



*For Immediate Release*

## A new era for the Jameel Prize as the V&A and Art Jameel announce a thematic focus and an open call for applications

- The Jameel Prize, launched by the V&A and Art Jameel in 2009, is a global award that recognises the enduring influence of Islamic art and design on contemporary practices
- The Jameel Prize 6 will be the first thematic edition of the award and is exclusively dedicated to contemporary design inspired by Islamic tradition
- This new iteration of the prize will complement the existing nomination system with an open call for submissions to further diversify the application process

Dubai, United Arab Emirates | March 18, 2020 – The [Victoria & Albert Museum, London \(V&A\)](#) and [Art Jameel](#) announce today substantial changes to the Jameel Prize, heralding in a new era for the world's leading award for contemporary art and design inspired by Islamic tradition. Previously a mixed-media award, the next Jameel Prize is dedicated to a single discipline: in 2020-21, the focus will be contemporary design, allowing for increased exposure for fashion, product, graphic and craft designers inspired by Islamic traditions. Jameel Prize 6 will also be the first edition of the award to benefit from a dual application process, with the launch of a new open call for submissions in addition to its traditional nomination system.

A collaboration between the V&A and Art Jameel, the Jameel Prize was founded in 2009 to recognise the influence of Islamic tradition on contemporary culture and celebrate contemporary practitioners inspired by Islamic design and visual culture. Throughout its 10-year history, the prize has continued to evolve and grow; Jameel Prize 5 was jointly awarded for the first time -- to Iraqi artist **Mehdi Moutashar** and Bangladeshi architect **Marina Tabassum**. Through its five editions, the Jameel Prize has received more than 1,000 nominations from over 40 countries around the world; exhibited the work of 48 artists and designers; and toured 16 venues globally.

The Jameel Prize 6 exhibition will open at the V&A, London, in Summer 2021 before touring internationally; it will be the first exhibition to take place, globally, with a particular focus on innovative contemporary design inspired by Islamic traditions.

Following the conclusion of the Jameel Prize 5 exhibition, which toured from the V&A to Dubai's contemporary art institution [Jameel Arts Centre](#) in 2019, the V&A and Art Jameel undertook a review of the award, aiming to ever-enhance its relevance and impact. The curatorial teams concluded that -- despite the deep craft traditions and recent growth of the Middle Eastern and Asian design scenes -- contemporary design inspired by Islamic tradition is yet to have its due spotlight.

Jameel Prize 6 sets out to highlight the extraordinary innovation and craftsmanship inherent in today's design world; applications are welcome from practitioners across the discipline including fashion, jewellery, product, graphic, web, and speculative design, as well as typography, architecture, craft, and the applied arts. Applications can be submitted by practicing designers plus other contemporary



practitioners who identify particular works within their practice as design; more information on the history of the Prize and the application process is located [here](#).

Applications are open from Wednesday March 18 until Sunday May 31, 2020.

As with other editions of the prize, a renowned jury will meet and select from the applications a shortlist of notable design works, which will form the basis of a major exhibition, curated by the V&A's Jameel Curator of Contemporary Art from the Middle East, **Rachel Dedman**, in collaboration with Senior Curator **Tim Stanley**. The Jameel Prize 6 exhibition opens at the V&A, London, in the summer of 2021, at which point the jury meets again, to select and award the winner of the Prize. The exhibition will then tour internationally.

The Jameel Prize 6 jury will be chaired by **Dr Tristram Hunt**, Director of the V&A, and include the joint-winners of Jameel Prize 5, Iraqi artist **Mehdi Moutashar** and Bangladeshi architect **Marina Tabassum**, as well as British author and design critic **Alice Rawsthorn** and Emirati writer, researcher and founder of Barjeel Art Foundation, **Sultan Sooud Al-Qassemi**.

#### **Notes to Editors:**

Jameel Prize 6 application process **timeline**:

- January – March 2020: Designers nominated by network of nominators
- 18 March 2020: Applications open
- 31 May 2020: Applications close
- July 2020: Jury meets in London
- September 2020: Shortlisted designers announced
- Summer 2021: Jameel Prize 6 exhibition opens at the V&A, London

#### **Note on the dual application process:**

The 2019-2020 review of the Jameel Prize provided the opportunity to identify additional areas of the award that could be further developed, such as the application procedure. The network of Jameel Prize nominators has been fundamental to the success of the award so far. The V&A and Art Jameel have become increasingly aware, however, that there are practitioners working beyond the scope of the network. To ensure that the award continues to recognise excellent contemporary art and design, Jameel Prize 6 will supplement the nomination process with an open call.

