
خلف الكواليس

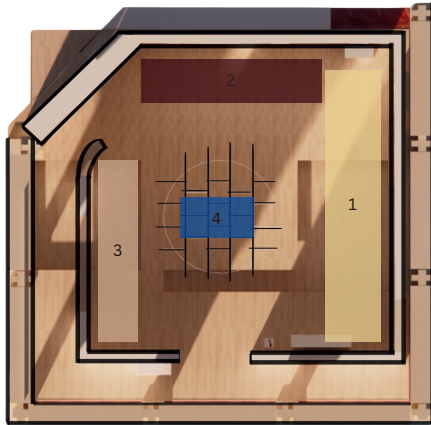
BEHIND THE
SCENES

فريق العمل و الممثلين
CAST AND CREW

KATARA ART CENTER, DECEMBER 2024

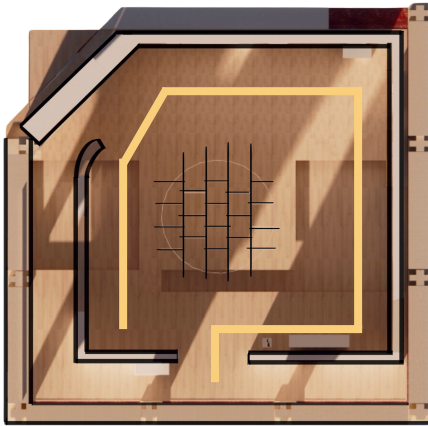
INTERIOR

FLOOR PLAN



1. Pre-production
2. Production
3. Post-production
4. Final outcomes

VISITOR FLOW



- Seamless Flow: The layout allows for effortless exploration, guiding visitors through the space clearly, while strategically placed images ensure focused attention on each piece without overwhelming the viewer.
- Balanced Exploration & Immersive Storytelling: The design fosters personal reflection and group engagement, leading visitors through a cohesive narrative that enhances the experience of the exhibition.

AXONOMETRIC



EXHIBITION ENTRANCE



EXHIBITION ENTRANCE



- Exhibition Entrance:
The centerpiece is strategically positioned at the heart of the exhibition space, drawing visitors' attention immediately upon entering. Its placement ensures it acts as the focal point, both visually and experientially. The open floor plan leads the eye directly to the centerpiece, with its layered and dynamic arrangement inviting curiosity and exploration.

PRE-PRODUCTION SCRIPT



- In the Pre-Production section, visitors begin their journey into the filmmaking process. The design of this area invites them to engage with the foundational stage of film creation—the script. Upon entering, visitors encounter the script table, an interactive element that introduces them to the first step in filmmaking. Here, they can physically touch and explore a replica of a working script, giving them a tactile and immersive experience.

SCRIPT SECTION



PRE-PRODUCTION MEETINGS



- After exploring the script, visitors move to the production meetings, where cast and crew align on priorities, challenges, and objectives. These “daily huddles” ensure the production progresses smoothly and cohesively.

PRE-PRODUCTION SECTION



- In the Pre-Production section, visitors begin their journey into the filmmaking process. The design of this area invites them to engage with the foundational stage of film creation—the script. Upon entering, visitors encounter the script table, an interactive element that introduces them to the first step in filmmaking. Here, they can physically touch and explore a replica of a working script, giving them a tactile and immersive experience.

PRE-PRODUCTION SECTION



- The pre-production wall offers a fascinating glimpse into the early stages of filmmaking, highlighting the crucial groundwork laid before the cameras start rolling.
- This wall features a curated collection of behind-the-scenes images that reveal the meticulous preparation involved in bringing a film to life.
- Visitors can explore photographs of concept art sketches, set designs under construction, costume fittings, and prop prototypes being crafted.

PRE-PRODUCTION CASTING



- After the storyboard, visitors explore casting, where auditions and screen tests help select the right actors. Guided by casting directors and producers, this process ensures the chosen talent aligns with the script and storyboard, bringing the story to life authentically.

