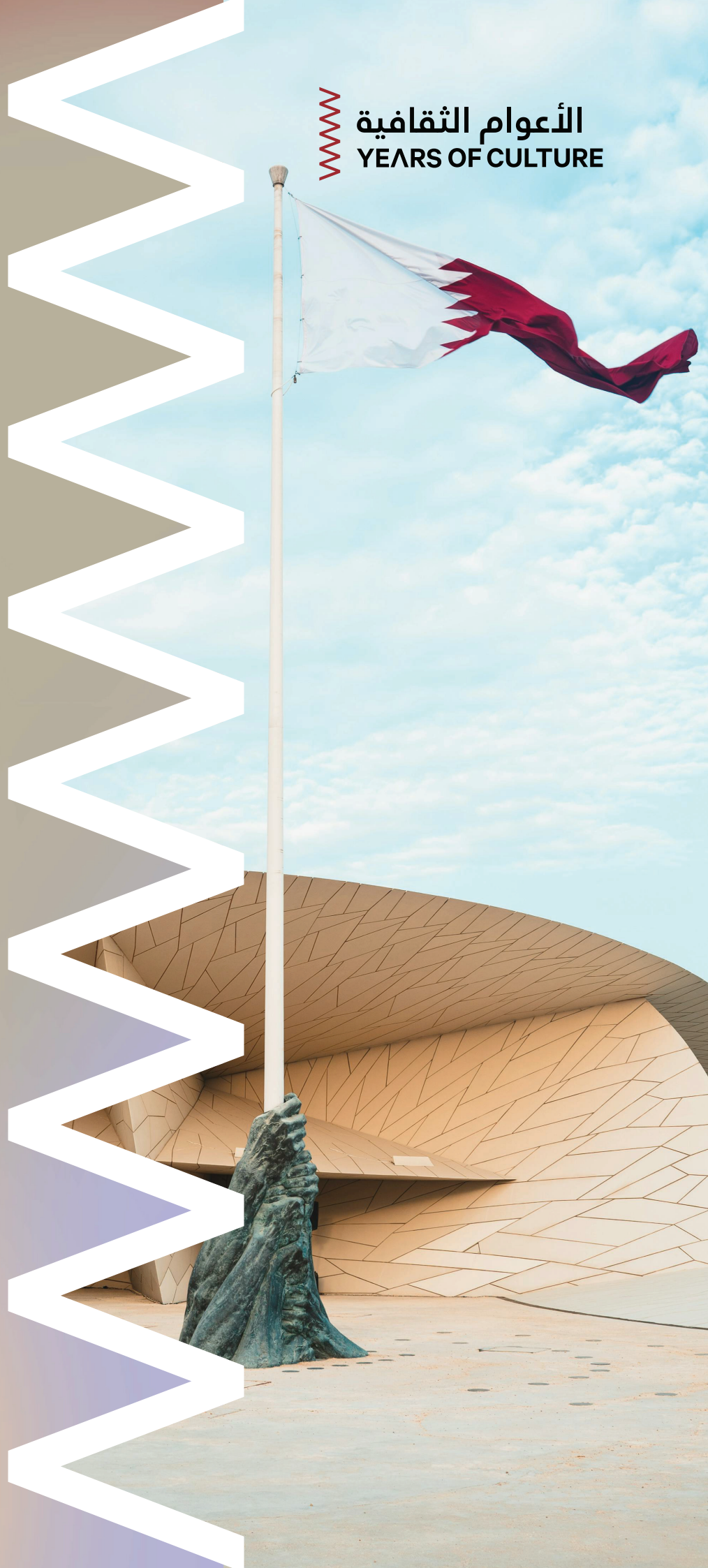
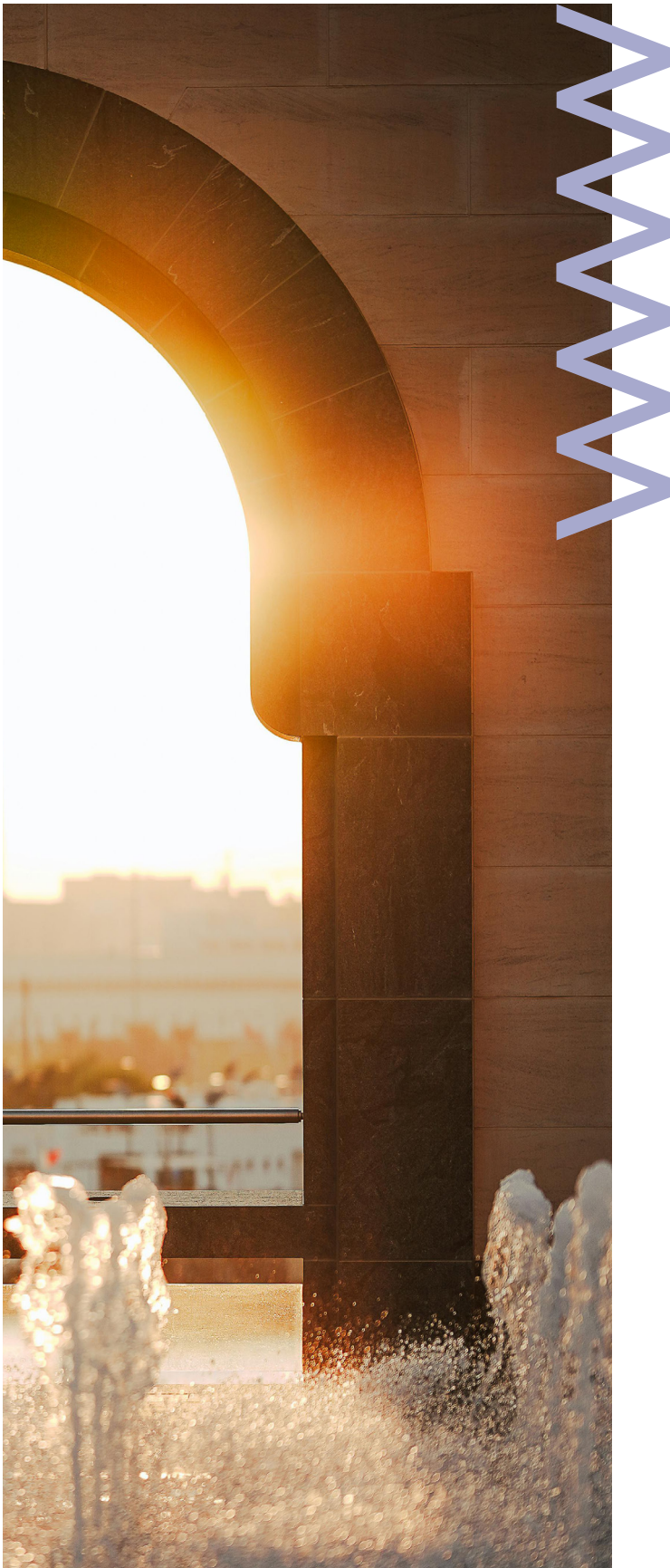


