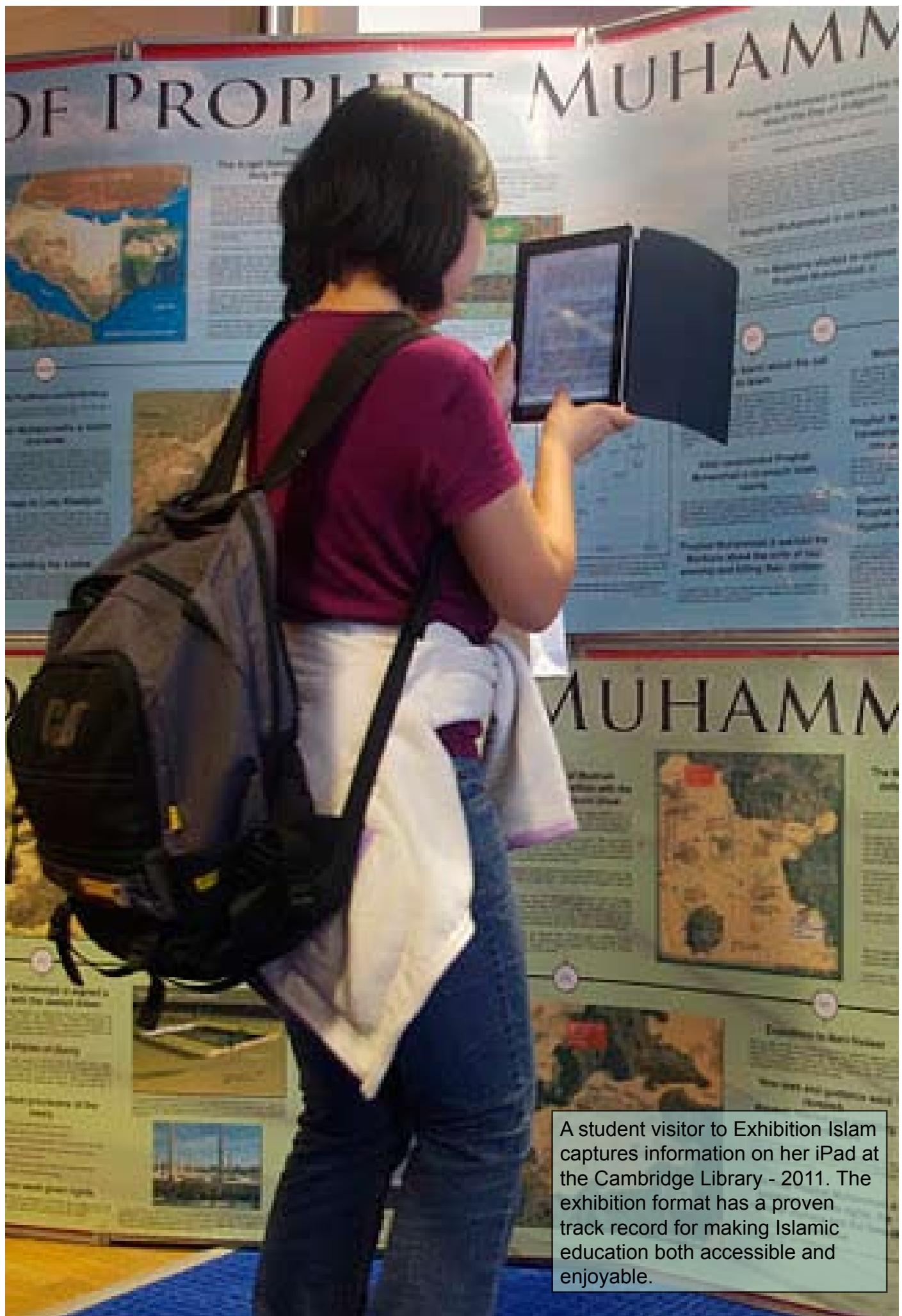




ANNUAL REPORT 2011

EXHIBITION ISLAM





A student visitor to Exhibition Islam captures information on her iPad at the Cambridge Library - 2011. The exhibition format has a proven track record for making Islamic education both accessible and enjoyable.

