**Giant Screen at Museum of Islamic Art Showcases Qatar’s Best Attractions**

**Doha, \_ November 2022 –** Qatar Museums (QM) is showcasing the best of Qatar through a giant screen installed on the grounds of the Museum of Islamic Art. The screen, called **The SKYLINE,** is located at one of Doha’s busiest intersections and is Qatar's largest digital screen, providing a unique opportunity to promote events and activities taking place across the city.

The digital showcase is made possible through a collaboration with Elan Decaux, the joint venture between the ELAN Group, the entertainment and media market leader in Qatar, and JCDecaux, the number one outdoor advertising company worldwide. Elan Decaux is dedicated to delivering the best OOH advertising solutions and services in Qatar through technological innovation and design in its three areas of business: Street Furniture, Large Format and Shopping Malls.

Mr. Ahmad Musa Al Namla, CEO of Qatar Museums, said: “With so many events taking place alongside a major sporting event, FIFA world Cup Qatar 2022, we can now showcase to all residents and visitors the best of what Qatar has to offer through The Skyline screen.”

Meanwhile, ELAN Decaux Managing Director, Mr. Omar El Shaarani, shared, "We are delighted to have signed this partnership with QM and IN-Q Enterprises, expanding our presence in Doha thanks to a state-of-the-art digital asset. The Skyline with its unmatched impressive size and format, will be the unique digital screen on the must-see Corniche. It will bring a new animated experience of entertainment and engagement for the greatest benefit of the city, people, advertisers and their brands.”

The collaboration enables a wide range of communication that reaches people who are traveling to work or enjoying their leisure time and tourists arriving from the airport. It ensures an unparalleled level of coverage, frequency and prolonged dwell-time for advertisements.

For more information, visit <https://www.jcdecauxme.com/qatar/elan-decaux>

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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.

**About ELAN Decaux**

ELAN Decaux is the joint venture between the ELAN Group and JCDecaux. It aims to provide the best OOH advertising and services in Qatar through its three areas of business: Street Furniture, Large Format and Shopping Malls advertising. It designs, installs and maintains a comprehensive range of media services for the benefit of cities, residents and travelers. These services are located along busy thoroughfares, offering brands’ maximum visibility to reach their target audience.