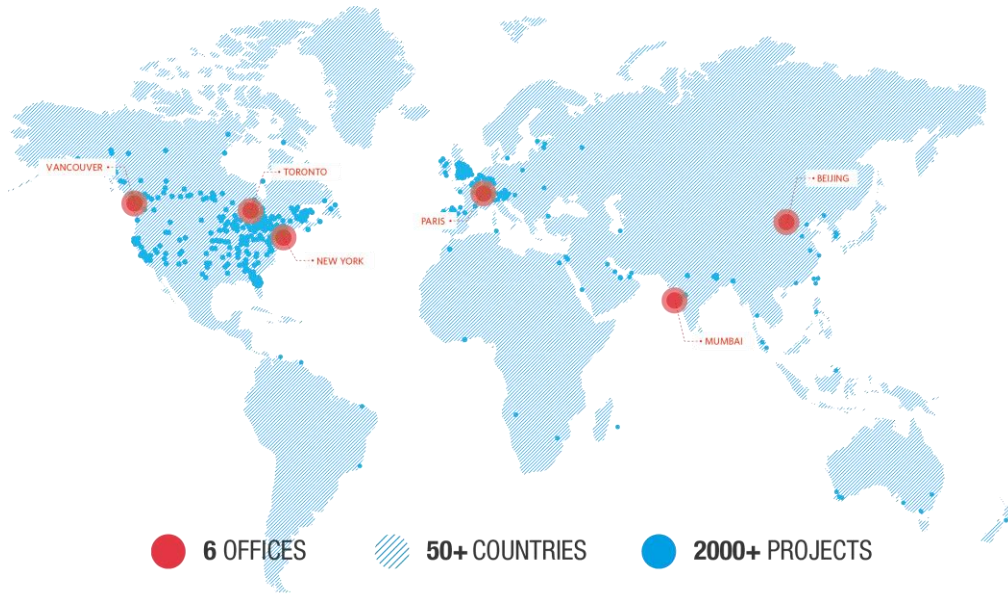


# #واسي\_بكلمة #WORDSTHATHEAL

Lessons from a social media campaign

# دبي للثقافة Dubai Culture

هيئة دبي للثقافة والفنون  
Dubai Culture & Arts Authority



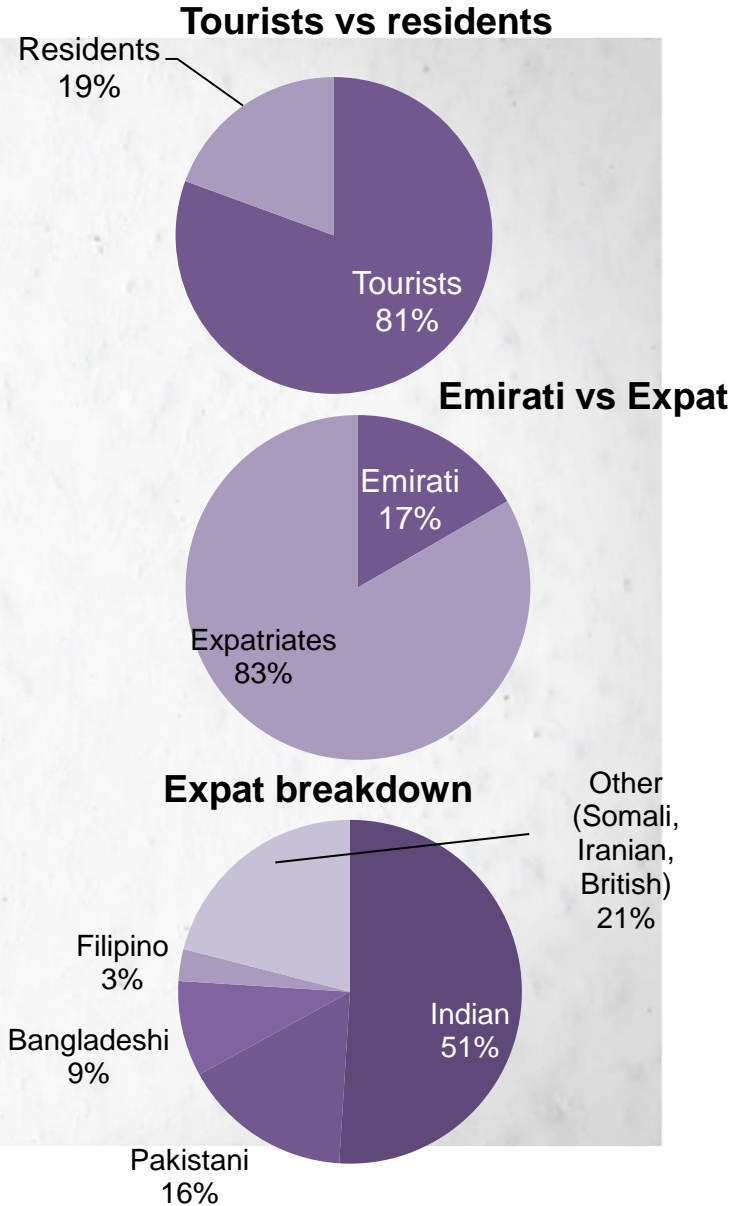
**Lord**  
Cultural Resources

“Creating Cultural Capital”