Exhibition Islam

Annual Report 2011



Front Page

Photo of visitor to 'The Islam Exhibition' at the Borsen (old stock exchange) in Copenhagen, Denmark, May 2011

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Directors Message

As Salamu'Alaikum and Greetings

2011 has been an adventurous year for the Exhibition Islam team.

The year started off well, with back to back exhibitions across the whole of the United Kingdom. By April, the exhibition team had hosted nearly 40 exhibitions.

In May the exhibition was showcased at one of the hallmark venues of Copenhagen, Denmark.

During the Summer, the team opened the 'Muhammad (peace be upon him) - A Mercy to Mankind' permanent exhibition gallery at the London Central Mosque, a major project which took 3 years to plan and install. This major exhibition has already been attended by 1000's of visitors.

The year culminated on a high, with the team travelling to Durban, South Africa for a 10 day display of models and artefacts. This is the 3rd time that we have showcased in South Africa.

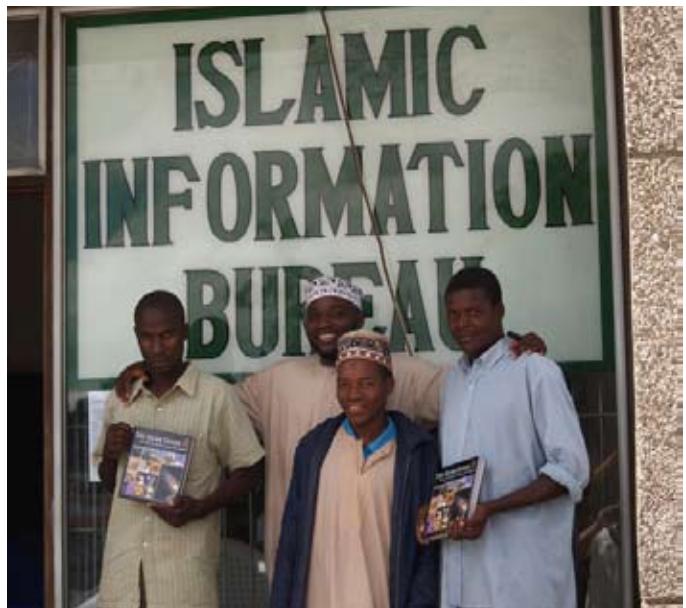
In addition to the exhibition deliveries, Exhibition Islam worked on a series of models, video presentations and publications which enhanced the overall visitor experience to the exhibition.

Overall, it has been a satisfying year for the team, who are already working on exciting projects and releases for 2012 - the year when the Olympic Games come to London.

I would again like to thank you, all of our helpers, supporters, and indeed our visitors in making 2011 so enjoyable.

And all Praise is in indeed due to Allah the Most High.

Dr. Hamza Alam
Director
Exhibition Islam
29/12/2011



Visitors to the Islamic Information Bureau in Malawi are given free copies of 'The Islam Guide' donated by Exhibition Islam.



Exhibition Islam at the old stock exchange in Copenhagen, Denmark. The event proved to be a great platform for dialogue.

"First of all, the exhibition at the ICC was excellent. This is not only my opinion. It is also that of friends who viewed it at my suggestion ... amongst whom one lady voiced particular praise. She said that she felt like an honoured guest to whom all courtesy was extended without a hint of proselytising."

Ali Abd al-Malik
Director, Middle East Advice

Launch of Exhibition Islam permanent exhibition

'Muhammad (peace be upon him) - A Mercy to Mankind' permanent exhibition gallery took the Exhibition Islam Design team 3 years to develop.

The Exhibition Islam Design team built a purpose-built exhibition that had to take into consideration the many purposes of the building, as well as the allocated time slot made available for the installation.