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For more information visit [www.artjameel.org](http://www.artjameel.org) and join the conversation:



Art Jameel: Instagram [@art\\_jameel](#) | Facebook [Art Jameel](#) | Twitter [@Art\\_Jameel](#) using the hashtag #artjameeldxb

### **About Art Jameel**

Art Jameel supports artists and creative communities. Current initiatives include running heritage institutes and restoration programmes, plus a broad range of arts and educational initiatives for all ages. The organisation's programmes foster the role of the arts in building open, connected communities; at a time of flux and dramatic societal shifts, this role is understood as more crucial than ever.

[Jameel Arts Centre](#), an innovative contemporary institution in Dubai, UAE, opened on November 11, 2018; [Hayy: Creative Hub](#), a major complex for the creative industries in Jeddah, Saudi Arabia, is set to launch in the winter of 2020-21.

Art Jameel's model is collaborative: major institutional partners include [Delfina Foundation](#), [the Metropolitan Museum of Art](#), the [Prince's Foundation School of Traditional Arts](#) and [the Victoria and Albert Museum](#). Locally, the organisation works with individuals and organisations to develop innovative programming that embraces both ancient and new technologies and encourages entrepreneurship and the development of cultural networks.

Art Jameel is positioned alongside [Community Jameel](#), and complements its sister organisation's work in promoting positive social change, job creation and poverty alleviation across the Middle East, North Africa and Turkey.

### **About the Victoria and Albert Museum, London (V&A)**

The Victoria and Albert Museum, London (V&A) is the world's leading museum of art, design and performance with collections unrivalled in their scope and diversity, spanning 5000 years of human creativity. It was established in 1852 to make works of art available to all and to inspire British designers and manufacturers. Today, its purpose is to champion creative industry, inspire the next generation, and spark everyone's imagination.

### **About the Jameel Gallery of Islamic Art at the V&A**

Art Jameel has partnered with the V&A since 2006, with the opening of the Jameel Gallery of Islamic Art by Mohammed Abdul Latif Jameel, who dedicated the Gallery to the memory of his parents, Mrs Nafisa and Mr Abdul Latif Jameel, the late founder of Abdul Latif Jameel. This was followed by the establishment of the Jameel Prize for contemporary art and design inspired by Islamic tradition. This endowment gift has been made to mark the tenth anniversary of the V&A's Jameel Gallery of Islamic Art. Highlights include the Ardabil Carpet, the world oldest dated carpet and one of the largest, most beautiful and historically important.

### **About the Jameel Prize**

The Jameel Prize, founded in partnership with Art Jameel, was conceived after the renovation of the V&A's Jameel Gallery of Islamic Art. The gallery is an outstanding presentation of the rich artistic heritage of the Islamic Middle East, and the Prize aims to raise awareness of the thriving interaction between



contemporary practice and the great historical legacy of the region. It has also contributed to a broader understanding of Islamic culture as well as its place in the contemporary world.

Launched in 2009, the winner of the first Jameel Prize was **Afroz Amighi** for her work *1001 Pages* (2008), an intricate hand-cut screen made from the woven plastic used to construct refugee tents. In 2011 **Rachid Koraïchi** was awarded the prize, for his work *Les Maîtres Invisibles (The Invisible Masters, 2008)*, a group of embroidered cloth banners which display Arabic calligraphy and symbols and ciphers to explore the lives and legacies of the 14 great mystics of Islam. In 2013 the winner of Jameel Prize 3 was **Dice Kayek**, a Turkish fashion label established in 1992 by Ece and Ayşe Ege for their series *Istanbul Contrast*, a collection that evokes Istanbul's architectural and artistic heritage. This was the first time the Jameel Prize was awarded to designers. In 2016, the winner of Jameel Prize 4 was **Ghulam Mohammad**, who trained in the Islamic tradition of miniature painting, for his works of paper collage. In 2018 the first ever joint winners of Jameel Prize 5 were **Mehdi Moutashar** —award for his bold work of minimalist abstraction rooted in Islamic geometry and **Marina Tabassum** —for her visionary Bait ur Rouf mosque built in 2012 in Dhaka, Bangladesh.