



Orintec
solutions
Doha - Qatar

CASE STUDY

تصوير
TASWEER

PHOTOGRAPHY
FESTIVAL QATAR
2025

End-to-End Fine Art Printing, Framing,
Exhibition Graphics & Design-Build Execution

Tasweer Photography Festival Qatar

PROJECT OVERVIEW & CULTURAL SIGNIFICANCE

Tasweer Photography Festival Qatar is the country's flagship photography biennial, presented by Qatar Museums under the leadership of Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani.

The 2025 (3rd Edition) represented a large-scale international cultural platform featuring:

95+

Photographers
Regional & international

8

Curated Exhibitions

5+

Major Venues
Across Doha

10+

Talks & Guided Tours

5+

Workshops & Training

10+

Portfolio Reviews

This positioned the project as a museum-grade, multi-venue, multi-disciplinary production assignment, requiring precision across fine art reproduction, fabrication, branding, and installation. Vocational & outreach programs were also delivered as part of the festival.



Fire Station Museum

Client Engagement & Contractual Scope

Client:
Qatar Museums Authority (QMA)

Main Contractor (Design & Build):
Interspace (Gulf Contracting Group)

Execution Partner:
Printec Solutions Co. W.L.L.

Formal Scope Included

- Fine art printing & colour management
- Archival framing fabrication
- Exhibition graphics & branding systems
- Multi-venue installation
- Design & Build execution support (2025 & extended to 2026)

Project Scale, Volume & Multi-Venue Execution

The project was executed across multiple high-profile cultural venues, including:

Fire Station

Main Hub - Galleries 3, 4 & Courtyard

Katara Cultural Village

Buildings 45 & 46

Mathaf

Arab Museum of Modern Art

Msheireb Company House

Outdoor Environments

Exhibition environments across Doha



Fire Station (Garage Gallery)

Production Volume Overview

Fine Art Printing & Framing

SCOPE: QATAR MUSEUMS AUTHORITY (QMA)

Hundreds of photographic artworks were produced to meet diverse artist-specific specifications and museum-grade production requirements.

■ Total Photographic Artwork Production Value: Approx. QAR 200,000

Production Media Included

- Hahnemühle Photo Rag / Baryta
- Fibre-based papers
- Archival matte & textured papers
- Aluminium UV prints
- Mounted forex & dibond systems

Branding & Exhibition Graphics

SCOPE: INTERSPACE

■ Total Graphics Execution Value: Approx. QAR 250,000

■ Delivered across **7+ major locations**

Graphics Scope Included

- Intro walls & exhibition titles
- Sectional narrative texts
- Artist names & lists
- Wayfinding systems
- Lightboxes & illuminated panels
- Vinyl graphics (glass, walls, shutters)
- Floor graphics & outdoor branding
- Acrylic labels & QR systems

Scope of Services Delivered

1

Museum-Grade Fine Art Printing

- Archival pigment printing systems
- Output sizes up to large-format exhibition scale
- Media-specific optimisation per artwork
- Control of:
 - Tonal depth
 - Highlight/shadow detail
 - Neutral greys
 - Skin tones
 - Environmental realism

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Advanced Colour Management System

- End-to-end ICC workflow implementation
- Calibration across:
 - Monitors
 - RIP systems
 - Multiple printer technologies
- Media-specific profiling for:
 - Cotton papers
 - Baryta
 - Vinyl
 - Aluminium

Result: Consistent output across different substrates, machines, and venues

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Archival Framing & Fabrication

- Wood finishes: Oak, white oak, natural wood
- Aluminium frame systems
- Float frames, tray frames, deep-set frames
- Acid-free mounting systems
- UV, anti-glare & plexiglass options

All solutions were prototype-tested and curator-approved.



Mathaf: Arab Museum of Modern Art (Project Space)

Exhibition Branding, Graphics & Installation

Exhibition Branding & Environmental Graphics

- Ultra-precision cut-out texts (below 1 cm)
- Vinyl applications (walls, glass, shutters)
- Lightboxes & illuminated displays
- Floor graphics with protective lamination
- Acrylic & foamboard label systems

Multi-Site Installation Execution

- Parallel installation across 7+ environments
- Coordination with curators, designers, QMA teams & main contractor (Interspace)
- Handling, alignment, leveling & final finishing

Handling

Transport and protect materials on arrival.
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Coordination

Schedule teams and confirm site constraints.