PRE-PRODUCTION SCOUT LOCATION/ RECCE



- After rehearsals, visitors explore location scouting, where the team selects and tests filming sites for aesthetics, logistics, and safety. This step ensures each location aligns with the film's vision and supports the story and production needs.

SHOTLIST PERSPECTIVE



- After location scouting, visitors discover the shot list—a detailed checklist of scenes, camera angles, and key visuals. It helps the director and cinematographer translate the creative vision onto the screen while ensuring the narrative stays intact.

PRODUCTION SECTION



PRODUCTION



- This section marks the transition from the pre-production phase into the vibrant and dynamic world of production. After exploring the shot list, visitors step into the production stage, where they are greeted by a visually striking collage of candid moments captured during the filmmaking process.
- The collage is deliberately arranged to reflect the energy and diversity of activities that occur on set. Each photograph showcases a unique and authentic moment, from behind-the-scenes preparations to spontaneous interactions between crew members and cast. This display offers visitors a glimpse into the chaos, creativity, and teamwork that define the production stage of filmmaking.

POST PRODUCTION ANIMATION



- Transitioning from Production to Post production, the animation wall is a vibrant and dynamic feature of the exhibition, celebrating the art of animation through a mesmerizing series of animated pictures.
- This wall serves as a visual timeline, illustrating the evolution of animation techniques and styles.

POST PRODUCTION ANIMATION



- Transitioning from Production to Post production, the animation wall is a vibrant and dynamic feature of the exhibition, celebrating the art of animation through a mesmerizing series of animated pictures.
- This wall serves as a visual timeline, illustrating the evolution of animation techniques and styles.

POST PRODUCTION ANIMATION



- This section showcases the final images from the films, offering visitors a glimpse into the polished and completed cinematic vision. These images represent the culmination of the entire filmmaking process—beginning with the initial script and passing through pre-production planning, on-set collaboration, and post-production refinement.

FINAL OUTCOMES CENTER PIECE



- In this section, visitors will discover the essential contributions of the filmmaking crew—cinematographers, directors, makeup artists, and more. Through dramatic visuals, they will learn how these professionals work behind the scenes to bring the director's vision to life. This tribute highlights the collaborative spirit of filmmaking, honoring the dedication and skill that transform a script into a cinematic masterpiece.

FINAL OUTCOMES CENTER PIECE



CENTERPIECE PERSPECTIVE



- The centerpiece, located at the heart of the exhibition, served as the focal point that tied together the entire experience. Images printed on canvas were suspended from circular metal rods, creating a dynamic and immersive environment. This layout allowed the artwork to curve and added depth to the space.
- Visitors were invited to move around and even step inside the centerpiece, offering an interactive experience. The design ensured a seamless flow through the space, providing a reflective conclusion to the exhibition's narrative.

GRAPHIC DESIGN

LOGO

The bold Arabic typeface embodies tradition and heritage, anchoring the design in cultural authenticity.



The English text complements this by being minimalistic, creating a visual balance and ensuring readability for a broader audience.

The interaction between the Arabic and English typography symbolizes the merging of traditional storytelling techniques with modern cinematic practices.

