



2012 Annual Report



Exhibition Islam

Annual Report

2012

Front Page

Panoramic photo of the 'Muhammad - Mercy to Mankind' permanent exhibition gallery at the Islamic Cultural Centre and Central London Mosque - the natural venue for exhibitions about the Islamic faith in the United Kingdom. Designed and installed by Exhibition Islam.

'SHAPING PERCEPTIONS WHERE THEY MATTER'



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THIS IS THE TIME FOR REAL CHANGE

As Salamu'Alaikum and warm greetings to all of you.

The last 10 years have been a period of continuous experimentation and development for Exhibition Islam. We are pleased to report that we have delivered over 1200 exhibitions to date and attracted in excess of 1 million visitors to our events.

In addition to the nearly 70 exhibitions hosted in 2012, we have been privileged to represent the Muslim community on a number of fronts including the London Olympics and the Global Harmony Week.

The last 12 months have been full of forming new partnerships, both domestically and globally - and the trust and confidence placed in us by our partners continues to propel this organisation forwards.

We hope that 2013 is even more rewarding than the year just gone, and we sincerely hope that our service can serve as an agent of positive change and help make our communities stronger.

On behalf of the entire team we wish to thank all our exhibition partners, families and friends for their continued support.

Best Regards & Was-Salamu'Alaikum

Dr. Hamza Alam
Director

Imitaz Alam
Director of
Operations

Shahid Munir
Head Curator &
Director Research

Mumtaz Alam
Head of
Design Team

“**With** your support and encouragement, our organisation has continued to build trustworthy partnerships and engage with new audiences - especially communities that reside in remote areas of the country. In addition, our service is continuing to take steady, gradual steps in working with communities outside of the United Kingdom; currently there are 4 exciting projects open with organisations in Eastern Europe, Africa and the Far East.

While expanding our reach is important, it is not enough. What we must build today requires new approaches and new strategies. We need to forge new partnerships and networks with individuals and institutions here and abroad that will help us create sustainable impact over the long term.

We must not only remain a great resource that is used by every segment of society, but we must strive towards providing the best practice in a changed environment, ensuring that the message of Islam is disseminated in the best manner.

We hope Exhibition Islam can count on your support in meeting the new challenges and seizing the new opportunities in the coming years”.

Umar Ansari
Exhibition Manager

‘INSPIRING PEOPLE
TO THINK AND ACT
POSITIVELY ABOUT
THE ISLAMIC FAITH
AND COMMUNITY’



Cambridge: Globally renowned as a centre for academic excellence, Cambridge attracts students and visitors from across the entire world. For the past 3 years, Exhibition Islam along with its local partners has been delivering high end exhibitions at the Cambridge Central Library where the discussion is always enlightening and intriguing.