Alignment & Leveling

Precisely position graphics and fixtures.

Final Finishing

Inspect, trim, and apply protective finishes.



- ❑ Every phase of the multi-site installation was executed in close coordination with curators, QMA teams, and the main contractor to ensure seamless delivery across all 7+ environments.



Katara Cultural Village

Key Technical & Operational Challenges

Global Material Sourcing

Challenge:

- Artist-specified papers unavailable locally

Solution:

- Direct coordination with manufacturers
- Procurement trips:
 - Riyadh (2 trips)
 - Dubai (1 trip by road)
- Secured materials despite MOQ & lead-time constraints

Colour Fidelity Across Media

Challenge:

- Maintain natural photographic integrity

Solution:

- Custom ICC profiling per media
- Multi-stage proofing
- Image optimisation (retouching + tonal balancing)

Outcome:

Artists reported “best reproduction quality ever achieved”

Machine Selection Strategy

- UV, Latex, Solvent, Water-based systems
- Technology selected per artwork requirement, not generic output

Complex Framing Requirements

- Each artist required unique framing logic
- Multiple approval cycles with QMA specialists



Execution Under Pressure, Further Challenges Overcome

■ Time-Critical Multi-Venue Execution

Challenge:

- Simultaneous installations across venues.
- Late-stage changes and additions. Extended working hours (day & night execution).

Outcome:

- Delivered on time and ahead of schedule in key areas.

■ Micro-Precision Typography

Challenge:

- Cut-out texts below 1 cm scale.
- High-risk installation tolerance.

Outcome:

- Successfully executed across all venues.

■ RAL-to-CMYK Colour Matching

Challenge:

- Matching printed graphics to painted walls.

Outcome:

- Seamless integration
- Clients unable to distinguish between printed vs painted surfaces.

■ Recovery of Failed Work Packages

Challenge:

- Took over incomplete/failed works from other vendors

Outcome:

- Delivered under extreme time pressure without quality compromise.



Results, Client Impact & Team



100% client satisfaction
(QMA & Interspace teams)



High appreciation from
international photographers



Delivered museum-grade
exhibition standards



Successfully handled
multi-million-level
production complexity



Strengthened Printec's position as
a trusted cultural production partner



Team & Execution Leadership

Project Leadership

- **Shabeer Abdul Rahman** - Manager, Print Production & Colour Management Specialist
25+ years experience in colour-critical production

Core Technical Team

- **Khaja Moinudheen** -
Production Manager (19 years)
- **Ansar TC** - Prepress Specialist (15 years)
- **Raju VK** - Art Director (17 years)

Client & Commercial Coordination

- **Abdul Ahad** -
Business Development Executive
- **Umerul Farooq** - Client Service

Design & Production Team

- **Haseem** - Graphic Designer
- **Shanavas** - Graphic Designer

Installation Team

- Led by **Basheer** with highly skilled installation crew



Katara Cultural Village (Gallery 45 & 46)

Printec's Core Strength Demonstrated

This project establishes Printec as a **full-service international exhibition production house** with capabilities in:



Fine Art Printing & Image Reproduction



Advanced Colour Management Systems



Archival Framing & Fabrication



Large Format & Exhibition Graphics



Design & Build Execution Support



Multi-site Installation Management



Project References

Click the link:
<https://tasweer.org.qa>



- Qatar Museums Official Announcement
- Tasweer Festival Official Page
- Years of Culture Program
- QNA News Coverage
- International Art Platforms

Conclusion

The Tasweer Photography Festival project stands as a benchmark achievement demonstrating Printec's ability to:

→ Deliver museum-grade production at international standards

→ Solve complex sourcing and technical challenges

→ Execute high-volume, multilocation projects under pressure

→ Maintain artistic integrity and colour accuracy across all outputs

☐ From concept to installation, Printec transformed artistic vision into a fully realised exhibition experience – **on time, at scale, and at world-class quality**



P.O. Box 33085,
Haloul Street - Mamoura,
Doha - Qatar

Tel: +974 4427 2710

Fax: +974 4427 2711

E-mail: info@printecqatar.com

www.printecqatar.com