

# HAMIDA GHAFOUR

## Senior Consultant



Hamida Ghafour recently joined Lord Cultural Resources as a Senior Consultant in visitor experiences and interpretive planning.

She brings a multidisciplinary approach to creative projects that have a meaningful impact on communities and public discourse.

A native of Toronto, she has lived or worked in 30 countries in Europe, Asia and the Middle East as a museologist, foreign correspondent, documentary presenter, and author uncovering the social, political and economic dynamics of diverse societies. She has nearly 20 years of experience delivering and managing projects across a range of mediums from print to film, digital to immersive for some of the best creative and news organizations in the world.

Hamida has developed exhibitions and content delivery strategies in the Middle East and Asia as they shift their national narratives beyond colonial frameworks. She has worked across all the creative phases from developing high level concepts to writing exhibit labels. Her projects have required managing research teams and navigating stakeholders such as community residents, scientific and curatorial experts, government ministries and corporate sponsors, from different political and cultural systems.

Her recent projects include the WorldSkills Museum in Shanghai, the Shindagha Museum in Dubai and Qasr Al Watan presidential palace in Abu Dhabi.

Hamida's appreciation for how culture shapes a nation's identity was formed in Afghanistan's Bamiyan Valley where she witnessed an archaeologist's search for a Buddha reportedly buried at the foot of the cliffs where the famous statues were destroyed. She later wrote a book about the land of her birth, *The Sleeping Buddha: The Story of Afghanistan Through the Eyes of One Family* (2007) which was published in five countries.

Telling powerful stories, amplifying voices of minorities, working collaboratively, and paying attention to the details are at the heart of her work.