

Qatar-Morocco 2024 Year of Culture Opens Dar Al Maghreb Pavilion in Celebration of Moroccan Culture in MIA Park

DOHA, Qatar – 7 October 2024 – Qatar-Morocco 2024 Year of Culture today announced the public opening of The Dar Al Maghreb Pavilion, a temporary cultural space in MIA Park that celebrates the rich heritage and creativity of Morocco. The 1,300-square-meter Pavilion is inspired by Ksar Aït Benhaddou, a UNESCO World Heritage site in Morocco that embodies the essence of traditional earthen construction techniques. The Pavilion is part of the programming for the Qatar-Morocco 2024 Year of Culture.

Free to the public, the Dar Al Maghreb Pavilion will allow audiences to learn about Moroccan culture and heritage through informative displays and onsite cultural activations. The Pavilion will feature a gift shop and tearoom, where guests can purchase unique Moroccan creations and enjoy traditional mint tea and sweet delights.

The Pavilion is divided into four distinct thematic zones that offer a unique insight into Morocco's history, culture, and vision for the future:

Land of Confluence: This section of the Pavilion showcases Morocco as a crossroads of continents and civilizations, where dialogue and exchange between the North and the South, the East and the West are celebrated. From the earliest human settlements to the country's vision for a sustainable future, visitors can learn about Morocco's commitment to sustainable development.

Land of Light: Accessible through a traditional Moroccan outdoor courtyard, the next section invites visitors to experience the country's sensory and cultural richness in five unique spaces featuring traditional zellige tile flooring and wooden lattice ceilings installed by craftsmen from Morocco. Morocco's nine tangible treasures and fourteen intangible heritage sites recognized by ISESCO and UNESCO will also be featured through audio-visual installations.

Land of Gathering: From traditional equestrian shows like Fantasia to modern music festivals, this thematic space celebrates Morocco's festive spirit. Morocco's role as a host of global events, such as COP22 and the upcoming 2030 World Cup, underscores its commitment to international dialogue across sustainability and sport.

Land of Passion: Football enthusiasts will revel in the Pavilion's final space, which is dedicated to Morocco's deep love for the sport. The exhibit traces the country's football journey from early clubs to its impressive performance at the FIFA World Cup Qatar 2022™ and its preparations for hosting the 2030 FIFA World Cup.

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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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PRESS CONTACT

Regional media:

Anya Kotova

Brown Lloyd James

anyak@bljworldwide.com

International media:

Julia Esposito

Polskin Arts

Julia.esposito@finnpartners.com