

الأعوام الثقافية
YEARS OF CULTURE



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EXECUTIVE SUMMARY

This first edition of the Years of Culture Update builds on more than a decade of partnerships and mirrors how the Years of Culture initiative has grown into a meaningful bridge between nations and communities.

From Doha to Buenos Aires, Rabat to Osaka, Qatar's cultural footprint is reshaping how nations engage, collaborate, and imagine their shared futures.

Over the past decade, Qatar's Years of Culture has evolved from an annual celebration into a global platform for diplomacy, creativity, and long-term partnership building.

This inaugural issue brings together a series of reports, reflections, essays, and field stories that together chart the rise of culture as one of Qatar's most strategic assets.



Culture As Strategy

The opening section explores how the Years of Culture programme, launched in 2012 and now entering its fifteenth edition, has become a powerful engine for cultural diplomacy. What began as a bilateral model has expanded into a multidimensional network connecting sectors as diverse as tourism, trade, education, heritage preservation, and creative industries.

Years of Culture has laid the groundwork for expanded bilateral cooperation, firmly embedding culture in Qatar's diplomatic agenda and demonstrating the programme's growing role in shaping national partnerships.

Qatar's Cultural Roadmap



Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani's keynote address during Fall 2025 Qatar Creates Week provided a guiding vision for a new era. The address encompassed both the past and the future, acknowledging the museums and cultural facilities that Qatar has established and detailing the events and programmes Qatar has developed to foster the creative industries and build relationships with nations around the world.

Her Excellency highlighted the remarkable confluence of cultural anniversaries observed in Qatar in 2025, all of which began with the founding of the original National Museum of Qatar by His Highness the Amir Sheikh Khalifa 50 years ago. These anniversaries were commemorated as part of Evolution Nation, a campaign honouring Qatar's cultural journey.

“

Culture is our shared inheritance, but also our greatest catalyst for imagining the future.

”

Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani

Qatar's Cultural Diplomacy as a Global Platform

In her essay originally published in Arab News, Her Excellency Lolwah Al-Khater, Minister of Education and Higher Education, examined how the Years of Culture initiative became a dynamic form of global engagement.

Drawing examples from public art in São Paulo to museum partnerships in Paris and Beijing, she highlighted how Qatar blends formal diplomacy with grassroots connection,

integrating chefs, volunteers, designers, students, and archaeologists into a shared cultural dialogue.



“ It is not about exporting Qatari culture or importing others. It’s about rewriting how culture can move — collaboratively, respectfully, and without hierarchy. ”

Her Excellency Lolwah Al-Khater, Minister of Education and Higher Education



A Global Landscape of Exchange

This section maps Qatar's expanding cultural presence in 2025, from the *Dialogue of Papers* installation at Expo 2025 Osaka to Islamic art showcases in Hong Kong, STEAM education in Rabat, artist-designed F1 helmets, and equestrian collaborations in Morocco. These global activations underscore how legacy programmes continue to deepen over time.



Legacy Extended: Dar Al Maghreb Pavilion

The Dar Al Maghreb Pavilion at MIA Park will remain open through the 2030 FIFA World Cup as a long-term cultural bridge between Qatar and Morocco.

Years of Culture: Connecting Qatar to the World Since 2012

A sweeping retrospective traces the initiative's impact across 20+ countries, with 750+ events and 200+ institutional partnerships. From the Qatar-Japan launch in 2012

to the Qatar-Morocco 2024 programme and the first dual-nation Year of Culture with Argentina and Chile in 2025, each edition seeds lasting collaborations.



Argentina Makes a Bold Economic Statement at Qatar’s Top Trade and Investment Events



Economic diplomacy comes into focus as we explore how culture and commerce intersected at Project Qatar and the Smart Manufacturing Exhibition 2025. With Argentina serving as a guest country, the event showcased new technologies, startups, and investment pathways that align with Qatar’s economic diversification goals.