# Years of Culture

Information Packet

الأعوام الثقافية  
YEARS OF CULTURE





## INTRODUCTION

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 promotes respect and understanding among diverse peoples by developing programmes related to all aspects of culture, recognising it as the fabric of our daily lives.

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**. The interactive nature of the Years of Culture creates lasting memories and leads to the development of creative, compassionate, and engaged individuals who become culturally savvy global citizens.

Cultural collaboration extends outside of the calendar year dedicated to the Year of Culture, winding throughout the ongoing relationship between Qatar and the partner country.

Cultural collaboration extends outside of the calendar year with legacy programmes that highlight the ongoing relationship between the two nations.



# YEARS OF CULTURE PILLARS

## Cultural Heritage



Years of Culture is dedicated to uncovering and celebrating shared cultural heritage, including a society's history, customs, identity, and values inherited from previous generations. These include the exploration of culinary practices, along with traditional narratives embedded in theatre, music, and literature. By spotlighting different practices, Years of Culture reveals the similarities and differences that connect us, promoting unity and pride in a collective legacy.

## Creative Industries



Years of Culture programmes serve as a gateway into the culture and creativity of Qatar and its people, and partner countries. Creative industries, including activities within museums and other cultural platforms encompassing visual art, fashion and design, film, and photography, play a pivotal role in this exploration, contributing to a deeper understanding of cultural values. They also create opportunities for collaboration, innovation, and the exchange of creative talent across diverse disciplines, enabling meaningful cultural connections and shared growth.

## Social and Economic Development



Years of Culture extends its focus beyond cultural exploration to champion comprehensive social and economic development. The investments each nation makes in supporting its people through business development, trade, health, education, and international cooperation play a significant role in that country's cultural makeup and its future development. Years of Culture aims to cultivate a global community that values and supports progress in health, education, environment, sports, politics, economics, travel, and tourism through meaningful dialogue and collaborative initiatives.

