

قلم ♦ فن الكتاب

QALAM ♦ WORDS OF ART

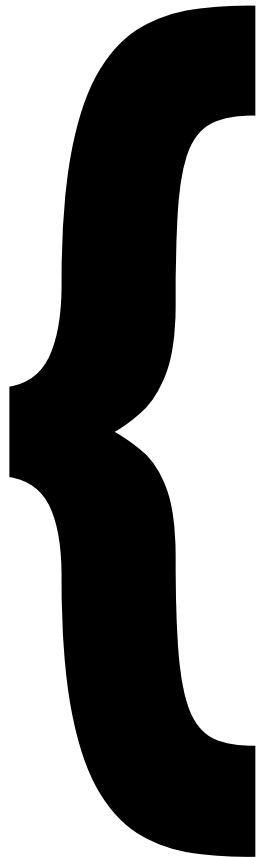
TECHNICAL INFO



المكتبة الوطنية للمملكة المغربية  
BIBLIOTHEQUE NATIONALE  
DU ROYAUME DU MAROC



## CONTENTS:



1. Introduction.
2. General Description.
  - 2.1. Main modules.
  - 2.2. Exhibition of art pieces.
  - 2.3. Interactive area.
  - 2.4. Additional activities.
    - Laser writing.
    - Multimedia large-format projection.
    - Contemporary Arabic Calligraphy Exhibition.
    - Graffiti project.
3. Installation requirements and needs.
  - 3.1. Surface required for installation.
  - 3.2. Installation height.
  - 3.3. Electrical power needed.
  - 3.4. Operators. Assembly and disassembly times.
  - 3.5. Logistic Material necessary for the assembly.
  - 3.6. Transportation. Loading and unloading.
  - 3.7. Storage
4. Printing equipment.
5. Participants and collaborators.



## 1. Introduction.

This document describes in detail the contents and characteristics of the exhibition “**Qalam, Words of Art**” and the requirements necessary for its installation, assembly and development.

Conceived as a cultural project, the exhibition was first unveiled at the National Library of the Kingdom of Morocco in Rabat. This document has been compiled based on the experience gained during this first installation.

## 2. General Description.

The **Qalam, Words of Art** exhibition displays a set design with three distinct parts that are described below. In addition, the exhibition is accompanied by a series of complementary activities that can be carried out based on the requirements, needs and characteristics of the room where showcased.

The set design consists of the following:

- Large modules with integrated showcases where manuscripts and art objects are displayed, as well as illuminated backlit panels with the exhibition’s text in two languages.
- Set of stands and exhibitors intended for the displaying of archaeological objects adorned with epigraphs in arabic.
- Interactive area. Videos, audio-visual and multimedia presentations on computers.

### Additional activities:

- Calligraphy workshops.
- Binding workshops.
- Training Courses in restoration.
- Conferences.
- Contemporary Arabic Calligraphy Exhibition.
- Laser writing.
- Multimedia Projections in large-format.
- Graffiti project



The main part of the exhibit’s installation consists of 7 modules of large scale. Each one represents a large, open book from which letters appears like a “frozen explosion” (see photo1, next page). The book-modules have a rustic, white finish.

In its interior there is a device to illuminate the canvases printed in the spine of the book in which the exhibition’s texts are presented in two languages (2). These main panels consist of backlit canvases with a 3.60 x 2m dimension (height x width).



## TECHNICAL INFO

On their sides are two niches (50 x 40x 40cm, height x width x depth) where art objects are displayed. These are also illuminated by spotlights. Next to each of these is a panel with text that measures 100 x 20cm.

On one side of the entry module (main module) is the exhibition's credit panel, 200 x 40cm (height x width). It consists of methacrylate with printed translucent vinyl and has an adhesive surface.

The letter-sculptures are made out of the same finishes and materials. Those placed at ground-level have integrated drawers and showcases where manuscripts are displayed.

Dimensions of the modules (high x width x depth):

- Entry module (main module): 4 x 4 x 0.80 m
- Rest of modules (6 units): 4 x 4 x 2 m
- Set of sculptures (pop-out letters) – (6 units): 4 x 4 x 4 m

### 2.2. Exhibition of art pieces.

Part of the exhibition is devoted to presenting a series of archaeological objects with epigraphs in arabic (4). The smallest ones are within the niches that are in the main modules. The rest are presented on a stands adapted to their dimensions with the same finish and coating as the book-modules (rustic white).

