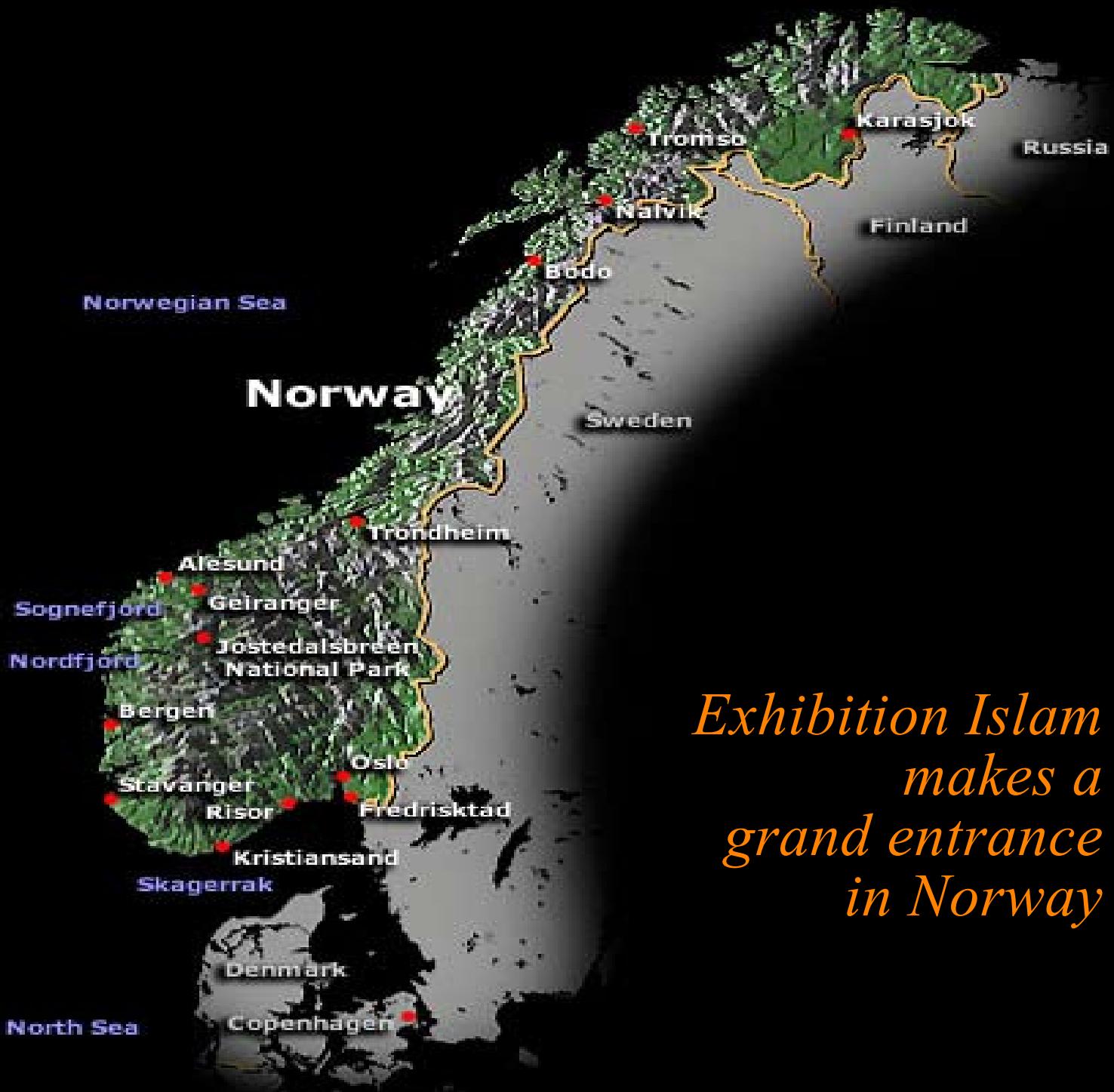




May 2009

# Norway Report



*Exhibition Islam  
makes a  
grand entrance  
in Norway*

Exhibition Islam



Queen Sonja of Norway attends  
Exhibition Islam Oslo 2009.

