

Years of Culture Reveals New Helmet Design for Pierre Gasly Celebrating Qatar–Brazil Cultural Connection

Created by Brazilian artist Fernando Chamarelli for the Years of Culture Initiative

10 November 2025 – Doha / São Paulo: The Years of Culture initiative unveiled the next stage of its global collaboration with Formula One (F1) driver Pierre Gasly of the BWT Alpine F1 Team: a new racing helmet designed by acclaimed Brazilian illustrator and street artist Fernando Chamarelli, inspired by the legacy of the Qatar-Brazil 2014 Year of Culture.

Uniting art and sport on a global stage, Gasly is debuting two new helmet designs at Grand Prix races in The Netherlands and Brazil, each created in partnership with artists inspired by the mission of Years of Culture to build dialogue and mutual understanding through cross-cultural exchange. Transforming one of F1's most visible symbols, this partnership engages fans worldwide through the creative visions of artists from diverse international backgrounds.

His Excellency Mohammed Al Kuwari, *Years of Culture* Advisor on Latin America, said: "I had the pleasure of meeting Pierre at the recent race in Mexico City, and I was struck by his genuine enthusiasm for cultural collaboration. Beyond his remarkable talent on the track, he showed a deep affinity for the values that the Years of Culture initiative represents. Seeing him champion these artists on one of the world's largest sporting stages is a reminder that culture truly transcends boundaries and that even in the high-speed world of Formula One, there is space for storytelling and unity."

Chamarelli's design, created in his signature geometric and symbolic style, reflects shared themes of nature, heritage, and friendship between Qatar and Brazil. The artist explained that the falcon is the main symbolic figure, representing Qatar's strength and culture. The colours of the Brazilian flag are woven throughout the design, merging with the maroon tone of Qatar's flag to create harmony between both nations. The shapes evoke the dunes of the Qatari desert and the green of the Brazilian rainforest, symbolising the connection between nature and land. Indigenous patterns and the sun represent energy and life, culminating in a colourful composition that celebrates the union of two cultures through art and symbolism.

Born in São Paulo, Chamarelli is known for blending elements of Brazilian folklore, pop culture, geometry, and spirituality in his work. His art, which spans murals, illustrations, and fine art, has been exhibited internationally and tells stories of identity, harmony, and coexistence.

Pierre Gasly said: "Racing is a global stage that brings people and cultures together. Partnering with Years of Culture allows me to share the creativity and stories of artists from around the world. Each helmet I wear carries a piece of that dialogue."

Gasly debuted the first helmet of the series on August 31 at Circuit Zandvoort in The Netherlands. Created by Dutch artist Johan Moorman, the design reinterpreted Amsterdam's iconic façades and the palettes of the Dutch and French flags, integrating Gasly's personal heritage into the motif.

Since its inception in 2012, Years of Culture has built lasting bridges between Qatar and nations across the world, building understanding through creativity, dialogue, and collaboration.

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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. At its heart, Years of Culture celebrates the power of cultural exchange, which enriches Qatar's ties with partner countries beyond the dedicated year.

Each year is organised with support from Qatar and partner countries' cultural institutions, ministries, foundations, and private and public sector partners, with assistance from Embassies in Qatar and abroad. Programmes are tailored to explore the unique nature of each partner country with a focus on cultural heritage, creative industries, social and economic development, and innovation.

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, Qatar-Indonesia 2023, and Qatar-Morocco 2024.

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