## Innovation



Years of Culture recognises that scientific, technological, and eco-conscious innovation is crucial to understanding the evolution of culture and its impact on daily lives. The Years of Culture initiative provides a platform for mutual learning among nations, facilitating the exchange of progress and innovations in these sectors. This collaborative effort not only enhances international understanding but also allows us to appreciate and leverage the accomplishments made by each country.

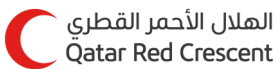


## LEADERSHIP

The Years of Culture initiative is led by Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani. Under her guidance, the National Years of Culture Committee—comprising 23 member organisations representing Qatari institutions dedicated to cultural heritage, creative industries, social development, and innovation—plays a pivotal role. Committee members work collaboratively with counterparts from the partner country, the private sector, and one another to deliver impactful annual programming. By aligning projects and activities with their areas of expertise, they ensure a diverse, dynamic, and comprehensive celebration of culture.



# NATIONAL YEARS OF CULTURE COMMITTEE MEMBERS







## THE HISTORY OF YEARS OF CULTURE

Years of Culture was launched in 2012 after Qatar won the bid to host the FIFA World Cup™ 2022. Part of the preparations for this event focused on generating deeper mutual understanding and stronger connections between nations through cultural exchange, laying the groundwork for closer ties ahead of the first-ever football World Cup in the Arab region.



## COUNTRY PARTNERS

Initial country partners were those that previously hosted the World Cup or were scheduled to host it. Following the successful FIFA World Cup Qatar 2022™, Years of Culture expanded its partnerships to countries with which Qatar has established strong relations.



**Previous Years of Culture partner countries 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.





## OUR LEGACY

The Years of Culture initiative has contributed significantly to Qatar's productive engagement with other nations. Programmes supported by Years of Culture have generated positive global awareness of Qatar by strengthening state-level cooperation, establishing avenues for investment in the creative industries, and bringing people closer together.

These efforts are rooted in Qatar's cultural landscape, where traditional heritage supports contemporary innovation. Home to world class museums, art galleries, and diverse cultural festivals, Qatar offers an environment that inspires creativity and dialogue. By showcasing this depth of cultural experience globally, the Years of Culture initiative reinforces Qatar's position as a hub for cultural excellence and exchange.

At its heart, Years of Culture celebrates the power of cultural exchange, an endeavour that thrives on collaboration, curiosity, and long-term commitment. For example, artist and designer exchanges evolve over several years, allowing participants to immerse themselves in each other's crafts and co-create works that resonate across cultures. Residency programmes provide the time and space for deeper, more personal engagement, while exhibitions inspired by the unique heritage of partner countries are the culmination of years of careful planning and creative dialogue.





# YEARS OF CULTURE PROGRAMME OBJECTIVES

## CELEBRATE SHARED CONNECTIONS



Bring Qatar and the world closer by exploring and honouring each other's cultures, traditions, and stories.

## INSPIRE CREATIVITY AND DISCOVERY



Spark curiosity and engagement through festivals, exhibitions, and exchanges that showcase both the heritage and modern-day culture of Qatar and partner countries.

## BUILD LASTING RELATIONSHIPS

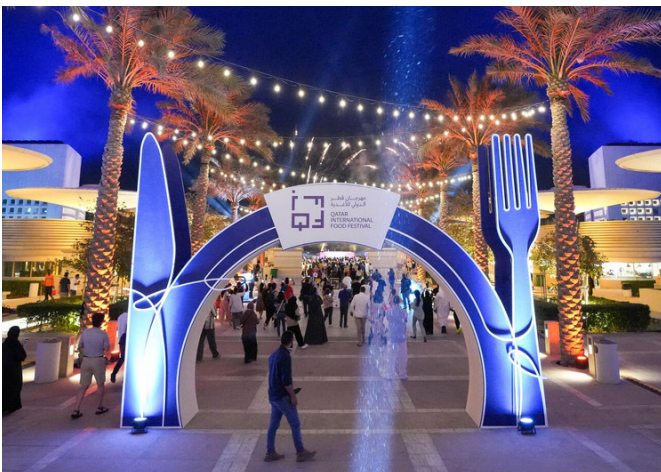


Work with cultural partners in Qatar and partner countries to create meaningful events and experiences that lead to lasting connections.



# SIGNATURE PROGRAMMES IN QATAR

## QATAR TOURISM



### Qatar International Food Festival

The Festival is a Visit Qatar initiative celebrating Qatar's diverse food, beverage, and hospitality offerings. Year of Culture partner countries can participate as guests of honour, hosting popular chefs and offering visitors a chance to sample traditional cuisine.