# *Exhibition Islam*

*Exhibition Report*

*Oslo, Norway*

*May 2009*



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# Location and Venue

Islam is the largest minority religion in Norway with over 2% of the population. In 2007, government statistics registered 79,068 members of Islamic congregations in Norway; approximately 10% more than in 2006.

It is estimated that 56% of Muslims live in the counties of Oslo and Akershus. Scholarly estimates from 2005 regarding the number of people of Islamic background in Norway vary between 120,000 and 150,000.

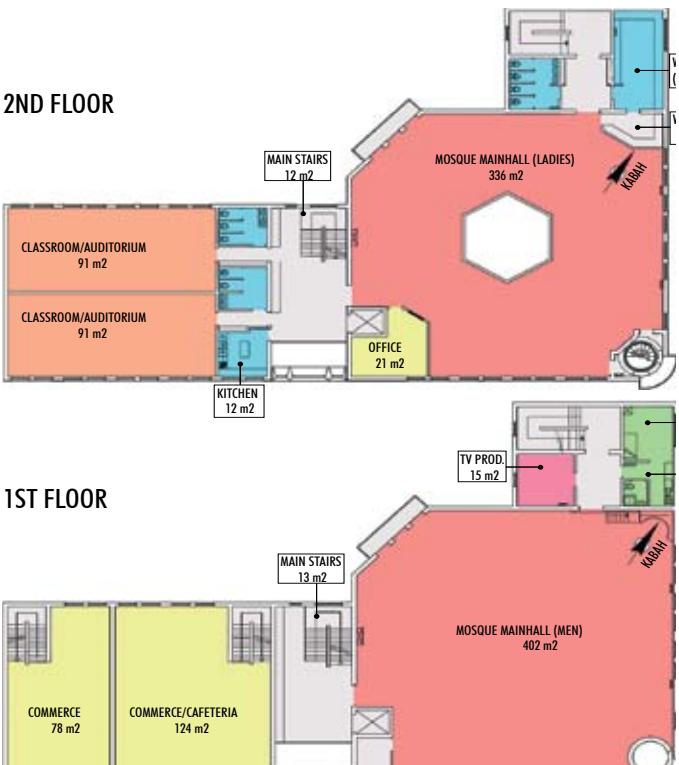
The vast majority have an immigrant background, with Norwegians of Pakistani descent being the most visible and well-known group. However recent migration trends have seen a visible increase in the size of Somali and Iraqi communities in Oslo.



The Islamic Cultural Centre Norway.  
Venue for Exhibition Islam 22nd –30th  
May 2009

