

**NEW EXHIBITION *GROWING KOPI, DRINKING QAHWA;*  
*STORIES OF COFFEE IN QATAR AND INDONESIA*  
TO OPEN 24 OCTOBER 2023  
AT THE NATIONAL MUSEUM OF QATAR**

**Exhibition Will be Presented as Part of the Qatar-Indonesia 2023 Year of Culture**

**DOHA, 12 September 2023** — *Growing Kopi, Drinking Qahwa; Stories of Coffee in Qatar and Indonesia*, a new exhibition taking visitors on a journey through the global history of coffee by exploring the coffee cultures of Qatar and Indonesia. This immersive exhibition will open at the National Museum of Qatar on 24 October 2023. Organized in partnership with the National Museum of Indonesia, the exhibition is presented as part of the Qatar-Indonesia 2023 Year of Culture, an international cultural exchange designed to deepen understanding between the two nations and their people, and Qatar Creates, the year-round national cultural movement that curates, promotes, and celebrates the diversity of cultural activities in Qatar and connects residents and global audiences with Qatar’s creative industries. The exhibition will remain on view through 17 February 2024.

The exhibition was created by the joint curatorial teams from the National Museum of Qatar and the National Museum of Indonesia, including Exhibit and Multimedia Interpretive Specialist Dr. Marie-Pierre Lissor, Social and Oral History Researcher Najma Ahmed, Deputy Director of Curatorial Tania Abdulmonem Al Majid, Associate Curator of Social History Sara Saqr Al Mohannadi, Associate Curator of Oral History Sara Al-Maadheed, Head Curator of Oral History Amal Al-Hideous and National Museum of Indonesia members Daroe Handojo, Prawoto Indarto, Sekar Arum Romadhani, Nusi Lisabilla Estudiantin. The exhibition brings to life the history of coffee growing, trading, and drinking around the world, with a particular focus on the traditional and contemporary coffee cultures of Qatar and Indonesia, using interactive displays, immersive projections, sights, smells, soundscapes, a specially commissioned contemporary artwork, and more.

“As Qatar and Indonesia have come together this year to celebrate their shared traditions, the importance of coffee culture in both nations has emerged as an area with significant meaning in daily life,” said Aisha Al Attiya, Director of Cultural Diplomacy at Qatar Museums. “We are grateful to our partners at the National Museum of Indonesia and the Ministry of Education, Culture, Research, and Technology for their work to make this exhibition possible and further the understanding between the people of these two great nations.”

Indonesia’s Ambassador to Qatar, HE Ridwan Hassan, said, “The Qatar-Indonesia 2023 Year of Culture has been filled with many remarkable events that celebrated our shared cultural connections. This exhibition will not only celebrate the rich tapestry of flavors that Indonesian farmers bring forth but also embodies the deep-rooted connections between cultures, transcending borders through a shared appreciation for hospitality, tradition, and building human connection. And so, I am particularly excited to see the final exhibition come to life.”

Dr. Marie-Pierre Lissor added, “From a historical perspective, coffee is a fascinating commodity that connects the globe. Studying the history of coffee can teach us about everything from community development and human ingenuity to the cultural practices of hospitality and even

colonial exploitation. Coffee-making rituals are integral parts of many cultures, including Qatar's, which are on display in the National Museum of Qatar permanent galleries.”

*Growing Kopi, Drinking Qahwa* is organized in five thematic sections, ranging from growing to drinking coffee as part of shared traditions. The exhibition also explores topics ranging from sustainable farming to social and cultural development.

