

## Qatar 2022 Legacy Exhibition “Journeys to Greatness” to Travel to Mexico Under 2026 Years of Culture Programme

**18 June 2026 – Mexico City, Mexico and Doha, Qatar:** Mexico's Ministry of Culture, through the Centro de Cultura Digital (CCD), in partnership with Qatar's Years of Culture initiative and with the collaboration of the 3-2-1 Qatar Olympic and Sports Museum, unveiled *Journeys to Greatness: Qatar 2022 Legacy*, a major travelling exhibition exploring the lasting impact of the FIFA World Cup Qatar 2022™.

Presented at Centro de Cultura Digital from 18 June to 9 August 2026, the exhibition offers visitors an immersive look at the story behind the first FIFA World Cup™ ever held in the Middle East and the Arab world, and the cultural legacy it created beyond the stadiums.

Sheikh Mohammed Al Thani, President of the 3-2-1 Qatar Olympic and Sports Museum, said, "Over the last decade, Qatar has earned international recognition as a hub for cultural and sporting exchange, and the FIFA World Cup Qatar 2022™ was the moment that story reached the world. Through this exhibition and our partnership with the Years of Culture initiative, we are honoured to carry that legacy forward and to mark the symbolic passing of the torch to Mexico as it prepares to welcome the world in 2026."

Curated by Sheikha Najla Al Thani, *Journeys to Greatness* is an interactive, multimedia exhibition that explores the FIFA World Cup Qatar 2022™ as a defining moment for Qatar and the wider region. Moving beyond sport, the exhibition traces Qatar's journey from winning the bid in 2010 to delivering a global event that reshaped international perceptions and positioned the country as a hub for cultural and sporting exchange. Through archival material, immersive storytelling, multimedia installations and key objects from the tournament, visitors are invited to reflect on themes of representation, identity and unity through cultural diversity.

Abdulla Al Mulla, Director of the 3-2-1 Qatar Olympic and Sports Museum, said, "As a museum, our role is to take a moment in history and make it something people can walk through, explore and feel for themselves. *Journeys to Greatness* brings Qatar 2022™ to life through real objects, archives and immersive storytelling that let visitors step inside the tournament. Mexico is preparing to host the next World Cup, so there's no better place to pass that story on. We're proud to share it with audiences who love football and culture as much as we do."

"This exhibition tells stories of the people, the ideas, and the cultural moments that shaped Qatar 2022 and continue to inspire future generations," said Sheikha Najla Al-Thani, Curator of *Journeys to Greatness: Qatar 2022 Legacy*. "The World Cup became a moment where millions of people encountered the region in a new way through hospitality, culture and human connection. We hope audiences in Mexico will see reflections of their own passion for football, identity and community within this journey."

Importantly, the exhibition also reflects the wider legacy of Qatar's Years of Culture initiative, whose people-to-people programming and cultural exchanges helped build international understanding and dialogue in the years leading up to the tournament.

Marcela Flores Méndez, Director of Centro de Cultura Digital, said: "Centro de Cultura Digital is pleased to host *Journeys to Greatness* in Mexico City at a moment when conversations around identity, technology, culture and global connection are especially relevant. The exhibition offers audiences an opportunity to reflect on the scale of the FIFA World Cup™ and the human stories, cultural exchange and shared experiences that continue to shape its legacy."

The exhibition is organised around three central sections — *Road to 2022*, *The Tournament*, and *Legacy* — presenting the World Cup as a shared human experience that supported understanding across cultures and generations.

**Road to 2022 – A Nation’s Transformation:** focuses on Qatar’s preparations for hosting the World Cup, highlighting the infrastructure, transport and urban development projects that reshaped the country.

**The Tournament – A Global Cultural Moment:** captures the spirit of the tournament through iconic matches, fan experiences and moments of global connection, while showcasing Qatar’s cultural story to the world.

**Legacy – Beyond the Game:** examines the tournament’s lasting impact, from shifting perceptions of the Arab world to advancing sustainability, youth empowerment and cultural exchange.

As part of its public programme, the exhibition will offer a series of activities designed to deepen the visitor experience through learning, reflection and participation. These include guided tours, school visits, educational tours for adult audiences, four workshops and a range of storytelling sessions exploring iconic moments, legendary players and defining figures connected to the Qatar 2022 experience.

Its presentation in Mexico forms part of the broader cultural programme designed as a symbolic passing of the torch from Qatar 2022™ to Mexico 2026™, underscoring how the spirit of the tournament continues through culture, memory and enduring human connection.

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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 core, Years of Culture is a portal for making connections across various sectors, including cultural heritage, creative industries, social and economic development, and innovation, 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.

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, Qatar-Morocco 2024, and Qatar Argentina and Chile 2025.

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