

*[Years of Culture](#) Initiative Names Ali Bin Towar al-Kuwari as CultuRide Ambassador*

*Qatar-Indonesia 2023 Year of Culture Highlights Importance of Sports as Key to Cross-cultural Collaboration*

17 April 2023 – Doha, Qatar – [The Years of Culture \(YoC\)](#) initiative today announced the partnerships with celebrated Qatari entrepreneur and athlete Ali Bin Towar al-Kuwari who will serve as Ambassador for one of the year's premier programs – CultuRide. The tour, taking place in June, will gather professional athletes and cycling enthusiasts in Yogyakarta, Indonesia for a cultural tour of important historical sites. As Ambassador, Ali Bin Twar al-Kuwari will represent Qatar throughout the program and galvanize international communities through love of sport and cultural exploration.

The appointment was announced at a signing ceremony at the 3-2-1 Qatar Olympic and Sports Museum in the presence of Qatar Museums CEO Ahmed Al Namla, State Minister Dr. Hamad Bin Abdulaziz Al-Kuwari, Qatar Cycling Federation President Dr. Mohamed Al Kuwari, mountaineer and philanthropist Sheikh Mohammed bin Abdullah Al Thani and first Qatari female Ironman participant Lulwa Al-Marri.

Qatar Museums' Director of Cultural Diplomacy Aisha Ghanem Al Attiya, said: "The theme for this [Year of Culture](#), *Binneka*, encourages us to weave together diverse cultural practices. Inspired by this calling, we are celebrating the incredible diversity of Indonesia by sharing it with Qatari residents through the eyes of one of the country's most beloved adventurers and sportsmen. We are excited to see the stories he uncovers along the way."

CultuRide Ambassador Ali Bin Towar al-Kuwari, said: "I am honored to have this opportunity to experience Indonesia through our shared love and appreciation of sport, especially cycling. Years of Culture is a powerful platform to explore the beauty of different places and people, which I will explore through the CultuRide program and new documentaries being developed by my team."

The CultuRide tour will launch from Fort Vastenburg, an 18th-century Dutch fort located in Gladak, Surakarta, Central Java, a major regional landmark in Indonesia. Throughout the two-day tour, participants will travel through and learn about several cultural destinations surrounding Solo and Yogyakarta, finally arriving at the largest Buddhist temple in the world at Borobudur.

Led by Ali Bin Towar al-Kuwari, many of Qatar's well-known athletes will travel to Indonesia for the CultuRide tour. It will be an inclusive event, with participants representing a variety of professional and amateur cycling clubs, along with para-cyclists from Qatar and Indonesia.

Along with spearheading the CultuRide, Ali Bin Towar al-Kuwari and his team are preparing two documentaries exploring the traditions and practices Qatar and Indonesia share, as well as highlighting unique experiences and practices found in both countries.

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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.

Under the leadership of its Chairperson Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, Qatar Museums (QM) developed the annual “Years of Culture” initiative — an international cultural exchange that deepens understanding between nations and their people. 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, and Qatar-USA 2021. In celebration of its 10th anniversary, the 2022 Year of Culture celebrated the entire Middle East, North Africa and South Asia (MENASA) region as Qatar welcomed the world for the Arab region’s first FIFA World Cup Qatar 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 programs. QM preserves, restores, and expands the nation's cultural offerings and historical sites, 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, educate and encourage environmental stewardship and sustainable practices, and amplify the voices of Qatar's people. Since its founding in 2005, QM has overseen the Museum of Islamic Art and MIA Park, Mathaf: Arab Museum of Modern Art, the National Museum of Qatar, QM Gallery Al Riwaq, QM Gallery Katara, and 3-2-1 Qatar Olympic and Sports Museum. Museums under development include Dadu, Children's Museum of Qatar; Qatar Auto Museum; Art Mill Museum, and the Lusail Museum.

Through its newly created Creative Hub, QM also initiates and supports projects—such as the Fire Station Artist in Residence, the Tasweer Qatar Photo Festival and the creative hub for

innovation, fashion and design M7— that nurture artistic talent and create opportunities to build a strong and sustainable cultural infrastructure.

Animating everything that Qatar Museums does is an authentic connection to Qatar and its heritage, a steadfast commitment to inclusivity and accessibility, and a belief in creating value through invention.

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