“ This confluence of technological and commercial engagement at Qatar’s key economic platforms reflects a deeper strategic alignment between Doha and Buenos Aires, one that transforms cultural affinity into a concrete economic collaboration. ”

His Excellency Sultan Al Khater, Chair of the Future Years of Culture Sub-Committee, Member of the National Years of Culture Committee, and Consultant to Qatar’s Minister of Commerce and Industry

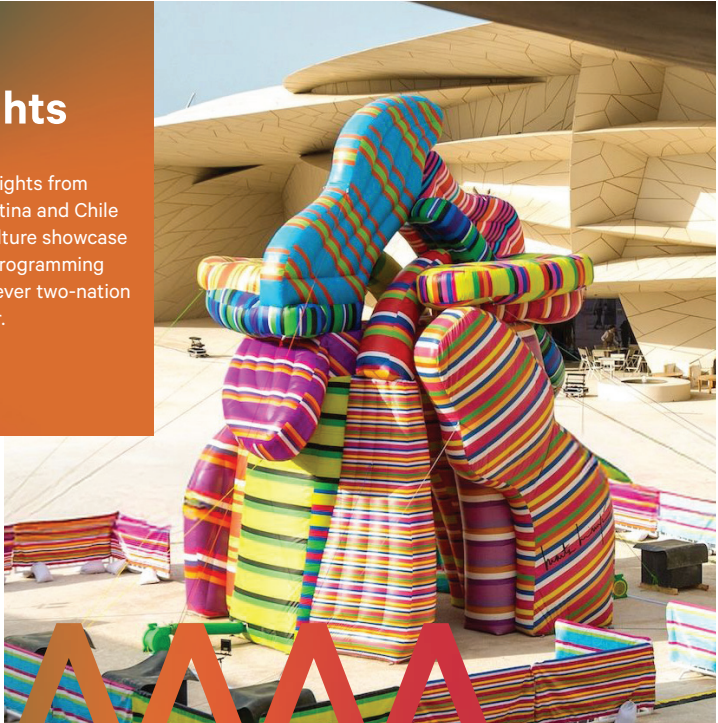


Landmark Mission to Argentina and Chile

Our on-the-ground report captures the energy of the 2025 delegation mission to Argentina and Chile, which expanded partnerships across culture, technology, sport, heritage, and community development. Highlights include the Qatar Philharmonic Orchestra's historic debut at Teatro Colón in Buenos Aires, and the heritage conservation workshops in Valparaíso.

2025 Highlights

Significant highlights from the Qatar Argentina and Chile 2025 Year of Culture showcase the breadth of programming across the first ever two-nation partnership year.





Personal Takes

Quotes from the Doha Film Institute team and *LATINOAMERICANO* exhibition co-curator Issa Al Shirawi offer personal perspectives on how creative exchange shapes artistic discovery.

“

[The *LATINOAMERICANO* exhibition] revealed unexpected parallels between Latin America and our own cultural landscape — stories of resilience, reinvention, and creative power.

”

Issa Al Shirawi, Head of International Exhibitions, Qatar Museums

Years of Culture in Action: Inside Fall 2025 Qatar Creates Week

This feature reveals how Years of Culture partnerships directly fuel Qatar’s contemporary cultural production and discusses how many of the exhibitions, public art installations, and institutional reopenings can be traced back to relationships and ideas cultivated over the past decade.





SETTING THE CONTEXT

Culture As Strategy

Since it began in 2012, Qatar's Years of Culture initiative has played an important role in building the country's cultural diplomacy. Qatar's collaboration with each partner nation serves to create meaningful cultural exchanges that strengthen understanding, cross-cultural cooperation, and knowledge-sharing between countries.

With an expanded scope over the last two years (2023-2025), the programme's impact can be seen in several key areas.



Economy and Tourism

Cultural events in Qatar and partner countries have attracted visitors supporting the hospitality and creative sectors.



Diplomacy

Cultural relationships have helped Qatar start new conversations and partnerships with countries in Asia, Europe, and Africa.



