

# JAMEEL PRIZE 3 TEACHERS' RESOURCE

*Learn more about the exhibition at the Home of Creativity  
11 December 2013 – 21 April 2014*

*Key Stage 3 & 4: Art & Design, Design & Technology*

in Partnership with



Abdul Latif Jameel  
Community Initiatives

# V&A

## *Introduction*

The Jameel Prize is an international award for contemporary art and design inspired by Islamic tradition. The Prize aims to explore the relationship between traditional Islamic art and contemporary work. By exploring this link, the Prize also provides a platform for a wider discussion about Islamic culture and pertinent issues today.

Jameel Prize 3 showcases works by ten shortlisted artists and designers. It includes Arabic typography, weaving, animation, jewellery design, video installation, miniature drawing and fashion. The artists and designers experiment with design concepts used in Islamic art such as floral composition, geometry and Arabic script. There is also an exploration of craft techniques and skills, such as hand-weaving and calligraphy. These making techniques are fused with contemporary practice, such as projected animation, digital technologies and online typography.

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## *Pre-visit activities*

- Research recurring motifs and patterns in Islamic design. What is their meaning and what do they represent?
- Watch videos of designers featured in the exhibition to find out more about their work:  
[www.vam.ac.uk/content/articles/j/jameel-prize-3](http://www.vam.ac.uk/content/articles/j/jameel-prize-3)

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## *The Museum visit*

Before visiting the exhibition, we recommend taking your group to the V&A's Islamic Middle East galleries (Room 42). Explore some of the art forms used in traditional Islamic art. Use the 'Teachers' Resource: Islamic Art & Design' for activities using these galleries. It can be found here: [www.vam.ac.uk/page/t/teachers-resources-islamic-art-design](http://www.vam.ac.uk/page/t/teachers-resources-islamic-art-design)

School groups are requested not to work in groups or draw in the exhibition because of limited space. We recommend that students use the following questions to discuss key themes and ideas in the exhibition:

*How have the artists used unusual materials or processes to approach Islamic design?*

Upon closer inspection, you will discover that some of the works are made from unexpected materials or unconventional design processes. The geometric patterns by *Laurent Mareschal* are made from herbs and spices commonly used across the Middle East. These materials allow the work to be perceived through smell, as well as

visually. The intricate jewellery designed by *Florie Salnot* was made using heated sand and recycled plastic bottles because of a shortage of resources in the Algerian desert where they were produced. *Dice Kayek's* fashion collection was inspired by the architecture of Istanbul, including the famous Blue Mosque. The carpets designed by *Faig Ahmed* combine the traditional technique of hand-weaving with digital technologies that distort and mutate the patterns.

*How have the artists used and adapted the Arabic alphabet in their work?*

In *Nada Debs' Concrete Carpet*, Arabic typography is imprinted into 28 panels of concrete. Each panel is dedicated to a different letter of the Arabic alphabet, and some of the letters are inlaid with mother-of-pearl. The font was created in collaboration with one of the other featured artists, *Pascal Zoghbi*, whose work explores the development of new typefaces for Arabic script. The animation by *Mounir Fatmi*, is based on a design for a machine featured in a Charlie Chaplin film. In this case the cogs, wheels and pistons are made up of Arabic calligraphy. In his work *Kul*, *Nasser Al-Salem* combines pattern with calligraphy through the repetition of the Arabic word for 'all' or 'everything'. With every repetition, the word diminishes in size, creating an illusion of depth and also giving the sense of a fading echo.

*What messages or themes are the artists and designers exploring in their work?*

Some of the artists use their work to highlight contemporary issues in the Middle East, including recent political and social changes. *Pascal Zoghbi's* contemporary typography reflects the sudden demand for online and mobile typefaces that the internet and social media brings about. *Mounir Fatmi's* animation reflects upon the fast-paced urban development of the Middle East. It also addresses the recent political events in Egypt. *Laurent Mareschal's* work made from dried herbs and spices is called 'Beiti', which means 'my home' in Arabic. The delicate and ephemeral work makes reference to the precarious existence of Palestinians living in exile in their homeland.

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## *Follow-up activities / find out more*

- Most of the calligraphy in the exhibition is 2D. Create a piece of Arabic script or scrolling and interlacing foliage in 3D. You could try using wire, clay or cardboard.
- Use 'Search the Collections' on the V&A website to find an example of an Islamic pattern from the collections. Try re-creating the pattern using an unexpected material or medium.
- Visit the Islamic Middle East hub page on the V&A website to find out more  
[www.vam.ac.uk/islamicmiddleeast](http://www.vam.ac.uk/islamicmiddleeast)