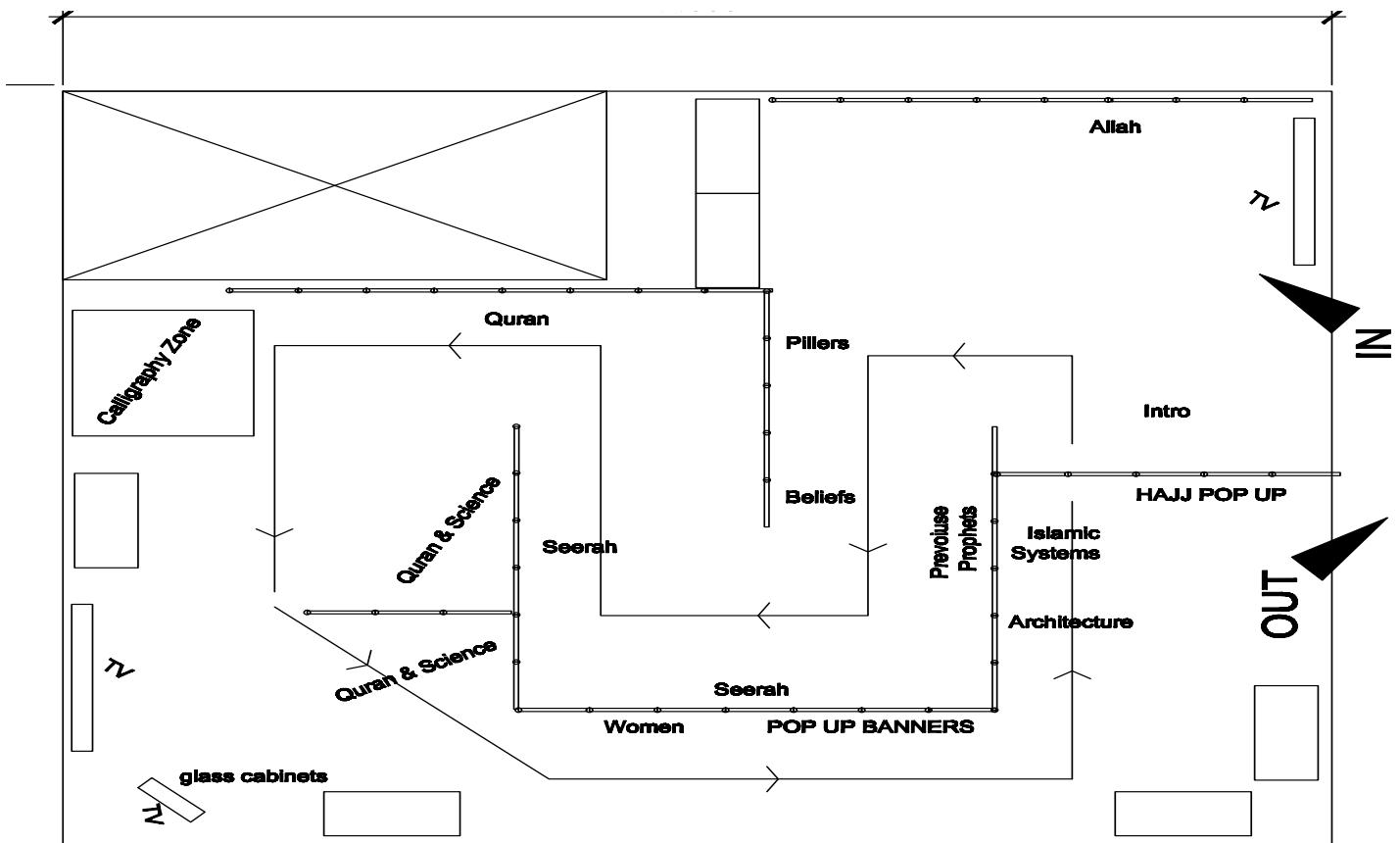


A map of Oslo. Oslo is located at the northernmost end of the Oslofjord, off the Baltic Sea.



Blueprints for the Islamic Cultural Centre Norway. Exhibition was hosted on the 2nd floor.

# Design and Layout



The exhibition floorplan design by Exhibition Islam. The exhibition was displayed in a 168 m<sup>2</sup> area on the second floor of the mosque building.

Exhibition Islam floorplans are designed by the Exhibition Islam Design team.



Exhibition display systems and modular graphics are installed to gradually erect the exhibition.



Exhibition staff manually place graphics onto the panels using sticky velcro strips.

## Opening



Queen Sonja of Norway prepares to cut the ribbon to officially open Exhibition Islam Norway 2009. Alongside her, stand Arshad Jamil (Project Manager ICCN) and Imam Mehbub ur Rehman (Centre).



Over 400 guests attend the opening ceremony.



Umar Ansari, from Exhibition Islam thanks the ICCN for hosting the exhibition in Oslo.

## Tours and Visitors



Exhibition staff take visitors on a series of guided tours through the exhibition. 80% of all display material was presented in the Norwegian language.