The exhibition's first section, **What is Coffee?**, introduces the visitors to the coffee plant and its prized beans. It also explains the origins of the term *kopi* (coffee in Bahasa Indonesia) from the Arabic word for coffee, *qahwa*. Next, **Growing and Trading Coffee** focuses on the history of coffee in the Arab World and Indonesia. It explains how coffee went from the forests of Ethiopia to Indonesia's Java Island. This part of the exhibition also features a powerful contemporary art installation *Bloom in Agony* (2022), from the Indonesian artists' collective Gegerboyo, which explores connections between Indonesia's colonial heritage and modern coffee practices. **Roasting and Brewing** engages audiences through sensory experiences using coffee beans and spices highlighting different roasting and brewing traditions. Via videos, visitors can learn about *qahwa* brewing from an elder Qatari coffee expert and enjoy a coffee-making competition showing the recipes of different Qatari families. Among the final section of *Growing Kopi, Drinking Qahwa* is **Serving and Drinking**, which focuses on the rituals associated with coffee drinking in Qatar and Indonesia. Highlights in this section include a 360-degree projection that transports the visitor to Filosofi Kopi, an iconic coffee shop in the heart of Jakarta, while another circular space evokes a Qatari majlis. Inside, two screens display a short film created in collaboration with Qatari youth showing the complexity of the coffee serving and drinking etiquette in Qatar, often with humorous outcomes. Finally, **Coffee and Creativity** explores the many ways in which coffee helps foster the creative individuals and industries in Qatar and Indonesia. The section highlights Indonesian cultural practices such as batik textiles and traditional mask dances, and celebrates Qatari artists and entrepreneurs.

Accompanying *Growing Kopi, Drinking Qahwa; Stories of Coffee in Qatar and Indonesia*, will be a series of public programs engaging local coffee shops, artists, and baristas from Indonesia, as well as activities including barista experiences and competitions, special tours, and partnerships with local shops.

*Growing Kopi, Drinking Qahwa; Stories of Coffee in Qatar and Indonesia* was made possible with assistance from Lead Sponsor Expo 2023 Doha with additional support from Partner & Partners.

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### **About Years of Culture**

Culture is one of the most effective tools to bring people closer together, encourage dialogue, and deepen understanding between nations.

Though formal programming lasts only one year, the ties of friendship that are strengthened and formed are long-lasting.

Qatar-Indonesia 2023 Year of Culture has been developed in collaboration with leading organizations in Qatar, including Doha Film Institute, Education Above All, Katara Cultural Village, Ministry of Commerce & Industry, Ministry of Culture, Ministry of Foreign Affairs, Qatar

Charity, Qatar Cycling Federation, Qatar Foundation, Qatar Museums, Qatar National Library, Qatar Tourism, with assistance from the Ministry of Education, Culture, Research and Technology of the Republic of Indonesia, Embassy of the Republic of Indonesia in Qatar and the Embassy of the State of Qatar in Indonesia.

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, and Qatar-MENASA 2022.

Past sponsors include Qatar Airways, Vodafone, Qatar Gas, Shell, Ooredoo, Shangri-La Hotel and Resorts, Lulu Group International, Qatar Financial Centre, Qatar Petroleum, and ExxonMobil.

### **About Qatar Museums**

Qatar Museums (QM), the nation's preeminent institution for art and culture, provides authentic and inspiring cultural experiences through a growing network of museums, heritage sites, festivals, public art installations, and programmes. QM preserves and expands the nation's cultural offerings, sharing art and culture from Qatar, the Middle East, North Africa, and South Asia (MENASA) region with the world and enriching the lives of citizens, residents, and visitors.

Under the patronage of His Highness the Amir, Sheikh Tamim bin Hamad Al Thani, and led by its Chairperson, Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, QM has made Qatar a vibrant centre for the arts, culture, and education in the Middle East and beyond. QM is integral to the goal of developing an innovative, diverse, and progressive nation, bringing people together to ignite new thinking, spark critical cultural conversations, and amplify the voices of Qatar's people. Since its founding in 2005, QM has overseen the development of museums and festivals including the Museum of Islamic Art (MIA) and MIA Park, Mathaf: Arab Museum of Modern Art, the National Museum of Qatar (NMOQ), 3-2-1 Qatar Olympic and Sports Museum, QM Gallery Al Riwaq, QM Gallery Katara, and the Tasweer Qatar Photo Festival. Future projects include Dadu: Children's Museum of Qatar, Art Mill Museum, Qatar Auto Museum and the Lusail Museum. Qatar also has one of the largest and most ambitious public art programmes in the world. Through its Department of Archaeology, QM spearheads several initiatives to preserve and restore Qatar's historical sites and buildings. QM also initiates and supports Creative Hubs that nurture artistic talent and create opportunities to build a strong and sustainable cultural infrastructure. These include the Fire Station: Artist in Residence, M7 for innovation, fashion and design, and Liwan Design Studios and Labs. For more information visit <https://qm.org.qa>

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