EXHIBITION DESIGN CONCEPT FOR
ORGANISATION OF ISLAMIC COOPERATION

Iqra!
# TABLE OF CONTENTS

**The Big Idea**  
3

**Mood Board**  
5

**Design**
- **Design Concept**  
6
- **Spatial Zoning**  
7
- **Plan View**  
8

**Visuals**
- **Zone 01: Black & White**  
9
- **Transition 01**  
12
- **Zone 02: Twilight**  
13
- **Transition 02**  
17
- **Zone 03: Multicolour**  
18

**Design Overview**  
23
THE BIG IDEA

Iqra!
This simple commandment goes beyond its literal meaning.
It means to look beyond mere comprehension.. and to pass into understanding. It means to
look around you and to take meaning from all of creation, and by doing so, to understand the
ways and language of God Himself.

Iqra is Allah’s very first commandment to Muslims and it is the OIC’s message to the world.
Iqra! Look beyond, and truly understand what Islam and the Muslim community offer to the
world. Understand that Islam is more than just ‘worship’.

In its Expo 2020 pavilion, the OIC is saying, “Look beneath the surface. Do not think that you
know all about the Islamic world from what you see at first.”
Inspired by the core mission of the OIC (and of Islam itself), the visitors will start their journey in a monochrome space, will be introduced to questions and information, gradually increasing their understanding along the way, until the “Iqra!” pavilion blossoms into full, glorious multicolor.

The content in the pavilion will address some of the most common misconceptions about Islam and Muslim nations. The OIC pavilion is a transitional experience that uses tools such as light, languages, questions and sounds, leaving the visitor with an understanding that Islam is not just a religion, it is a way of life.
Spatial Zoning

Zone 01: Black & White

Zone 02: Twilight

Transition 01

Zone 03: Multicolour

Transition 02
DESIGN

Plan View

Entry

Information Panel

OIC Information Panels

Iqra Installation

Quote

Quote

Reflection Seats

Islamic Pattern

Reflection Seats

Exit

Retail

Culture/Diversity

Women of Islam

Halal

Youth Culture

Achievements

Science

Islamic Economy
This is the beginning place of revelation and right from the start, visitors are introduced to the OIC as the collective voice of the Islamic world and the IQRA pavilion.

A captivating centerpiece (inspired by the Kaaba) will introduce the Islamic concept and command that is “IQRA” – from its most literal to its deepest meanings.

On this centerpiece and in 15 of the world’s major languages (Arabic, English, French, German, Chinese, Bengali, Swahili, Hindi, Spanish, Dutch, Japanese, Russian, Portuguese, Turkish and Indonesian) visitors will discover for themselves the values of Islam – etched in glowing light.

And all around, also in niches glowing with light, they will discover the history and mission of the OIC itself.
VISUALS

Zone 01: Black & White
VISUALS

Zone 01:
Black & White
VISUALS

Transition 01
This is the transition point of the IQRA pavilion, a resting point - designed to evoke self-reflection in visitors.

A series of deep, thought-provoking questions (also in several major languages) will invite visitors to examine their own personal belief systems and their assumptions – questions like “Who are you?” “Who am I?” “What is true?”, “What is not?” etc.

In Twilight’s soft ambient light, visitors can take a moment to sit and reflect.

Or they can simply enjoy a heightened awareness of nature accompanied by the sounds of flowing water, birds and the wind, as well as soft, classical music from across the Islamic world.
VISUALS

Zone 02: Twilight
VISUALS

Zone 02: Twilight
VISUALS

Zone 02: Twilight
"And Say: My lord, increase me in knowledge" Quran 26:114

"Et dites: Seigneur, augmente mes connaissances" Quran 26:114
Here, visitors experience the full diversity of the Islamic community in a dazzling interplay of multiple colors, images, videos, artwork, crafts and from across the Islamic world.

In the middle of this zone is a brilliant centerpiece that showcases achievements, initiatives/projects and famous individuals from all 52 member-nations of the OIC.

As visitors walk around the multicolor zone, they will also be surrounded by six sub-zones (made of multicolor panels) that immerse them in the answers to the biggest “questions” the non-Muslim world has about the Islamic world across:

- **Halal Economy** (including halal food, pharma, cosmetics, travel & modest fashion; Islamic finance etc.)
- **Science & Technology** (from ancient to modern times – achievements, contribution, future plans etc. from the House of Wisdom in Baghdad, to the UAE’s emergence as a global business and cultural hub)
- **Arts & Culture**
- **Diversity**
- **Youth & Culture** (especially contemporary youth culture across the Islamic world)
- **Women & Education**
VISUALS

Zone 03:
Multicolour
VISUALS

Zone 03: Multicolour
VISUALS

Zone 03:
Multicolour
VISUALS

Close-up View
DESIGN OVERVIEW

- Reflection Seats
- Reflection Panels
- Islamic Pattern
- Quote
- Islamic Economy
- Science
- Halal
- Achievements
- Women of Islam
- Culture/Diversity
- Retail
- Youth Culture
- Information Panel
- OIC Information Panels
- Entry
- Iqra Installation
- Exit
Thank You
شكرًا
Merci