Education and Youth

More student exchanges, joint research, and youth programmes are helping build long-term ties.



National Vision

Years of Culture supports Qatar's broader goal of being a global connector and strengthens its reputation on the global stage as a bridge between cultures.

As a diplomatic tool, Years of Culture now influences cooperation not only in culture, but also in tourism, trade, education, and long-term partnership building. As Qatar continues to champion partnerships built on mutual respect, the initiative remains a powerful platform for cultivating global alliances and resilient international relationships.



The Qatar-Indonesia 2023 Year of Culture delivered 30+ events spanning exhibitions, crafts, cuisine, and youth exchanges, laying groundwork for President Prabowo's April 2025 visit and a Strategic Dialogue MoU expanding bilateral cooperation



During His Highness the Amir Sheikh Tamim bin Hamad Al Thani's 2025 visits to India and Russia, cultural diplomacy was reaffirmed as a core pillar of Qatar's strategic partnerships. India shared hopes for another Year of Culture focusing on sports, while Russia highlighted culture, tourism, and education as key drivers of deeper bilateral cooperation



In 2025, Qatar signed an agreement with Egypt to expand cultural collaborations. Similarly, Qatar's relationship with France, celebrated during the Qatar-France 2020 Year of Culture, was bolstered through strategic dialogue and a new MoU discussing culture, education, and heritage preservation



Qatar's Cultural Roadmap

Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, Chairperson of Qatar Museums, delivered a keynote address during Fall 2025 Qatar Creates, a weeklong celebration of exhibition openings, panel conversations, and programming. At a moment when Qatar's cultural landscape is continuing its dramatic transformation, the keynote address was both a reflection on history and a roadmap for the future.

Her Excellency highlighted the remarkable confluence of cultural anniversaries in Qatar, which include the 50th anniversary of the National Museum of Qatar; the 20th anniversary of Qatar Museums; the 15th anniversaries of Mathaf: Arab Museum of Modern Art, the Doha Film Institute, ALRIWAQ Art + Architecture, and Katara Cultural Village; and the 10th anniversary of the Fire Station artist in residence programme. Each of the anniversaries is being celebrated under the unifying banner of Evolution Nation.



The keynote captured the spirit of a country redefining what culture means in the 21st century. It charted how Qatar's museums, creatives, architects, filmmakers, designers, and changemakers have shaped a remarkable national evolution. It traced a journey that began deep in the peninsula's ancient heritage, extending to global projects on the world's most prestigious stages, from Venice to Art Basel.

With clarity, conviction, and a deep sense of continuity, the speech reflected on culture as infrastructure: a living force that binds communities, propels creativity, and anchors Qatar's identity in a rapidly changing world.

What follows is a vision of culture as Qatar's greatest asset: alive, ambitious, and shaping the nation's future.



Qatar's Cultural Diplomacy As A Global Platform

Her Excellency Lolwah Al-Khater, Minister of Education and Higher Education Originally published in Arab News

Opinion

Qatar's cultural diplomacy as a global platform

LOLWAH AL-KHATER



As Qatar's "Years of Culture" initiative marks its 15th partnership in 2025 — partnering with two countries, Argentina and Chile, in a single year for the first time — the program's evolution reflects a broader shift in how the nation views culture as a form of international exchange. Initiated a bilateral initiative designed to introduce the world to Qatar in the lead-up to the 2022 FIFA World Cup — the first ever

Several major national initiatives have emerged from the relationships forged during earlier Years of Culture. Most recently, Qatar and France announced a comprehensive

Qatar Middle East, North Africa and South Asia region 2022 Year of Culture, was later showcased in China — a legacy partner from the Qatar-China 2009 Year of Culture. Likewise, Paris-based Moroccan glass artist Sara Ouahdoud, who first collaborated with Qatar as part of "Our World is Burning" at the Palais de Tokyo in Paris for the Qatar-France 2020 Year of Culture, later participated in the "Qatar | Morocco: Crafting Design Futures" residency as part of the Qatar-Morocco 2024 Year of Culture.

