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Sharjah Museums Authority goes digital during Covid-19 crisis

SHARJAH, 16 days ago

Sharjah Museums Authority (SMA) has rolled out a series of online initiatives to remain relevant to the community amid the coronavirus precautionary measures taken by the UAE government to help limit the spread of the disease.

As the authority is working on a digital strategy for the coming months to ensure its audiences remain engaged, about 88 objects from its Islamic collections are now uploaded with full descriptions on 'Museum With No Frontiers' website for community members to enjoy from the comfort of their homes.

Additionally, virtual tours for the collections at Sharjah Art Museum will soon be launched to accompany the currently available online-tour of The Barjeel Foundations 'A Century in Flux' exhibition on long term display at Sharjah Art Museum.

A camera icon will give visitors a close-up view of more than 100 key artworks of Arab Modernism including renowned artists Dia Azzawi, Etel Adnan, Ibrahim El Salahi and Saloua Choucair.

"We are trying to utilise our digital content and platforms to make our collections and educational programs accessible to all," said Manal Ataya, director-general of SMA.

"During challenging times we need to look at the opportunities a situation like this offers, and I believe this will allow us to rethink how we interact with our audiences and how we can better invest in new technologies," Ataya added.

Responding to the needs of families during their commitment to homes period, SMA is also providing a series of interactive online workshops and educational activities.

Available on SMA's website and on its social media accounts, the workshops include one that will teach children Al Misnad font, an ancient form of writing that was prevalent in the Arabian Peninsula before the emergence of modern-day Arabic writing.

Youngsters will also be able to enjoy other activities that guide them into making a Middle Eastern design inspired rug and to decorate plates and cups with Islamic designs and patterns. - **TradeArabia News Service**



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