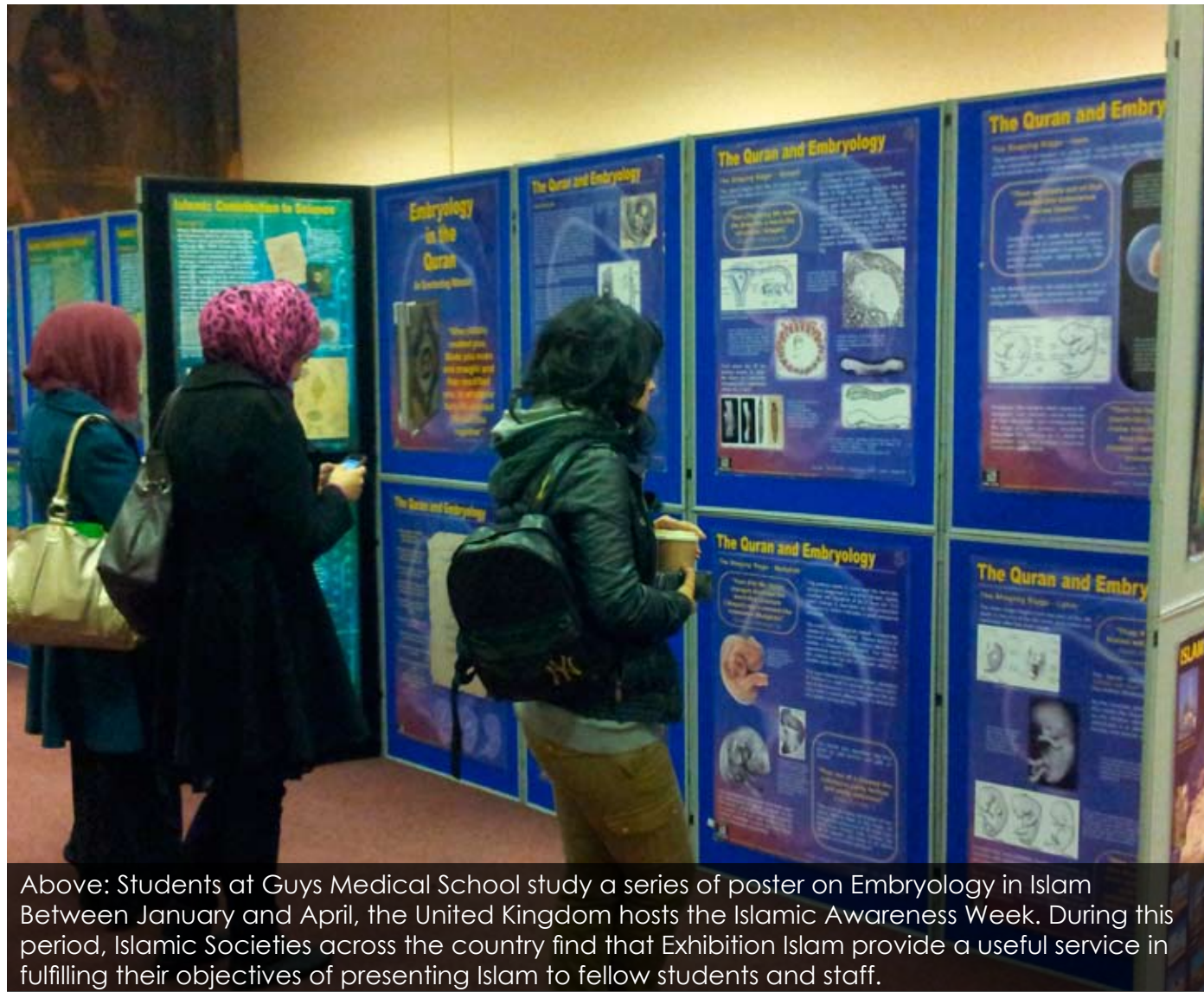
BUILDING BRIDGES AT CENTRES OF LEARNING

University exhibitions in 2012

Liverpool Hope University
John Moores University
University of Hull
Kings College
Barts Medical School
Brunel University
Royal Holloway University
Bristol University
Southampton University
Loughborough University
Aston University
Surrey University

Islamic Awareness Week 2012 once again placed immense demand on Exhibition Islam.

Exhibitions were delivered all over the United Kingdom, with thousands of visitors attending events, lectures and taking away literature about various facets of the Islamic faith.



Above: Students at Guys Medical School study a series of poster on Embryology in Islam. Between January and April, the United Kingdom hosts the Islamic Awareness Week. During this period, Islamic Societies across the country find that Exhibition Islam provide a useful service in fulfilling their objectives of presenting Islam to fellow students and staff.



Royal Holloway University hosted a Science Day, during which Exhibition Islam displayed an exhibition on Muslim contribution to Science



Liverpool Hope University: On many occasions, the exhibitions are displayed in foyers, canteens and walkways and these allow viewers to take a quick view while on the way to their seminars and lectures.

Jazakullah Khairan for hosting such an amazing exhibition at the Loughborough University. The exhibition dominated our Islamic Awareness Week and it was really well attended by all our fellow students. Some of the displays in your exhibition really reminded us of the great achievements of Muslims and inspired many of us in our personal lives.

Student

I would like to thank the organisers at Exhibition Islam for hosting a great exhibition at the University of Surrey. We had immense interest from all of our visitors and many were taken aback by the professionalism and high quality displays.

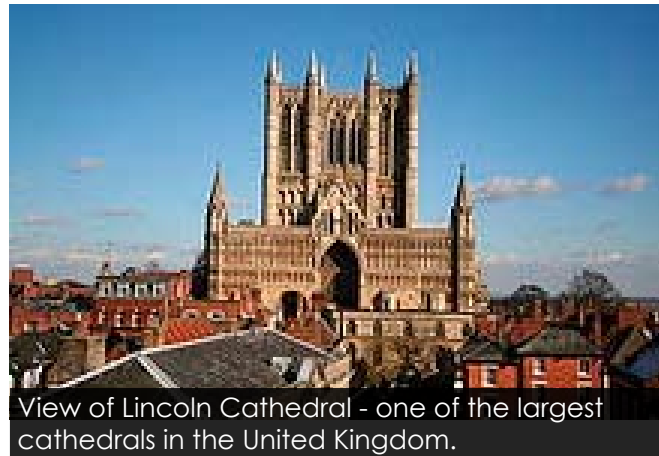
We hope we can have your service again next year.