Students from various schools in Oslo attend the exhibition to learn about Muslim culture.



Visitors discuss the exhibition material amongst themselves whilst enjoying the exhibition.

## Tours and Visitors



Queen Sonja is afforded a tour through the exhibition. Pictured here along with ICCN staff.



The exhibition attracted scores of visitors from across Oslo.



A team of architects who constructed the ICCN learn about the Muslim belief system.



Visitors are intrigued by the linguistic details mentioned in the Quran.

## Tours and Visitors



Exhibition staff conduct tours in a number of languages. This tour is conducted in the Pakistani language of Urdu to cater for the Urdu-speaking community in Oslo. Other tours were delivered in Turkish, Norwegian, Arabic and English.



Younger visitors take the opportunity to examine wood and metal craft from the Muslim world.

## Advertising and Media

Exhibition Islam Norway 2009 was advertised extensively in Oslo.

The exhibition was advertised via leaflet distributions across Oslo, with posters being placed in local shops and mosques.

The press was informed about the event and covered the event in both the local and national media.

Schools, colleges, universities, local government departments and other faith groups were all invited to the exhibition.

Online advertising was one of the most effective methods to advertise this exhibition with flyers being posted on social networking sites and forums.

#1 ÅRETS NETTSTED  
**Aftenposten.no**

**utrop.no**



**ISLAMUTSTILLING**  
22. - 30. mai 2009

Åpningstider: kl. 12:00 - 18:00  
Sted: ICC, Tøyenbekken 24, 0188 Oslo

For detaljer, gruppeomvisning og åpningsprogram:  
**[www.islamutstilling.no](http://www.islamutstilling.no)**  
Mob. 957-ISLAM - [utstilling@islamic.no](mailto:utstilling@islamic.no)



**Opplev Islam - Gratis inngang**

- Håndskrevet Koran
- Sjeldne mynter
- Islamske effekter
- Designer-hijab
- Arabisk kalligrafi
- Posterutstilling
- Islamisk kunst
- Moskéomvisning

Samarbeidspartnere:

- IRN
- MSSI
- PEPS

المركز الثقافي الإسلامي بالنرويج  
Islamic Cultural Centre Norway  
For dialog og kunnskap

Adresse: Tøyenbekken 24, 0188 Oslo - Tel: 21 38 00 00 - Fax: 21 38 00 01 - E-post: [info@islamic.no](mailto:info@islamic.no) - Web: [www.islamic.no](http://www.islamic.no)



# Advertising and Media

Overall, the exhibition received extremely positive reviews in the Norwegian media.

The fact that Queen Sonja was the first member of the Norwegian royal family to have ever visited a mosque in Norway did make the national television and papers.

The only negative reviews were made by a small minority of right-wing papers.

Below: The exhibition is reported on the official website of the Kings Palace.

Bottom Left and Right : The exhibition is reported in the national newspapers



FORSIDEN . AKTUELT . KONGEFAMILIEN . DAGENS MONARKI . HISTORIE . EIENDOMMER . DET KONGELIGE HOFF . KRONPRINSARETS SIDER

Aktuelt  
Offisielt program  
Taler  
Fotoalbum  
Videoarkiv  
For Pressen  
Nyhetsarkiv  
Programarkiv  
Hurtigvalg

## Åpnet utstilling om islam

H.M. Dronningen åpnet utstilling om islam under et besøk til Islamic Cultural Centre mandag. Senteret arrangerer islamutstilling og åpen uke i det nye moskébygget i Tøyenbekken i Oslo.

26.05.2009

Islamic Cultural Centre arbeider for forståelse og samarbeid mellom ulike religioner og kulturer gjennom dialog og kunnskap. Utstilling og åpen uke er et ledd i dette arbeidet, der besøkende også kan få et kort foredrag om islam i tillegg til guided omvisning i moskeen og utstillingen.

