



## Nuqta Fact Sheet

### Timeline

- October 2012:** Idea of Nuqta is conceived at the shared studios of Art of the Pen and Inspiral Design Ltd, London
- November 2012:** Start of design and development of Nuqta
- December 2012:** Core team travel to Amsterdam to meet with head of the Khatt Foundation and they receive endorsement for the project  
The same month a Focus Group is selected and a choice of 80 names for the project is whittled down to 12. The Group take a vote and the name Nuqta is chosen
- January 2013:** Graphics and logo are developed
- February 2013:** Nuqta goes public
- March 2013:** The app is pushed to the App Store for general release at the end of March  
The launch of Nuqta in the Middle East takes place during the Dubai Art Week, with world renowned artist Nja Mahdaoui and celebrated UAE calligrapher Wissam Shawkat and Huda Smitschuijzen-AbiFarès, Director of the authoritative Khatt Foundation in attendance
- April 2013:** Nuqta confirms partnership with the Shubbak Festival and launch at Edge of Arabia, London
- June 2013:** Nuqta launches at Edge of Arabia in London, promoting new website features

### Audience and demographics

February 2013 Nuqta starts Facebook campaign and, in just over 2 weeks, gains 10,000 plus Likes. The page now has more than 18,000 followers with approximately 70% of Male and 30% Female. It is currently most popular with 18-24 year olds, followed by 25-34 age group.

Nuqta is also used by a wide range of high-profile typographers, calligraphers and artists across the Arab world and beyond.

The App has approximately 4,300 Downloads with more than 14,200 Website hits to date.

### Supporters

Nuqta is brought to you by Art of the Pen and Inspiral Design Ltd London. It is endorsed by the Khatt Foundation, Netherlands and is in partnership with the Edge of Arabia gallery and [Shubbak](#), a window on contemporary Arab culture, 22 June – 6 July, 2013.