**IN-Q Introduces a Range of Bespoke, Curated Gifts as a Valuable Addition to ‘Baghdad: Eye’s Delight’ Exhibition at the MIA Gift Shop**

*Following the Museum of Islamic Art’s reopening, the Gift Shop is complementing the visitors’ experience with a collection inspired by the exhibition*

**Doha, 9 November 2022 --** IN-Q Enterprises (IN-Q), the commercial arm and a wholly owned subsidiary of Qatar Museums (QM), announced the launch of a new collection inspired by the exhibition Baghdad: Eye’s Delight at the recently reopened Museum of Islamic Art (MIA) Gift Shop.

Held from 26 October 2022 until 25 February 2023, MIA is hosting an exhibition entitled “Baghdad: Eye’s Delight” to showcase Baghdad’s outstanding heritage as the capital of the great Abbasid caliphs and the 20th century, when the city once again experienced prosperity with the discovery of oil.

The exhibit takes MIA visitors on an imaginary tour across centuries, highlighting Baghdad’s role as a city of power, scholarship, and riches. The display features objects from 22 world-renowned institutions such as the Louvre, the Metropolitan Museum of Art, the Benaki Museum, the Vatican and the Barjeel Foundation. It also invites visitors to explore the city’s social fabric, cosmopolitan population, and many traditions which have enabled it to thrive time and time again despite war and destruction.

IN-Q gifts, inspired by the exhibition will feature an exclusive range of homeware, books, stationery and fashion items that are now available at the museum’s Gift Shop.

Commenting on the announcement of the new range, Mr. Phil Lawrie, General Manager (IN-Q), said: “With the re-opening of the MIA Gift Shop and the announcement of our new lineup of exhibits, we are working closely with our designers to produce unique high-quality gift collections to enhance the visitors’ experience and create lasting memories. Visiting the Gift Shop after this significant exhibition allows visitors to buy a memento of the radiant history of the ancient and historically significant city of Baghdad for themselves or as an exclusive gift.”

On her part, Ms. Tigest Seifu, Retail & Merchandising Director (IN-Q), said: “We are delighted to offer a new range of products inspired by the Baghdad: Eye’s Delight exhibition in our MIA Gift Shop. The specially curated gift collection is designed to capture the themes and artistic highlights of the artefacts displayed in the exhibition and make excellent gifts. The collection reflects the depth and breadth of Baghdad’s contributions in different areas throughout history.”

MIA, the iconic museum designed by renowned architect I.M. Pei, houses one of the most comprehensive collections of Islamic art in the world, with masterpieces from every corner of the Islamic world. Its Gift Shop, located on the museum’s ground floor, reflects this diversity and journey across geography and time, offering a new range of bespoke and exclusive curated gifts to complement the reimagined gallery spaces and complete the cultural experience of visitors.

From high-quality replicas, handmade glassware, art books and jewellery to stationery and accessories – each object is an ambassador of the museum, telling fascinating stories made to illuminate the past and inspire the future. High-quality replicas, handmade artisan homeware, books, jewelry, stationery, and novelty accessories on display are inspired by museum objects such as manuscripts, metalworks,

textiles, Iznik pottery, and masterpieces spanning artworks from three continents and 1,400 years of art.

A “must-go-to” place after the MIA tour, the Gift Shop enriches the museum-going experience. The shop items are also available at the IN-Q online store at www.inq-online.com

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**About IN-Q ENTERPRISES**

IN-Q Enterprises WLL is the commercial arm and a wholly owned subsidiary of Qatar Museums, trading primarily in the retail and food & beverage/hospitality sectors.

Since its establishment in 2015, IN-Q has created a reputation for quality, exclusivity, authenticity and creativity in everything that it does – themes inspired by the mission of Qatar Museums (QM).

IN-Q is a key stakeholder behind QM's delivery of its commitment to instigate Qatar’s future generation of arts, heritage and museum professionals by nurturing artistic talent, creating commercial opportunities for young artists, designers and entrepreneurs; engaging QM's audiences through merchandise, publications and its e-shop; and by providing authentic experiences through diverse operations, which include:

* F & B
* IDAM by Alain Ducasse at the Museum of Islamic Art (MIA)
* The MIA Café, MIA Park café-kiosks and food trucks
* Jiwan Restaurant at the National Museum of Qatar (NMOQ)
* Café 875 and other kiosks at the National Museum of Qatar (NMOQ)
* Café #999 at the Fire Station
* NAUA Restaurant and café at 3-2-1 Qatar Olympic and Sports Museum (QOSM)
* Mathaf Café at Mathaf: Arab Museum of Modern Art
* Al Mourjan (Balhambar)
* Profiles Café by Roastado at M7
* RETAIL
* MIA Gift Shop
* NMOQ Gift shop
* 3-2-1 QOSM Gift Shop
* Mathaf Gift Shop
* Cass Art
* Pop up stores at M7, Fire Station, Katara, Al Riwaq
* Qatar Museum (QM) Kiosk at Doha Festival City (DFC)
* IN-Q Online

**About Qatar Museums**

Qatar Museums (QM), the nation's preeminent institution for art and culture, provides authentic and inspiring cultural experiences through a growing network of museums, heritage sites, festivals, public art installations, and programmes. QM preserves, restores, and expands the nation's cultural offerings and historical sites, sharing art and culture from Qatar, the Middle East, North Africa, and South Asia (MENASA) region with the world and enriching the lives of citizens, residents, and visitors.

Under the patronage of His Highness the Amir, Sheikh Tamim bin Hamad Al Thani, and led by its Chairperson, Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, QM has made Qatar a vibrant centre for the arts, culture, and education in the Middle East and beyond. QM is integral to the goal of developing an innovative, diverse, and progressive nation, bringing people together to ignite new thinking, spark critical cultural conversations, educate and encourage environmental stewardship and sustainable practices, and amplify the voices of Qatar's people. Since its founding in 2005, QM has overseen the Museum of Islamic Art and MIA Park, Mathaf: Arab Museum of Modern Art, the National Museum of Qatar, QM Gallery Al Riwaq, QM Gallery Katara, 3-2-1 Qatar Olympic and Sports Museum, and Dadu, Children's Museum of Qatar.

Through its newly created Creative Hub, QM also initiates and supports projects—such as the Fire Station Artist in Residence, the Tasweer Qatar Photo Festival and the creative hub for innovation, fashion and design M7—that nurture artistic talent and create opportunities to build a strong and sustainable cultural infrastructure.

Animating everything that Qatar Museums does is an authentic connection to Qatar and its heritage, a steadfast commitment to inclusivity and accessibility, and a belief in creating value through invention.