Student

ISLAM IN LINCOLN

Lincoln is a cathedral city and county town in the North East of England. This ancient town, has a history that charts back to the Iron Age, and then of the Romans. The town has a population of over 100,000 people, and in recent years a small community of approximately 200 Muslims has settled in Lincoln.

In February of 2012, Exhibition Islam hosted a week long exhibition at one of the most iconic buildings in Lincoln - the Grandstand Community Centre. The **BBC** covered this exhibition.



Dr. Zubair
Vice Chairman
Islamic Society
of Lincoln

"Thank you so much for all your help. Alhamdulillah the Exhibition was a fantastic experience and we all really benefited. A lot of non-Muslims attended and were really interested in the information. Many people commented how professional the Exhibition was and the displays were fantastic."

GLOBAL HARMONY WEEK 2012

Exhibition Islam along with The Islamic Cultural Centre and The London Central Mosque hosted an exhibition during the World Interfaith Harmony Week, which took place during the first week of February 2012.

This exhibition once again opened the doors of the **'Muhammad – A Mercy to Mankind'** permanent gallery, which has been designed and installed by Exhibition Islam. The exhibition was attended by over 2000 visitors over a 5 day period.



The exhibition was attended by numerous guests including:

Rabbi Jonathan Wittenberg
Senior Rabbi of The Assembly of Masorti Synagogues UK

Dr Ahmad Al-Makhdoom
Director Muslim World League
London Office

Dr. Joy Barrow
Inter Faith Relations Officer for the
Methodist Church in Great Britain

Rabbi Mark Solomon
Interfaith Consultant, Liberal Judaism



"This exhibition gallery is fast becoming a prominent assembly point for different faiths to interact with the Islamic faith and explore more about its belief system and history".

Mr. Shahid Munir
Exhibition Islam Director

EXHIBITION PARTNERS



MUHAMMAD - MERCY TO MANKIND EXHIBITION 2012 OVERVIEW

Highlights

- United Nation World Interfaith Harmony Week 2012 Exhibition (2,000 visitors)
- National Interfaith Week in England (2,000 visitors)
- School visits (6,500 visitors)
- University visits (3,500 visitors)
- Tourist and public visits (5,000 visitors)

Over 20,000 visitors
during 2012

Some of the dignitaries that viewed this exhibition were:

H.E. Khalid Al-Duwaisan,
Ambassador of Kuwait

HE Abdulrahman Ghanem Almutaiwee
Ambassador for the United Arab Emirates

H.E Mohammed bin Nawaf bin Abdulaziz
Ambassador for Saudi Arabia

HE Teuku Mohammad Hamzah Thayeb
Ambassador for Indonesia

Datuk Zakaria Sulong
High Commissioner of Malaysia

H.E. Dr. Mohammed Abdul Kareem Al-Issa,
Minister of Justice for Saudi Arabia

Boris Johnson
Mayor of London,

Karen Buck MP
Shadow Education Minister UK

Lord Sheikh of Cornhill

Lord Adam Patel

Lord Ahmed of Rotherham

Rabbi Jonathan Wittenberg
Senior Rabbi - Masorti Judaism

Rabbi Mark Goldsmith
Chair of Assembly of Reform Rabbi's

Rabbi Mark Solomon
Liberal Judaism

Dr. Joy Barrow
Interfaith Advisor The Methodist Church

Mehri Niknam
Joseph Interfaith Foundation

Vivian Wineman
Board of Deputies of British Jews

Haji Paimuzi Bin Yahyah
State Department of Malaysia



H.E. Dr. Mohammed Abdul Kareem Al-Issa, Minister of Justice for Saudi Arabia and H.E. Mohammed bin Nawaf bin Abdulaziz, Saudi Arabian Ambassador to the UK visit the Muhammad - Mercy to Mankind gallery



Darren Cheesman, Team GB and Silver Medal hockey winner at the 2007 Olympics meets with Muslim Scouts during the London Olympics 2012 at the Muhammad - Mercy to Mankind gallery.

United Colours of Islam Exhibition

LONDON OLYMPICS 2012

Venue: Muhammad - Mercy to Mankind exhibition gallery



Visitors had many questions about Islam and engaged in many conversations with the team.



Visitors view a model of ancient Mecca.



The event was attended by a host of dignitaries and guests from Christian and Jewish faithgroups.

“Muslims, being an integral part of London look forward in welcoming the millions of visitors to the Cultural Olympics by staging a memorable exhibition at one of the Islamic landmark in London. We hope that through this exhibition both Londoners and visitors can gain an insight into the richness and diversity of the Islamic World.”