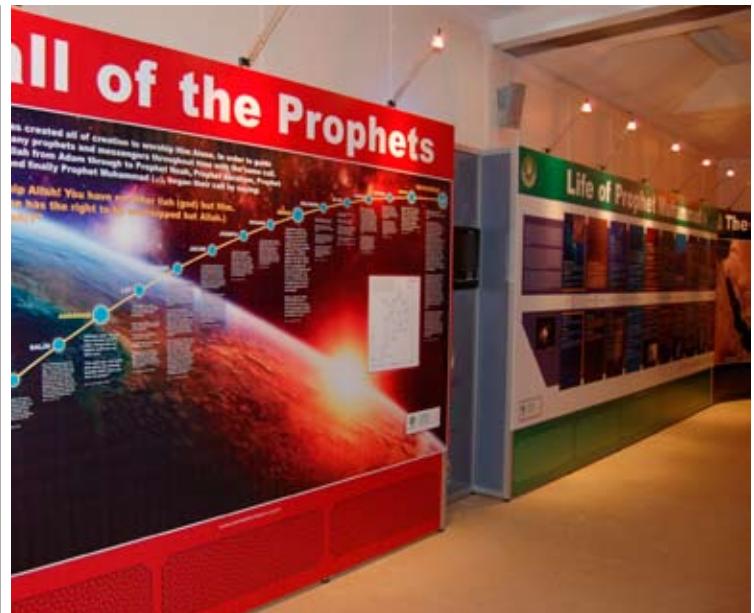
This exhibition, the first of its kind to be built at a major mosque in Europe, occupies over 60 metres of wall space.

The wall-based exhibition spans across two of the basement halls and incorporates video screens, models and posters to provide a multidimensional viewing experience for visitors.

This permanent exhibition serves many purposes in allowing the wider community to come together at a wonderful location in the heart of London and was attended by 1000's of visitors during 2011.

Exhibition partners:

- > The Global Commission for Introducing the Messenger
- > The Islamic Cultural Centre and London Central Mosque



The exhibition covers 10 themes spanning across 60 meters.



The exhibition stands have been designed and developed to compliment the prayer halls at the London Central Mosque.



The exhibition stands incorporate cabinets for model and artefacts display as well as Plasma screens

"It gives us immense pleasure to complete this innovative project. Working with new technologies and systems, this exhibition proves that Exhibition Islam continues to explore new realms for the presentation of the Islamic faith. Such exhibitions add to the role of the mosque, which is to encourage dialogue and learning."

**Mumtaz Alam (Head of Design)
Exhibition Islam**

2011 Highlights

In 2011, Exhibition Islam delivered 82 exhibitions nationwide and surpassed the 1000 exhibition mark in the total number of exhibitions delivered since 1995.

The exhibition was hosted in a variety of venues including universities, colleges, banks, libraries, sports complexes, mosques, hotels and even on Brighton seafront.

Over the last year, the exhibition has attracted in excess of 100,000 visitors, who have attended the exhibition from many countries including Denmark, Sweden, Russia, USA, France, Australia, Zimbabwe, South Africa, Saudi Arabia and Kuwait.

The exhibition has also welcomed visiting delegations from the Christian Methodist, Roman Catholic, Christian Anglican, Jewish, Hindu, Sikh, Brahma Kumaris communities.

The exhibition gallery was visited by over 50 schools and 1000's of public visitors since its opening in May.