LOGO

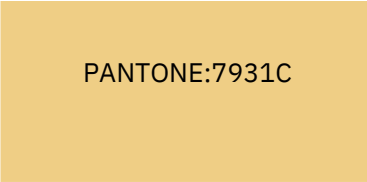


خلف الكواليس

BEHIND THE
SCENES

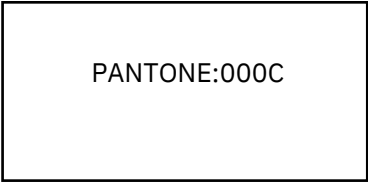
فريق العمل و الممثلين
CAST AND CREW

COLOR PALATTE



PANTONE:7931C

Yellow evokes desert sands & warmth



PANTONE:000C

White represents purity and balance



PANTONE:7402C

Maroon symbolizes Qatar's identity



PANTONE:BLACK3C

Black adds depth, professionalism
and mystery

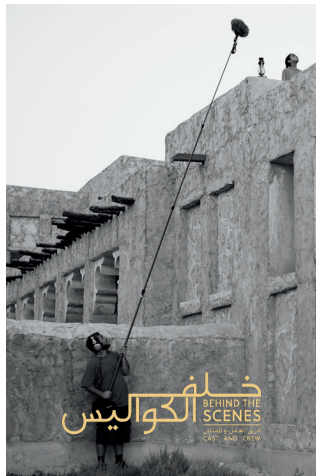
ICON



SOCIAL MEDIA



PUBLICATION
PAGE COVER



خلف الكواليس
BEHIND THE
SCENES
فريق عمل البرنامج
CAST AND CREW

PUBLICATION



INTRODUCTION WALL



LABELS

AL-JOHARA

NORA AL-SUBAI
HAMAD EID AL-SHEMARI, 2015

- The camera crew assembles the equipment.
- The crew brainstorms in pre-production.

الجوهرة

نورة السبيعي
حمد عيد الشمري، ٢٠١٥

- فريق الكاميرا يجمع المعدات.
- فريق العمل يناقش الأفكار في مرحلة ما قبل الإنتاج.

SECTION TEXT

I WISHED FOR SOLITUDE

HAMAD ALFAYHANI
RID ABDULLAH, 2023

- 1 The director of photography tests out light measurements with a light meter.
- 2 Set designer prepares the props on a table.

تمنيت الوحدة

حمد الفيحاني
ريد عبدالله، ٢٠٢٣

- 1 مدير التصوير يختبر قياسات الإضاءة باستخدام جهاز قياس الضوء.
- 2 مصمم الديكور يجهز الأدوات على الطاولة.

SECTION TEXT

OUR TIME IS RUNNING OUT

BEN ROBINSON, 2013
MERIEM MESRAOUA
FAHAD AL-KUWARI

- 1 Art Director Fahad Al-Kuwari prepares the location for a scene.
- 2 Crew and location managers prepare the area for filming in the mangroves.
- 3 Writer-Director Meriem Mesroua discusses the next scene with AD Pedros Temizian in Zekreet.
- 4 Meriem Mesroua directs lead actor Kareem Abu Roza.
- 5 Meriem Mesraoua and Director of Photography Ghassan Nazmi discussing notes.

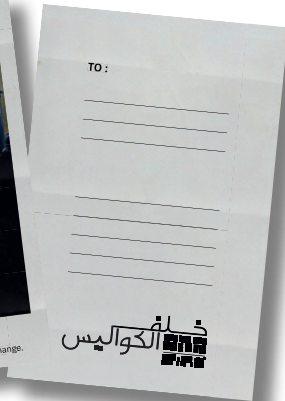
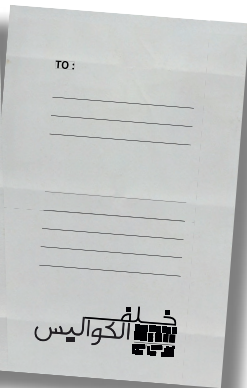
وقتنا ينفذ

بن روبنسون، ٢٠١٣
مريم مسراوة
فهد الكواري

- 1 مخرج الديكور فهد الكواري يجهز الموقع لمشهد.
- 2 أعضاء الفريق ومديرو المواقع يجهزون المنطقة للتصوير في اللغروف.
- 3 الكاتبة والخرجة مريم مسراوة تناقش المشهد التالي مع المساعد الأول للمخرج بيدروس تيميزيان في الزكريت.
- 4 حمد عيد الشمري، ٢٠١٥
صورة لفريق الكاميرا وهم.
- 5 مريم مسراوة ومدير التصوير غسان نازمي يناقشان الملاحظات.

MERCHANDISE

POSTECARDS



TOTE BAG



HOODIE



HOODIES



T-SHIRT



PINS

Film crew

خلف

