

Qatar's Years of Culture Initiative and Automotive Racer Pierre Gasly Reimagine the Formula One Helmet Ahead of 2025 Races in the Netherlands, Brazil, and Qatar

1 September 2025 – Doha, Qatar – Qatar's Years of Culture (YoC) initiative has taken forward a collaboration first launched under Qatar Creates, renewing the partnership with Formula One (F1) driver Pierre Gasly of the BWT Alpine F1 Team. Uniting art and sport on a global stage, Gasly will debut four new helmet designs this year at Grand Prix races in The Netherlands, Brazil, and Qatar, each created in partnership with artists inspired by the mission of Years of Culture to build dialogue and mutual understanding through cross-cultural exchange.

In a bid to engage audiences in cross-cultural dialogue through unexpected avenues, this partnership will transform one of F1's most visible symbols with the help of creative voices from diverse international backgrounds. The partnership between YoC and Pierre Gasly is part of Qatar: Evolution Nation, an 18-month celebration of the nation's cultural journey over the past 50 years.

Gasly debuted the first helmet at a race on August 31 at the Circuit Zandvoort in The Netherlands. Created by Dutch artist Johan Moorman, the design reinterprets Amsterdam's iconic façades, the geometric clarity of Piet Mondrian's paintings, and the palettes of the Dutch and French flags, integrating Gasly's personal heritage into the motif. Additional collaborations reimagining the local artistic traditions of Brazil and Qatar will be debuted for upcoming races in São Paulo and Doha. For the Grand Prix race in Qatar on November 30, Gasly will wear two helmets created by artists from this year's Year of Culture partner nations, Argentina and Chile.

Pierre Gasly said: "Racing has always been about performance, but it's also a platform to share history and heritage. I am honoured to partner with the Years of Culture initiative to bring to the world's greatest automotive sport the voices of international artists with unique stories to tell. It is a great honour to carry the visions of these remarkable artists with me on the track."

A spokesperson for Years of Culture added: "By connecting Pierre Gasly with artists from around the world, we bring to new audiences designs by artists whose work deserves the grandest stages. This is in keeping with the mission of Years of Culture to strengthen connections between nations through cross-cultural exchange. The initiative has consistently harnessed sport as a stage for cultural connection, from bringing Morocco's equestrian art of *tbourida* to Doha, to staging cross-continental cycling tours."

The 2025 Year of Culture programme is highlighted by cultural exchanges with Argentina and Chile that includes exhibitions, performances, and community events. Since 2012, the Years of Culture programme has built lasting bridges between Qatar and other nations around the world.

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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.

YEARS OF CULTURE



الأعوام الثقافية

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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