Imtiaz Alam
Exhibition Islam

**3 MAJOR EXHIBITIONS
THOUSANDS OF VISITORS
13,000 BOOKS DISTRIBUTED
(AND WE ARE ONLY HALF WAY THROUGH!)**

EXHIBITION ISLAM EVENT UPDATE

Since the opening of the London Olympics 2012, Exhibition Islam has been hosting multiple events in the London area.

Event: The United Colours of Islam exhibition in Central London | Venue: The London Central Mosque (Regents Park, North London)

Event: Exhibition Islam | Venue: London Muslim Centre | (East London)

Event: Exhibition Islam Permanent Gallery | Venue: Muslim World League London, Goodge Street Mosque (Central London)

A Journey through the Islamic faith booklet launch and distribution

Exhibition Islam launched an exciting new booklet exclusively for the London Games 2012 period. Over 13,000 copies of this brand new booklet have been distributed at Olympic Village (East London) | Trafalgar Square (Central London) | Hyde Park (Central London) | Kings Cross Station (East London) | Edgware Road (North West London) | Ealing (West London) | Kilburn (North London) | Lewisham (South East London) | Regents Park (North West London) | Tottenham Court Road (Central London)

United Colours of Islam Exhibition
Hosted by: [Logos of partner organizations]
OPEN 11-12 AUGUST 2012

Click here to support: <http://www.judging.com/exhibitionislam>



The exhibition had many visitors from all backgrounds and served to unite the Muslim community on a common platform.



Visitors admiring some of the Qur'an manuscripts collections on display.

OTHER EXHIBITION HIGHLIGHTS



Opposite page top: Panoramic view of the exhibition at the Central library in Cambridge

Top right: Exhibition at the 1Eid event at the Dorchester Hotel, Central London

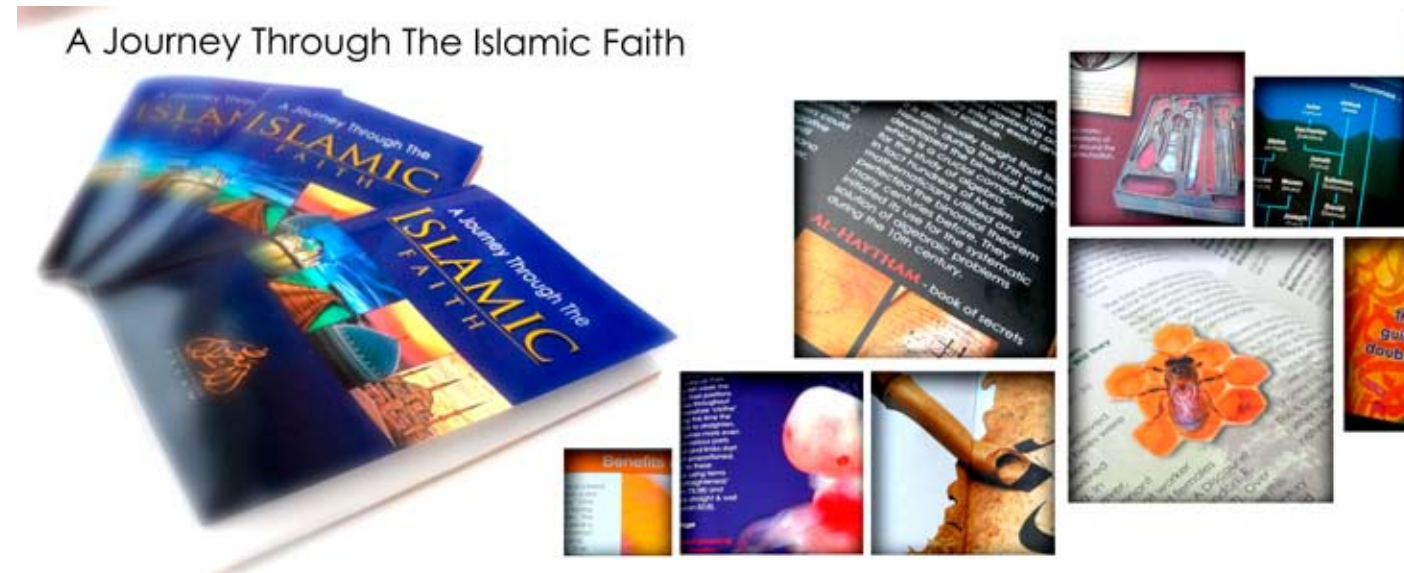
Top Left; Exhibition at the Masjid Rahma, Liverpool

Centre: Exhibition Islam posters at the GPU event in Lagos, Nigeria 2012

Bottom right: A visit by the Chinese Shanghai Ethnic and Religious Affairs to the exhibition gallery at the London Central Mosque.



