



3. KNOW EXACTLY WHO YOU'RE PROGRAMMING FOR – AND BE COMFORTABLE EXCLUDING OTHERS.

As Priya Parker teaches us, exclusion creates intimacy. We programmed for SWANA women and our communities. If others wanted to come, great! But every decision was made with our target audience in mind. That clarity is what made people feel so seen.

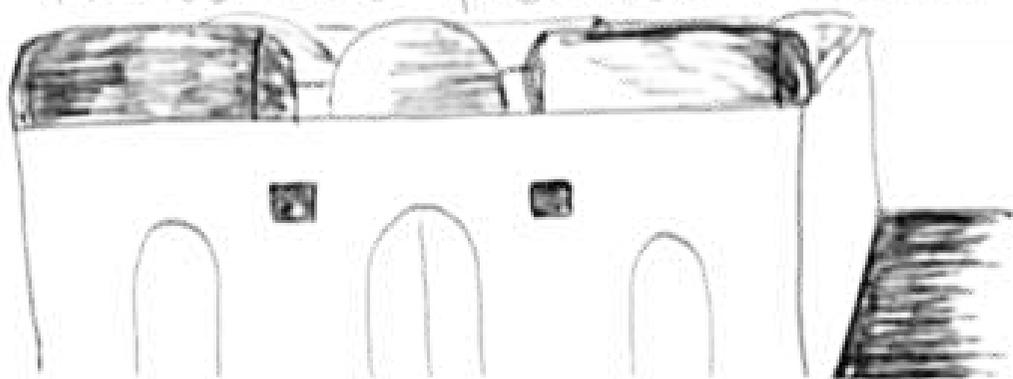




5. TREAT THE INSTITUTION LIKE YOUR HOME, BECAUSE FOR THAT COLLABORATION, IT IS.

Forget you're in a big museum with rules and formality. How can you make every person feel comfortable? We brought carpets and games from home for the conservatory. Make it a space where people can breathe, sit on the floor, and laugh loudly.

DAR FAFA AL ARABI CATALOG
PALESTINE POSTER ARCHIVES





4. ENGAGE YOUR COMMUNITY BEFORE, DURING, AND AFTER.



Ask questions: what do they want to see in the space? How can it feel like theirs? Then respond accordingly.





6. EDUCATION THROUGH CELEBRATION.

Museums love to teach communities about their own cultures. Flip that script. This is about joy, dancing, laughter and pride.

The learning happens naturally when people feel celebrated.

