**Her Excellency Sheikha Al-Mayassa Opens Anassir (Elements) at M7:**

**A Solo Exhibition by Bouthayna Al-Muftah**

**Doha, Qatar**, 8 **November 2022 -** Today, Her Excellency Sheikha Al-Mayassa bint Hamad bin Khalid Al Thani, Chairperson of Qatar Museums, alongside Sheikha Hanadi Al-Thani, Founding Chairperson of Q-Auto, Audi’s official distributor in Qatar, opened ‘*Anassir (Elements)*’ by Qatari multidisciplinary artist Bouthayna Al Muftah.

Bothayna Al Muftah’s latest composition depicts a passage through time, conveyed in a series of artworks–*Fataraat (Phases),* *In'ekas (Introspection)*, and a breathtaking large-scale tapestry named *Yeebhom (Bring Them Back)*. The tapestry is a legacy project which was produced in collaboration with the world-renowned La Cité internationale de la tapisserie in Aubusson. Born out of the relationship established during the Qatar-France 2020 Year of Culture, the tapestry serves as a commemoration of the 50-year anniversary of diplomatic relations between Qatar and France. The unique artwork blends French Traditional and Qatari Contemporary influences, inviting the viewer to discover traditional weaving craftsmanship through the lens of a contemporary artist.

Commenting on the partnership, M7 Director Maha Al Sulaiti said: “Under the umbrella of Qatar Museums, M7 aims to provide a platform to amplify the voice of Qatar’s creative industries through our exhibition programme. We are delighted to host Bouthayna Al Muftha’s latest body of work and highlight her creative vision on the world stage, ahead of the upcoming FIFA World Cup Qatar 2022. This exhibition wouldn’t have been possible without the support of Audi, who share our same vision of progress and innovation through design. We are extremely proud to have them support Qatar’s cultural vision and celebrate local artists such as Bouthayna Al Muftah”.

Bouthayna Al Muftah is a Qatari artist who received a Bachelor of Arts from Virginia Commonwealth University School of the Arts in Qatar. After graduating, Al Muftah directed her artistic practice to printmaking, typography and documentation, which evolved over the years into large-scale installations and performance pieces.

The core inspiration behind Al Muftah’s artistic production is Qatar’s deep-seated cultural heritage. Her art borrows elements from the people of Qatar’s oral history and folklore and readapts them to reflect her relationship with her land’s past. Deeply fascinated by the collective memory of her country, Al Muftah’s research focuses on old neighborhoods of Qatar, and the key figures who shaped them. In an attempt to resuscitate and reconstruct pivotal moments from history into a contemporary setting, she lifts characters and stories from these communities, and locates them in her own universe through her art. Al Muftah gradually turned to conceptual bookbinding as a means of expressing her understanding of Qatar’s past.

When asked about the launch, Bouthayna Al Muftah said: “It was a privilege to have the support of Qatar Museums, M7 and Audi in translating my vision into a reality. My second solo exhibition, A*nnasir,* presents a culmination of different practices using various mediums, spanning painting, photography, performance, and printmaking. I am excited to unveil these new pieces in Doha for the first time, and present what is an amalgamation of years of artistic experimentation and an exploration of Qatari culture via my own lens”.

Al Muftah’s multidisciplinary practices culminate in 360 unique and profound explorations of Qatari culture and its rapid development over a short period of time. Her exhibition is on show at M7 located in Msheireb Downtown Doha–Qatar’s epicentre for fashion, tech and design. The exhibition is accompanied by Audi’s House of Progress initiative, which is hosted by M7 and jointly curated by online art gallery Emergest. *Elements (Anassir)* is the second solo show for the artist in Doha, and is on display until 21st January 2023.

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**About M7**

M7 is Qatar’s epicentre for innovation and entrepreneurship in fashion and design. Established by Qatar Museums under the leadership of Her Excellency Sheikha Al-Mayassa bint Hamad bin Khalifa Al Thani, M7 is committed to accelerating the growth of Qatar’s creative economy by providing mentorship and opportunities for designers to build a successful business both locally and internationally, while encouraging the fashion and design industry to play their part in the growth of Qatar’s creative circular ecosystem. M7’s platforms include comprehensive incubation and mentorship programmes, world-class exhibitions and pop-ups, and public discussions. Located at the heart of Msheireb Downtown Doha, M7 serves to create a space for creatives by working closely with its Resident Partners, Cutting Studio, Studio 7, Scale 7, Fromm, Workinton and Profiles.

**About Audi**

The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segments. The brands Audi, Ducati, Lamborghini and Bentley produce at 21 locations in 13 countries. Audi and its partners are present in more than 100 markets worldwide. In 2021, the Audi Group delivered around 1.681 million cars from the Audi brand, 8,405 sports cars from the Lamborghini brand and 59,447 motorcycles from the Ducati brand to customers. In the 2021 fiscal year, AUDI AG achieved a total revenue of €53.1 billion and an operating profit before special items of €5.5 billion. More than 89,000 people all over the world work for the Audi Group, around 58,000 of them in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.

**About Emergeast**

Emergeast is the MENA region’s first and leading online gallery championing emerging and mid-career Middle Eastern & North African artists while empowering the latest generation of collectors through storytelling. Through a highly curated selection of artists, the mission is to facilitate access to a platform designed for cross-cultural dialogue between art enthusiasts and collectors – both young and seasoned – with a growing number of artists from the MENA region.

By advocating innovation culture via NFTs & Web3 and making art accessible to all, Emergeast aims to break down the barriers to art collecting. With the vision of becoming the region’s chosen cultural lifestyle destination, Emergeast continues to look for innovative ways to deepen the connection between their inspiring artists and the larger art community. Emergeast’s essence lies in collaboration and elevating the collective consciousness by enhancing everyday life through art and beauty.