Dronningen la vekt på brobyggeraspektet i sin åpningstale:

"Utstillingen gir utvilsomt et godt innblikk i islamsk historie,



**Aftenposten.no Kultur**

All innhold Nyheter Sport Mennige Økonomi E24.no Kultur Critique Forbruker Person Nett og vri Jobs Bileg

Musikk Litteratur Film Spill Annonser Plassen Forstyrring Underholdning

Dronning Sonja besøkte mandag kveld moskéen i Tøyenbekken på Grorud i Oslo, hvor hun fikk ønsket velkommen av en rekke muslimske kvinner.

FOTO: CORNELIUS POPPE / SCANPIX

## Første gang i norsk moské

Et sokkeleten og med slør over hodet klippet dronning Sonja snoren for en utstilling som skal lære nordmenn mer om islam.

HEDDA SØDAL

Adri har hørt at medlem av den norske kongehuset besøkt en norsk moské. Men i går besøkte dronning Sonja moskéen hvor Islamic Cultural Centre Norway (ICCN) holder til på Grorud i Oslo. Dronningen vendte rundt i moskéen og beundret gjenkjent håndverk, håndtekstiler, konfiser og islamisk kunst.

Nedstasjon i sitt besøk klippet dronningens snore for utstillingen i 2008. Utstillingen gir en innføring i islamet, hvilket gjennom blant annet plakater, utstend, katalog, gjenkjent konfiser og desserthaker.

**utrop.no**

Onsdag 07.10.2009

Kontakt oss | Om oss

## Islamutstilling åpnet

På fredag ble utstilling om islam i moskeen til Islamic Cultural Centre (ICC) i Oslo offisielt åpnet av Hennes Majestet Dronningen.

Publisert: 26.05.2009 15:25

Av Kjetil Hagna

Udstillingen inneholder noe både for historisk interesserte, religiøst interesserte eller de som bare måtte være nysgjerrige på hva dette handler om. Det blir blant annet mulighet til å se sjeldne mynter fra antikkens tid og fargerike kalligrafer med arabiske koranvers skrevet på lær, treverk og klesstykker. Spesielt designede hijab er ulike farger og fasonger blir også å finne på utstillingen. Hele moskeen vil i utstillingsperioden være åpen for omvisning, og det er mulig å bestille foredrag om forskjellige temaer innen islam.

– Vi ønsker å fortelle samfunnet om islam og religion på en annenledes måte. En utstilling som dette er en fin måte å få frem budskapet om hva islam handler om og vise hva islam har bidratt til i verden, sier talsperson Ikhlaq Ahmed i ICC.

Mesteparten av utstillingen kommer fra Storbritannia. Det er første gang den vises i Norge. Med vinterens debatt om hijab i politiet og påstår om snikislamisering fra diverse hold frist i minnet, burde kanskje noen og enhver kjenne sin besøkstid på utstillingen. Da Utrop nevner dette, svarer Ikhlaq Ahmed med glimt i øyet at de som bruker dem enkelte bemærkning selv ikke kommer inn i minnetiden.

## Conclusion and Summary

The exhibition attracted more than 5,000 visitors over the 10 days period. The majority of visitors appreciated Exhibition Islam's vision and service and felt that the exhibition helped them to understand a great deal more about the Islamic faith.

Queen Sonja congratulated Exhibition Islam for presenting Islam in a 'wonderful and exciting' manner and felt that such projects were extremely important in creating understanding between cultures.



Due to the overwhelming success of the exhibition in Oslo, Exhibition Islam has now been invited to tour Sweden in 2010 and 2011. Plans have been submitted by exhibition partners in Stockholm to host a number of major events at main centres in the country.

Exhibition Islam have also been requested to attend the launch of Denmark's first purpose built mosque to be opened in a few years time. The exhibition format has been extremely successful in Scandinavia, with this exhibition being the 3rd of its kind to be hosted in as many years.



ISLAM'S LIV I MÅRKÅR





[www.exhibitionislam.com](http://www.exhibitionislam.com)