

Benchellal: Monumental “sculpting past tomorrow” Opens at the National Museum of Qatar as part of the Qatar-Morocco 2024 [Year of Culture](#)

**First Museum Exhibition Dedicated to the work of the Moroccan-Dutch Couturier
Features Dresses inspired by the Landscape of Qatar**



DOHA, Qatar – 31 October 2024 – [Years of Culture](#) presents *Benchellal: Monumental “sculpting past tomorrow,”* the first solo museum exhibition dedicated to the work of Moroccan-Dutch designer Mohamed Benchellal. Presented at the National Museum of Qatar (NMoQ), the exhibition features a new collection of couture dresses designed and crafted during the designer’s Artist Residency at Liwan Design Studios and Labs and inspired by the landscape of Qatar. The exhibition highlights Benchellal’s craftsmanship and innovative designs, as well as his dedication to sustainability and slow fashion.

On view from 1 November 2024 through 18 January 2025 in Gallery 13 at NMoQ, the exhibition presents Benchellal’s exquisite couture as monumental works of art, thoughtfully juxtaposed against the architectural marvels of Qatar that inspired them. Best known for exceptional draping and use of sustainable materials, Benchellal’s garments reflect the harmony between craftsmanship and environmental responsibility.

Curator Al Shaima Ayoub said, “Over the past decade, Arab fashion design has thrived in the region with institutions like Fashion Trust Arabia and the Arab Fashion Council uplifting and supporting talent in the region and its diaspora. Benchellal’s work represents an important milestone and a valuable addition to the history of our exhibitions, adding to the legacy of fashion in the Arab world.”

Mohamed Benchellal’s journey with Qatar began in 2021 when he won the prestigious Fashion Trust Arabia (FTA) Award, subsequently embarking on his transformative Artist Residency at Liwan. The collection presented at NMoQ embodies his distinctive fusion of futuristic Middle Eastern aesthetics and traditional couture.

Reflecting on the significance of the exhibition, Mohamed Benchellal said, “This exhibition marks a major milestone in my career. It was just two years ago that I received the FTA award presented by Her Highness Sheikha Moza bint Nasser at the museum, and it is an honour to return with my first-ever museum presentation. The exhibition is my tribute to the region—a celebration and ode to its forward-looking vision, its culture, and its place in the world of fashion.”

-ENDS-

About Years of Culture

The Years of Culture initiative, chaired by Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, spearheads long-lasting cultural partnerships between Qatar and other nations. It exists to promote respect and understanding among diverse cultures and serves as a catalyst for bringing people together, nurturing connections, encouraging dialogue, and deepening understanding. Though formal programming spans one year, the lasting impact continues through legacy projects.

The Qatar-Morocco 2024 Year of Culture is developed in collaboration with leading organizations in Qatar with counterparts in Morocco and with assistance from the Moroccan Ministry of Youth, Culture,

and Communication, Qatar's Embassy in Morocco, and the Embassy of the Kingdom of Morocco in Qatar.

Previous Years of Culture have included: Qatar-Japan 2012, Qatar-UK 2013, Qatar-Brazil 2014, Qatar-Türkiye 2015, Qatar-China 2016, Qatar-Germany 2017, Qatar-Russia 2018, Qatar-India 2019, Qatar-France 2020, Qatar-USA 2021, Qatar-MENASA 2022, and Qatar-Indonesia 2023.

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