## QATAR MUSEUMS



### JEDARIART murals on the Olympic Cycling Track

In partnership with Ashghal (Qatar's public works authority), artists from Years of Culture partner countries are invited to design a mural for an underpass of the Qatar Olympic Cycling Track.





## Photography Journey

The Photography Journey is an exchange programme allowing photographers from Qatar and the partner country to capture images inspired by each year's chosen theme under the guidance of expert mentors.



## Night at the Museum community events

Cultural sites around Qatar are encouraged to host Night at the Museum community engagement events inspired by Years of Culture partner countries, consisting of musical, culinary, and other entertainment for visitors of all ages.

## QATAR NATIONAL LIBRARY



## Qatar National Library's Family Reading Programme

Qatar Reads donates 1,000 specially curated reading packages to community libraries in partner countries. Kids in Qatar also receive packages featuring books inspired by the partner country. Each package includes two books, comics, and activity sheets, offering different ways of enhancing reading skills. The Family Reading Program, part of Qatar National Library's Qatar Reads effort, is aimed at children aged 3 to 13 and encourages a love for books.

## DOHA FILM INSTITUTE



### Doha Film Institute's Years of Culture film screenings and Cinema Under the Stars events

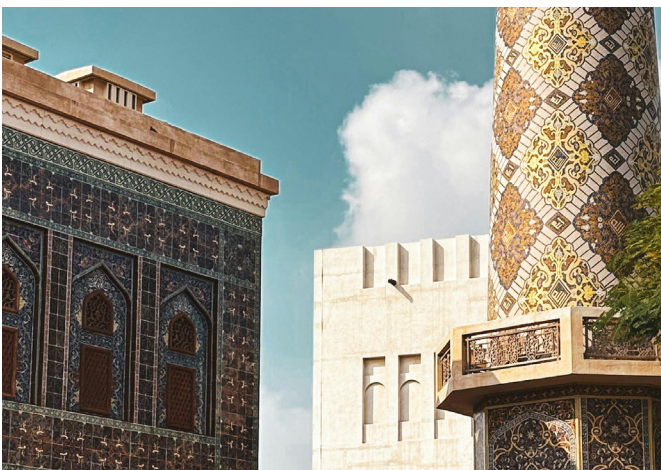
The Doha Film Institute works with partner countries to select a series of films that can be screened in Qatar for attendees of all ages during different parts of the year.



### Ajyal Film Festival

The Ajyal Film Festival features a series of short films from partner countries and often welcomes guest judges from the partner country for the Festival.

## KATARA CULTURAL VILLAGE



Katara Cultural Village offers partner countries a chance to participate and be celebrated during annual events and festivals like the Katara Children's Festival. It also has a variety of venues for organising musical and theatrical performances, as well as exhibition and gallery spaces.



## QATAR FOUNDATION



### Al Ghorrah Festival

Al Ghorrah is an annual inspirational festival that promotes and cultivates cultural interconnectivity through the performing arts.



### Doha Debates

Doha Debates' town halls are dynamic forums that forefront today's youth. Students drive the topics and discussions for town hall-style debates, connecting them with experts and giving young people a platform to voice their opinions on the issues most important to them.



### Education City Speaker Series

The Education City Speaker Series is a global platform for dialogue that gathers experts and thought leaders to discuss key issues and trends shaping the world.





## SIGNATURE PROGRAMMES ABROAD

### QATAR MUSEUMS



#### JEDARIART mural programme

JEDARIART aims to showcase works by Qatari and Qatari-based artists in public spaces and often collaborates with Years of Culture partner countries to create murals.



#### Photography Journey

The Photography Journey sends two photographers from Qatar to the partner country to capture its beauty, culture, and history. Photographers from the partner country also travel to Qatar.





## CultuRide

The cycling tour through Qatar's partner country allows participating riders to meet local communities and interact face-to-face, allowing for an immersive cultural experience that leads to life-long friendships.



## Qatar Museums' Professional Volunteer Trip

Qatar Museums' Community Service Section organises an international volunteer trip to work with local schools and social development organisations on skills-based workshops, including photography, marketing, and others.

## EDUCATION ABOVE ALL



## Education Above All Service-Learning Volunteer Trip

Qatar Foundation students and alumni embark on a volunteer trip through the Education Above All Foundation for peer-to-peer learning sessions.