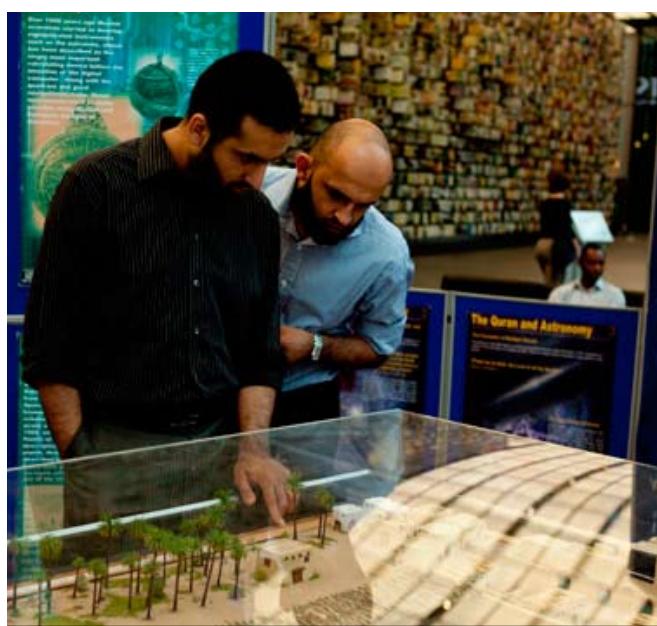
Masjid ar-Rahma in Liverpool hosted one of the most successful exhibitions of the year with over 1000 visitors over 2 days.

Part of National Interfaith Week 2011

The image is a promotional graphic for the exhibition. It features a colorful circular graphic at the top. Below it, text reads: "The Islamic Cultural Centre and Exhibition Islam Present The Islam Exhibition". A list of features includes: "Part of National Interfaith Week 2011", "Exceptional, rarely seen artefacts including Qur'ans", "View Torah Scrolls and Bible Fragments from across the Islamic World", "Multimedia Presentations", and "Interactive Models". To the right, there is contact information for The Islamic Cultural Centre, including an address in Mosque Lane, London, NW8 2RD, and a website: exhibitionislam.org. It also mentions "Free Admission. Everyone Welcome."



Visitors take a tour of the permanent exhibition gallery at the London Central Mosque during National Interfaith Week 2011.



Employees at the HSBC London Headquarters take a minute to view a model of the ancient city of Madinah.

2011 Highlights

“First of all I congratulate you and your team for the excellent work you are doing. May Allah reward you for your efforts. It is through education we may acquire better understanding of our own faith and counter the distorted image being spread by the media...”

S Rafi - Public California, USA

“Thank you ever so much for a lovely exhibition - I have had a lot of positive comments!!”

**Parveen Hossain
Barclays Bank PLC**



Exhibition Islam provides the public with an excellent opportunity to dispel myths and stereotypes about Islam and Muslims.



The exhibition appeals to all people, thus extending the message of Islam to entire humanity. Here, visitors are thrilled to see a Quran in the Korean language.



The exhibition at Cambridge Library was one of the most successful exhibitions of the year with great interest shown by visitors.

“Greetings of Peace. I just wanted to thank you for the invitation to Exhibition Islam at the London Central Mosque. Liz and I enjoyed our visit very much and found the exhibition very enlightening. I very much appreciated the respectful way with which the exhibition itself and your explanation were delivered. I hope we may meet on another occasion. With all best wishes.”

**Programme Director
Brahma Kumaris
World Spiritual University, UK**

Exhibition Islam Denmark 2011

Approximately 3.2% of the population in Denmark is Muslim.

It is estimated that there are between 175,00 and 200,00 Muslims who live in Denmark.

The Islamic exhibition was hosted at one of the most iconic buildings of Copenhagen. The 'Borsen', renowned for its Dragon tail spire is one of the most unique, cultural buildings in Europe.

The building is situated right beside the Danish Parliament.



Visitors were intrigued by North African pottery and ceramic work at the exhibition.



The exhibition complimented the historic architecture of the Borsen, in Copenhagen 2011.

This Islamic exhibition was delivered through a partnership of 3 organisations. These were:

*Exhibition Islam - United Kingdom

*The Global Commission for Introducing the Messenger - Kingdom of Saudi Arabia

*Muslimer i Dialog - Denmark

More than 3000 visitors attended the exhibition

"First of all, the exhibition at the Borsen was excellent. This is not only my opinion. It is also that of friends who viewed it, amongst whom were non-Muslims who felt that they were treated really well, given a lot of attention and to whom all courtesy was extended. They left the exhibition feeling that Islam was a glorious faith and had much to offer modern Europe".