### 2.3. Interactive area.

An area of the exhibition is reserved for projecting videos, audiovisual presentations as well as computer multi-media presentations. Available for this section is:

- Video-documentary produced by the National Library of the Kingdom of Morocco (BNRM) on the restoration of ancient manuscripts.
- Video-documentary produced by the National Library of Spain (BNE), about binding and restoration of ancient manuscripts.
- Flash presentation with images and motifs of the exhibition.
- Interactive computer program about the epigraphic corpus located in the Comares Palace of the Alhambra in Granada, Spain.
- Interactive computer program with a multimedia presentation as an electronic catalogue, on the funds and valuable manuscripts preserved in the BNRM.





## 2.4. Additional activities.

The exhibition is complemented by a series of activities developed during their stay. These include:

- **Laser writing.**

This interactive activity consists in writing on a surface (façade of a building) in real time with light emitted by a projector. A laser pointer is used as a “pencil” to manipulate the visitor.

- **Multimedia large-format projection.**

Using a large projector, this project consists in projecting images on the façade of the either the host building or one near it. A flash formatted multimedia presentation has been developed for this purpose. This activity can be toggled with the laser writing activity by using the same surface (façade) and the same video projector.

- **Contemporary Arabic Calligraphy Exhibition.**

Modern handwriting samples from a contemporary Arab calligrapher. This activity requires an appropriate space apart from the main space (6).

- **Graffiti project.**

This consists in painting the surface on the outer walls of the building that houses the exhibition or one adjacent to it, with a large graffiti mural that depicts issues related to the exhibition such as the modern expression of calligraphic art (7).





### 3. Requirements and needs for installation.

#### 3.1. Surface required for installation.

The exhibition is large so it works best in big spaces. Its modular nature allows for different settings giving it a great amount of flexibility. A hall of at least **800 or 900 m<sup>2</sup>** is necessary for proper visual positioning of the modules.

#### 3.2. Installation Height.

The height of the modules requires that the exhibition hall measure more than 6.5 m in height in the points where the modules will be located. For aesthetic purposes, we recommend a minimum of 8 meters so that the volume can “breathe” in every direction. If the height is greater than that is even better.

#### 3.3. Electrical power needed.

The modules have fluorescent tubes stationed inside them that give backlight to the canvas where the texts are presented in two languages. There is another installation of dichroic globes that illuminate the niches located inside the sides of the modules.

An installed electrical power output of 21.000 W that is divided into three phases at about 7.000 W per phase is needed for proper installation. The exhibition is prepared to take this power of making and distributing phase in each of the three phases balanced consumption. Although it is recommended to study each room to calculate the meter connection and the voltage falls in them.

#### 3.4. Operators. Assembly and disassembly times.

This issue as well as others such as the required surface area need to be evaluated by a visit from our technicians. In general, the time of installation, removal and the number of operators depends on the location of the modules and the difficulty to move them into the hall.





TECHNICAL INFO

In general they estimate the following:

- For the assembly and disassembly: 4-6 operators.
- The assembly time is approximately: 6-8 days.
- Disassembly of exhibition: 4-6 days.

3.5. Logistical materials needed for assembly.

For the assembly / disassembly, the following equipment is required:

- 2 scaffolds (two bodies) to approx. 4 m. height.
- 2 Ladders (4 m).
- 2 Ladders (2-3 m).
- A forklift truck. Necessary for loading and unloading.
- 2 pallet trucks .
- 2 trolleys.

3.6. Transportation. Loading and unloading.

Three trailers are needed for transport. The following is required for loading and unloading:

- To load if in a workshop, six operators.
- To unload and bring material to the site, between 6-10 workers aside from technical personal. (This number depends on the accessibility of the hall and the distance from the unloading zone to the location of the material).

From the previous section, the equipment required for loading and unloading corresponds to the forklift, the pallet trucks and transport trucks

3.7. Storage.

During the period that the exhibition is running, 20 m3 of space is needed to store the packing materials and parts, approximately 5 x 2 x 2 (height) m. If the exhibition is stored in a warehouse, it must have a minimum of 4 m. of height and about 180-200 m2 of surface approximately, (between 700 and 800 m3).

4. Printing equipment.

A brochure (40 x 21 cm) and a poster (8), (70 x 50 cm), in two colours are published. A catalogue and a book for teachers used for school visits are also published.

In addition, a large banner that is to be placed outside the building announcing the exhibition is printed.

Qalam text (number of words):

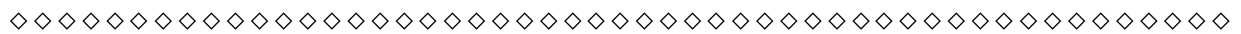
- Spanish: 12.600
- Arabic: 13.285





5. Participants and collaborators.

**Project Director:**  
**Cherif Abderrahman Jah**  
**President of the Islamic Culture Foundation**



**Organization:**  
**Islamic Culture Foundation**



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**Exhibition design and scenography**  
**Miguel Ripoll**

