
3. **Capability to produce Abayas or Kaftans:** Candidates should possess the ability to independently create their own final piece.
4. **Personal skills:** Flexibility, Creativity, Innovativeness and commitment
5. **Language skills:** Adequate language proficiency in Arabic and English (written and spoken) is essential to participate actively in the course.
6. **Commitment to the course:** A prerequisite for the selection of a candidate is his/her binding commitment to participate in all phases of the course. The quality of the course depends on one's participation in all events and consistent work on topics across all modules as well as meaningful exchange both among themselves and with the speakers and lecturers.

Meeting all criteria is essential for consideration in the course.

Expectations

Upon completing the educational course, participants can expect the following outcomes:

1. **Production of Abayas or Kaftans for the Fashion Show:** After the educational course, participants will be tasked with creating their own Abayas & kaftans for the fashion show runway event at MIA. **This event is scheduled to take place in the first week of February 2025.** Participants will have the opportunity to showcase their design skills and creativity to a broader audience.
2. **Involvement in Social Media Interviews:** you will also be invited to participate in social media interviews. These interviews offer a platform to discuss their experiences, inspirations, and the artistic journey they've embarked on during the course. It's an excellent opportunity to share insights and connect with a wider audience interested in their work and the intersection of fashion and culture.

These outcomes provide a holistic experience for participants allowing them to express their learning into tangible creations and share their perspectives with a broader community.

Course Outcomes

Participants in this course can anticipate the following experiences and outcomes:

1. **Educational Enrichment:** Participants can expect to gain valuable knowledge and skills related to the design, fashion, and the integration of Islamic art into your creations.
2. **Collaborative Learning:** The course will foster a collaborative learning environment, providing opportunities to engage with instructors, fellow participants, and industry experts.
3. **Artistic Growth:** By the end of the course participants should see significant growth in their artistic and design abilities, particularly in the context of abaya or Kaftan creation.
4. **Production of Abayas or Kaftans:** Participants will be challenged to produce their own abayas or kaftans, applying what they've learned throughout the course. These abayas or kaftans will be showcased at the fashion show.
5. **Fashion Show Experience:** Expect to participate in a real fashion show event where their abayas or kaftans will be featured on the runway, offering a unique opportunity to showcase their talent to a live audience.
6. **Media Exposure:** Participants will engage in social media interviews, which can provide a platform to share their experiences and insights with a wider audience.
7. **Cultural Awareness:** Participants will develop a deeper understanding of culture, Islamic art, and how these elements influence fashion, particularly in the context of abayas.
8. **Networking:** The program will provide networking opportunities, enabling participants to connect with industry professionals, fellow designers, and cultural experts.
9. **Creativity and Innovation:** Expect to explore innovative ways to merge tradition and modernity in abayas and kaftans design and express their unique artistic vision.
10. **Personal Growth:** The program offers an opportunity for personal growth and self-expression, allowing participants to define their identity as an artist or designer.
11. **Showcasing Participant Work:** Final abayas or kaftans will serve as a tangible testament to participants' journey through the program, reflecting their growth and creativity as a designer.
12. **Recognition and Appreciation:** Program aim to acknowledge and appreciate the talents and efforts of participants, providing a platform for their work to be recognized and celebrated.

Ultimately, participants can look forward to a holistic and enriching experience that combines education, artistic expression, cultural appreciation, and a platform for their work to be showcased and celebrated.

How to Apply (Terms and Conditions)

To apply for the program, please follow these steps: (Deadline on Saturday, November 10th, 2024)

- 1. Review Eligibility Criteria:** Ensure that you meet all the eligibility criteria outlined in the course requirements. This namely includes being a Qatari citizen or resident, having an artistic or design background, and the ability to produce your own abaya or kaftans.
- 2. Prepare Application Materials:** Gather the necessary application materials, which include:
 - A completed application form.
 - A current resume or CV outlining your relevant experience and education.
 - A portfolio of your previous work as a designer.
- 3. Prepare your Design Sample:**
 - Visit the exhibition to understand more about the course.
 - Create your design sample on A4 or A3-sized paper inspired by the exhibition.
- 4. Upload your Design Sample:**
 - Upload a digital copy of your design sample, making sure it is in A4 or A3 size.
 - Upload your CV with all the required personal details (your full name, age, address, educational level, mobile number, and email address.)
- 5. Design Sample:**
 - Submit only one or two design samples inspired by the exhibition following the course guidelines.
- 6. Answer Questions:**
 - Describe yourself as a designer in 100 words.
 - Explain your design and vision as a designer.
- 7. Prepare for an Interview:** If your initial application is successful, you may be invited to an interview. Prepare to discuss your qualifications, motivation, and how you plan to contribute to the course.
- 8. Await selection results:** After the application deadline has passed and the selection process is completed, wait for the course to announce the selected candidates.

Course plan

Title	Start	End
Registration	October 5	November 10
Interviews	November 11	November 12
Announcement of Selected Participants	November 13	
Educational Course	November 17	January 15
Submission of Final Abayas or Caftans	January 26	
Fashion Show	First Week of February	

Course Schedule

Title	Outcomes	Start	End	Time
Introduction to Splendors of the Atlas and Islamic Art	<p>1. Introduction: An introductory session to welcome participants and provide an overview of the course's objectives, structure, and what they can expect to learn and achieve.</p> <p>2. Icebreaker: An interactive activity or session designed to help participants get to know each other, build rapport, and feel comfortable within the group.</p> <p>3. Exhibition Tour: Participants will be taken on a tour of the exhibition which is related to fashion, art and cultural displays. The tour aims to expose participants to visual inspiration and spark their creativity.</p> <p>4. Gallery Sketching: A practical session where participants engage in sketching or drawing exercises within the context of a gallery or exhibition. This exercise encourages participants to translate their observations and inspirations into visual representations, helping to</p>	November 17	November 18	3:00 – 5:00 pm

	develop their artistic and design skills.			
Introduction to Fashion Design, Mood Boarding and Sustainability	<ul style="list-style-type: none"> -Explore the basics of fashion design, including fashion as a visual language, textile and color choices. -Develop design skills from fashion sketches to fabric selection based on the fundamental principles of fashion design. -Prepare participants for future endeavors in the fashion industry. -Explore textile design, including color choices and sustainable fabrics. -Learn about color theory, identifying relationships between color schemes. -Gain foundational knowledge of fashion design, enabling participants to select colors and fabrics that complement their designs. -Study fashion sustainability and its impact on fabric choices. 	November 25	November 26	3:00 – 5:00 pm
Different Techniques (Embroidery, Printmaking, Beadwork, Fabric Painting, Silk Painting, Pattern cutting)	<ul style="list-style-type: none"> -Explore various design techniques, including embroidery, printmaking, beadwork, fabric painting, silk painting. -Learn how to apply different techniques in the project. -Equip participants with the techniques and tools needed to turn their designs into real garments. 	December 7	December 7	3:00 – 5:00 pm

Working Progress	<ul style="list-style-type: none"> -Provide individual feedback and guidance to participants, ensuring they are on the right track. -Ensure that the abayas or the kaftans created are connected to the exhibition and inspiration from it. -Collaborate on the final look of the abayas and prepare for their presentation in the fashion show. 	January 1	January 15	By Appointment
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whatsonatmia@qm.org.qa