**Press Release**

The Palestinian Museum Launches ‘Sanasel,’ the first Arabic language Educational Museum Platform

**Birzeit – 22 June 2023**: On Thursday, the Palestinian Museum launched the online learning platform ‘Sanasel: Play Together, Learn Together’. As an Arabic-language educational museum website, it is the first of its kind in the world. The platform creates a digital space for play and exploration, contributing to the expansion of museum-based learning experiences for children, adolescents, families, and teachers. The ceremony was held at the Palestinian Museum in Birzeit. In attendance were representatives of the Ministry of Education, a delegation from the Consulate General of France in Jerusalem, and guests from the educational and tech communities.

The platform offers the opportunity to explore a wide array of topics and concepts inspired by the Museum’s exhibitions, programmes, and permanent collections. It includes a series of interactive games developed by content creators in Palestine and the Arab world, under the guidance of the Palestinian Museum team, and with the generous support of the French Consulate.

The platform, which was launched in Arabic, fosters self-expression and the exchange of opinions and ideas by utilising fun, surprise, and exploratory elements. The platform’s design and content revolve around four themes: Play, Create, Discover, and Connect. All visual and interactive elements accommodate accessibility needs.

The diverse content of the platform includes animation videos, virtual reality (VR), games, timelines, interactive boards, and other media that promote immersion in the Museum’s programmes and exhibitions in fascinating ways. The launch was accompanied by the installation of four stations in the Museum’s glass gallery based on the online platform’s four themes, providing visitors with a supplementary cognitive experience.

The launch began with a welcome by the Palestinian Museum Director General, Adila Laïdi-Hanieh, PhD, expressing her pleasure at launching this project that offers an open learning environment for children in Palestine and around the world. Laïdi-Hanieh also expressed her gratitude to the French Consulate, as represented by Consul General René Troccaz, for their support for developing the Museum’s educational programming. This support has included the facilitation of visits to French museums, contacts with specialised French technology companies, and funding for the development of *Sanasel*.

Furthermore, Laïdi-Hanieh mentioned that the idea to establish this platform was included in the Museum’s first programme strategy in 2019 in line with its vision as a hub for learning experiences about Palestine, and its identity as a transnational institution. It was only made possible thanks to our partners in the French Consulate’s belief in the importance of culture and the arts in identity formation and broadening children’s perceptions.

The French Consul General congratulated the Palestinian museum for this innovative project which lives up to the ambition of the museum. The Consulate General of France attaches priority attention to education to provide a horizon for Palestinian youth, it is proud to have contributed to the development of the museum's educational offer for young people. This project will also promote the influence of the museum's cultural project thanks to the contacts that have been established in recent years between the Palestinian museum and French museums. These exchanges between partners on museology, collections, scientific research are essential to strengthen the museum community and act together in the service of our common action in favour of the place that culture must have in our societies.

Moreover, Palestinian Museum Education Programme Officer Sarah Zahran indicated that ‘Sanasel’ was realised after two years of research, preparation, and design. The name ‘Sanasel’ refers to the agricultural terraces formed of dry-stone walls dotting the Palestinian landscape, as the online platform itself emulates the Museum’s architectural design based on these terraces and is linked to a pedagogical process based on cultivation and gradual progression, respect for the environment, and a creative and harmonious relationship between humans and their surroundings.

The Palestinian Museum Information and Communication Technology (ICT) Manager Nasri Ishtayeh gave a presentation highlighting the interactive platform’s sections. He emphasised the Museum’s commitment to safeguarding the privacy of users’ data. Ishtayeh also presented the various functionalities afforded by the platform, which allow for versatile interactions, and ease of sharing new content.

The Palestinian Museum-Non-Governmental Association is an independent cultural NGO dedicated to supporting an open and vibrant Palestinian culture locally and internationally. The Museum presents and contributes to narratives on Palestinian history, culture, and society from a new perspective. It also offers spaces for creative ventures, educational programmes, and innovative research. It is one of the most significant contemporary cultural projects in Palestine.

[Click here](https://sanasel.org/) to explore the online learning platform ‘Sanasel,’ currently available in Arabic.

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