Exhibition Visitor



The exhibition was well attended by a number of schools and colleges in Copenhagen.

Opening of Muhammad - Prophet of Mercy gallery

'Muhammad - A Mercy to Mankind' exhibition gallery was launched in partnership with **The Global Commission for Introducing the Messenger, The Islamic Cultural Centre and Exhibition Islam**.

The aim of this exhibition is to disseminate greater awareness of the message of Prophet Muhammad (peace be upon him). Designed to be a purpose built, modern and permanent exhibition, the facility provides a colourful and rich overview of the various tenets of Islam.



H.E. Khalid Al-Duwaisan (Ambassador of Kuwait), Lord Sheikh of Cornhill, H.E. Dr. Abdullah Al-Turki, (Secretary General, Muslim World League), Dr. Ahmed al Dubayan, (Director of London Central Mosque) and Mr Shahid Munir (Exhibition Islam) open the 'Muhammad - Mercy to Mankind' exhibition in Central London.



One of the highlights of the exhibition gallery is the collection of ancient manuscripts

The occasion was attended by numerous guests including

- Dr. Adil Al-Shiddi
Secretary General of The Global Commission for Introducing the Messenger
- Revd Deacon Meliton Oakes
Greek Orthodox Archdiocese of Great Britain (UK)
- Rabbi Dayan Ivan Binstock
Senior Rabbi St John's Wood Synagogue
- Mr. Julian Bond
Director - Christian Muslim Forum



Guests view a model of ancient Madinah.

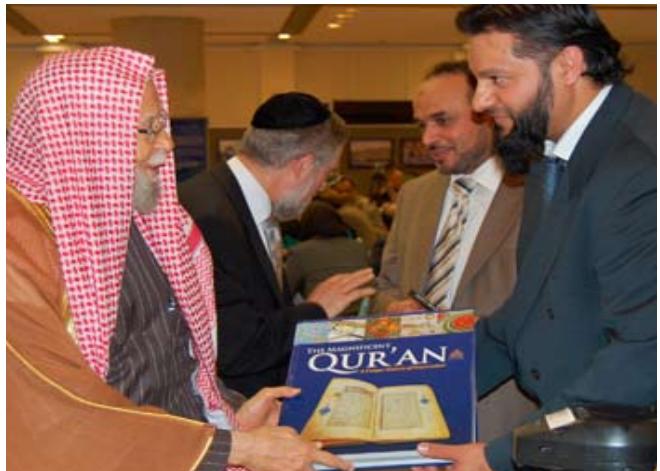
Exhibition Publications

"On behalf of everyone at Barnet WIN, we would like to express our appreciation and thanks for the time and effort made by you last Wednesday evening in bringing the ancient Hebrew Scrolls to our function and explaining to us all about them with such a depth of knowledge and love for your subject. It is not only interesting but also heartening to learn that in the past there was a strong cultural interchange and heritage between Judaism and Islam, and we can all but hope that this situation will in the fullness of time occur once more. It is to advantage of us all".

Barnet WIN

"I have just received my copy of your large tome on the Qu'ran and it is one of the most beautiful books I have ever seen - and Allah willing - I will treasure all my life..."

Kenrick Somerset



Imtiaz Alam (Exhibition Islam) presents H.E. Dr. Abdullah Al-Turki (Secretary General, Muslim World League) a copy of best-selling Exhibition Islam publication 'The Magnificent Qur'an'. This publication has received tremendous acclaim during 2011.

Internationally renowned Qur'an recitor Shaikh Abu Bakr ash Shatri was presented with a copy of 'The Magnificent Qur'an' in mid 2011. Shaikh Abu Bakr expressed his pleasure at the quality of the book.