**When I say  
Dubai culture,  
what do you  
think ?**



**Our Challenge:**  
**To be unique**  
**To be authentic**  
**To be attractive**  
**To preserve**  
**To inspire**



# Al Maktoum Hospital Museum



**Co-curated**



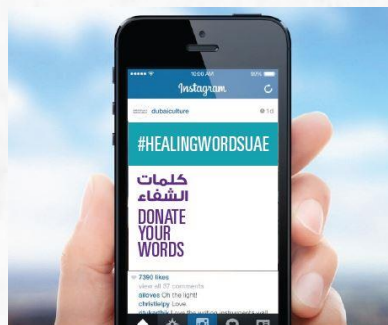
**The Museum as Connector**



**Active engagement**



**Planning through dialogue**



**Social Media**



**Culture as part of every day life**

# An Experiment In Everything

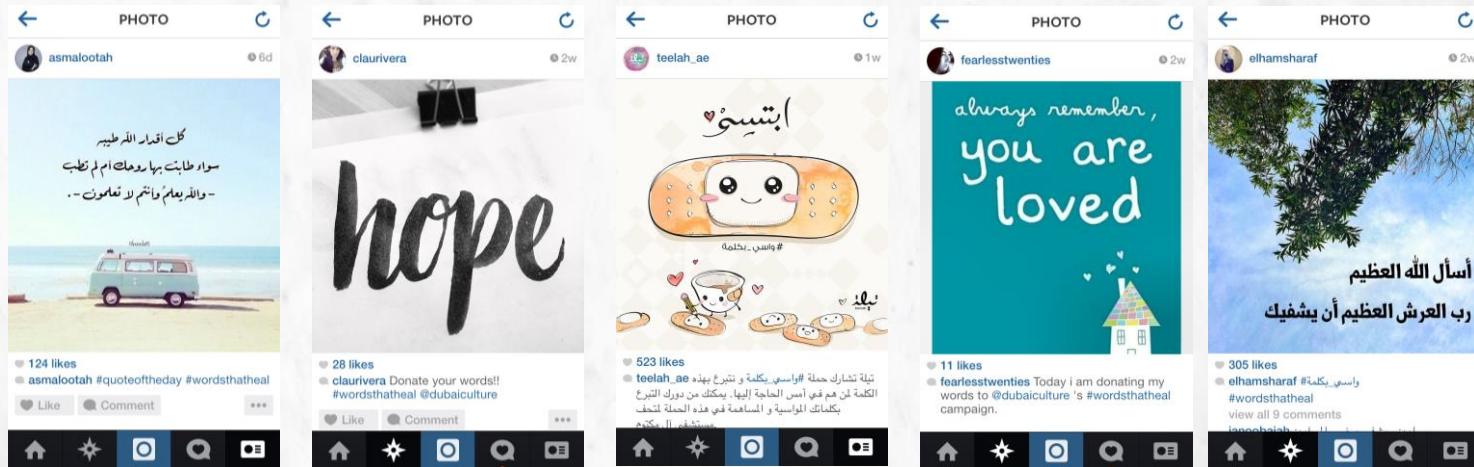
- Dubai Culture- young authority
- A new Museum model
- Research
- Crowd-sourcing content
- Partnerships
- Stakeholder communication



#واسي\_بكلمة  
#WORDSTHATHEAL

In its first month, the campaign reached 199, 972 people in English and many more in Arabic.

300 + “words” donated.





**50 words distributed in Dubai, another 50 will be donated in London.**

**One of our most popular campaigns of Dubai Culture.**

**Dubai Health Care Authority has asked us to continue the campaign for the next year.**



# What we have learned

1. Social media is THE medium for communication in Dubai
2. Cultural ambassadors are an effective way to promote social media
3. Rich media encourages more participation
4. Reach people on weekdays between 10am-1pm or 5pm-8pm
5. School children are great (crucial) entry points to older generations and family
6. Projects with multiple decision-makers take time
7. Networks in Dubai (personal and professional) are very strong and important for content and participation
8. People are honoured to be asked to share their stories
9. Stories of illness, injury, and healing resonate cross-culturally
10. Involving the historic community from day one creates ownership and content

# Al Maktoum Hospital Museum Next



1950s





2012



2015

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# Dubai Museums

EXPO 2020  
DUBAI, UAE



- Still Experimenting
- Al Maktoum Hospital Museum opening by first quarter 2015
- Roll-out of Dubai Culture's strategy:
  - Intercultural Dialogue: Diversity and Understanding
  - Celebrate our heritage and our cultures
  - Strengthen Arts, Culture and Heritage Education programs in schools
  - Support research in culture, heritage and art in Dubai
  - Support the growth of creative industries and local talent
  - Support the Arabic language and Islamic art

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