EXCITING PUBLICATIONS FOR 2012



Above: A Journey through the Islamic Faith - the latest publication release from Exhibition Islam - 13,000 copies distributed across London during London Olympics 2012



Volunteers distributing the booklet close to the Olympic Village



Many people appreciated the outreach programs conducted by Exhibition Islam



Above: A Journey through the Islamic Faith - the latest publication release from Exhibition Islam - 13,000 copies distributed across London during London Olympics 2012

NEW PARTNERSHIPS EXPANDING SCOPE



Top: Exhibition Islam has entered a new partnership with the Islamic Awareness Project. The latest booklet titled 'It's all about Muhammad' was released to counter negative portrayal of Prophet Muhammad in the USA and Europe.

Centre: Exhibition Islam has installed over 80 exhibition posters at the Muslim World League London Office at the Goodge Street Mosque.

Bottom: Work in progress at the Muslim World League centre.



NEW PARTNERSHIPS

MUSLIM WORLD LEAGUE LONDON OFFICE

In 2012, Exhibition Islam embarked on a new partnership with the Muslim World League London Office to install exhibition posters at their centre in Central London.



Dr. Ahmad M. Makhdoom, Director at Muslim World League London Office also kindly sponsored the publication of 20,000 copies of the **Journey through the Islamic Faith** booklet. The Muslim World League London Office distributed thousands of copies of this booklet during the London Olympics.

Since August 2012, Exhibition Islam has worked tirelessly to fit the Muslim World League London Office and Centre with over 100 posters, giving the entire centre a complete make-over and improve visitor experience.



One of the most successful community exhibitions of the year was held in Stoke on Trent in the Midlands

"I would like to take this opportunity to personally thank you from the whole team in Stoke on Trent,

MashaAllah. What an amazing event! Exhibition Islam - Stoke on Trent set out to raise awareness about Islam, tackle some of the misconceptions and bring together people of different communities in order to begin to overcome ignorance and prejudices.

We aimed to create an open, welcoming atmosphere where people could explore, learn about Islam and were free to ask the real questions that concerned them about Islamic beliefs, practices and culture. Your support and continued communication, from start to finish, was instrumental in the success of this venture, allowing us to hold such an event of this scale and reach out to the wider non-Muslim community.

Your expert advice and guidance was invaluable in ensuring the events success. Exhibition Islam's professional approach, detailed knowledge and ability to tailor the exhibition materials to our needs guaranteed that our visitors had an enriching experience and left them wanting to find out more about the Deen of Islam.

The feedback was overwhelmingly positive from both the Muslim and non Muslim community and left visitors asking for the event to be repeated. We hope inshaAllah that this can become an annual event in the calendar of Stoke on Trent."

Muhammad Farak
Project Organiser
Stoke on Trent



A guest at the Islamic exhibition in Stoke in Trent reads the Noble Quran

"Invite to the Way of your Lord with wisdom and fair preaching, and argue with them in a way that is better..."

[Surah An-Nahl (16) :125]



Above: Visitors to the Hendon Mosque in Central London take time to view a model of the historic city of Madina.

EXHIBITIONS LOCATIONS 2012 - OVER 30 CITIES - 80 VENUES

Saudi Student Association, Southampton
GS London
Oldham Islamic Centre
1 Eid Dorchester Hotel, London
West Ealing Islamic Centre, London
London Muslim Centre
Muslim World League London Office
Lincoln Islamic Society
Southampton University
Loughborough University
Letchworth Town centre
Price Waterhouse Coopers
Aston University
Surrey University
Hendon Mosque
Bedford Town Centre
Cambridge Library
Maidenhead Festival
Stoke on Trent Hall
UKIM Birmingham
Woking Mosque
Hove Town Hall
Edward Clyde Hall, Towbridge
The Big Date, Kingston
KPMG Ltd
St. Georges Hall, Kent
Qurani Markaza Trust
Discover Islam, Luton

Masjid ar Rahma
Liverpool Hope University
London Central Mosque
Hull University
Kings College
Barts Medical School
Brunel University
Royal Holloway University
Bristol University
Basingstoke Town Hall
MYMN Dewsbury
Stafford Olympic Festival
Global Harmony Week, London
National Interfaith Week, London
Islamic Awareness Week, London





EXHIBITION
ISLAM

www.exhibitionislam.com

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