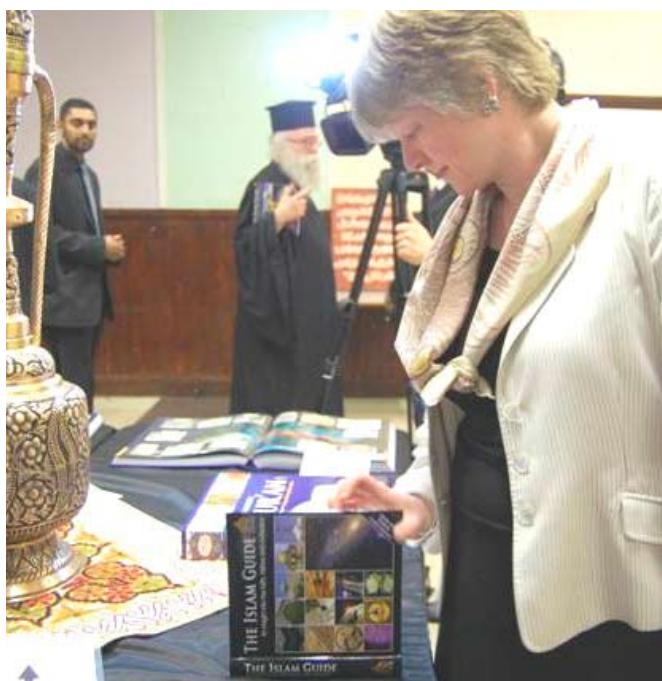


"In order to exist on this planet there is a need for greater cooperation, dialogue, and greater understanding for each other's religion and history."

Exhibition Islam contributes to increased knowledge about Islam's religion, history and culture.

Our publications compliment the exhibition and allow our visitors to return home with not only a memory of their experience but also information which is visually rich and attractive."

**Mr. Shahid Munir
Director of Research
Exhibition Islam**



Dr Harriet Crabtree - Director of The Inter Faith Network for the UK browses through The Islam Guide. Due to popular demand, this book will be going for a 3rd print in 2012.

Exhibition Islam 2011



Members of the Jewish community browse through the Noble Qur'an.



'Relaxed and friendly atmosphere' is the overwhelming feedback from visitors, who can browse through the exhibition at their own leisure.



The doors to the exhibition are open to everyone, regardless of faith, gender, age or race, ethnicity or opinion. The purpose of the exhibition is to discuss and share thoughts.

"Even though 2011 has been a year full of challenges for Exhibition Islam, we are pleased to end on a high note with our team travelling to South Africa.

2012 beckons another challenge, on one hand we have the London Olympics placing immense expectations from our team and on the other hand, the nation faces a recession, bringing its own burdens and pressures. Having said this, we are as confident and focused as ever to ensure our service continues to deliver."

Umar Ansari
Project Manager
Exhibition Islam

Whats in stock for 2012?



Exhibition Islam hopes to deliver more exhibitions in the corporate sector in 2012.

2011 has seen the team build upon its current stock of exhibition posters and artefacts. The Exhibition Islam Manuscript collection has also been expanded with new additions from Africa.

The team has been busy in experimenting with new models and materials, with exciting models and replicas due to be publicly launched in Spring 2012.

The team have also started work on an exciting magazine project which will see an initial 10,000 copies delivered free to non-Muslim readers in the UK.

Exhibition Islam will also be embarking on a project at a central London mosque for the installation of an internal and external exhibition.

The team is also starting preparations to roll out exhibitions for the London Olympics 2012.



With the success of the permanent exhibition at the ICC, Exhibition Islam hopes to install further such exhibitions around the UK

"We are pleased with our progress this year. Due to the fact that we operate as an independent, not for profit charity, we do constantly face challenges in various forms, but we are satisfied that the public appreciates our service."

Imtiaz Alam
Director of Operations
Exhibition Islam



'A welcoming and friendly experience'



EXHIBITION
ISLAM

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