Several major national initiatives have emerged from the relationships forged during earlier Years of Culture. Most recently, Qatar and France announced a comprehensive

includes high-profile museum exhibitions — such as this year's "LATINOAMERICANO" co-curated by MALBA, the Museum of Latin American Art of Buenos Aires, and Qatar Museums — as well as community workshops, library exchanges, trade fairs and initiatives aimed at social development. The transformative impact of the initiative is strengthened by its decentralized and collaborative structure. Each cultural year with the partner country, encompassing mutual ownership and cultural authenticity. Over time, this has produced a robust network of connections that engages new diverse spaces to create multi-country programming. In 2024, for example, the

environmental storytelling, youth engagement and design fairs are explored through joint residencies, academic exchanges and museum exhibitions. Yet Qatar's broader vision for global engagement remains central. As it shapes its next World Cup identity, Qatar has embraced cultural diplomacy as a vital expression of its international and social exchange. Each cultural year, particularly between the Global South, Years of Culture offers a rare platform for visibility, resources and mutual learning. It is not about exporting Qatar's culture or imposing others. It is about creating space

The transformative impact of the initiative is strengthened by its decentralized and collaborative

As Qatar's Years of Culture initiative marks its fifteenth partnership in 2025—partnering with two countries for the first time in a single year—the programme's evolution reflects a broader shift in how the nation views culture as a form of international exchange. Initially a bilateral initiative designed to introduce the world to Qatar in the lead-up to the 2022 FIFA World Cup—the first ever held in the Arab world—Years of Culture has grown into a major pillar of Qatar's cultural diplomacy. Today, the initiative embodies a global outlook that bridges cultures, fosters long-term relationships, and generates dialogue across disciplines. What began as a means to welcome the world to the Arab region's first World Cup has evolved into a dynamic framework for international collaboration.

Today, the initiative embodies a global outlook that bridges cultures, fosters long-term relationships, and generates dialogue across disciplines. What began as a means to welcome the world to the Arab region's first World Cup has evolved into a dynamic framework for international collaboration.

From street art in São Paulo to film workshops in Tangier, from Qatar Philharmonic Orchestra concerts to permanent public art installations, the programme illustrates how culture can forge lasting connections. These include public art, participation in Qatar's key economic forums and trade fairs, and social development initiatives.

The acclaimed *On the Move* exhibition, first presented during the Qatar-MENASA 2022 Year of Culture, was later showcased in China—a legacy partner from the Qatar-China 2016 Year of Culture. Likewise, Paris-based Moroccan glass artist Sara Ouahdoud, who first collaborated with Qatar as part of *Our World is Burning* at the Palais de Tokyo in Paris as part of the Qatar-France 2020 Year of Culture, later participated in the Qatar | Morocco: Crafting Design Futures residency as part of the Qatar-Morocco 2024 Year of Culture.

Several major national initiatives have also emerged from the relationships forged during earlier Years of Culture. Most recently, Qatar and France announced a comprehensive Memorandum of Understanding (MoU) that builds on the foundations laid during Qatar-France 2020. This wide-ranging agreement focuses on capacity building, collaborative exhibitions, professional training, joint research, and digitisation—demonstrating the enduring impact of cultural exchange.

Qatar's approach is distinctive in how it intertwines formal diplomacy with grassroots engagement.

Cultural diplomacy in Qatar extends beyond formal institutions. While embassies and cultural ministries play key roles, contributions also come from chefs, archaeologists, economists, volunteers, and students. Programming includes high-profile museum exhibitions—such as this year's LATINOAMERICANO, co-curated by MALBA (Museum of Latin American Art Buenos Aires) and Qatar Museums—as well as community workshops, library exchanges, trade fairs, and initiatives grounded in social development.



The transformative impact of the initiative is strengthened by its decentralised and collaborative structure. Each cultural year is co-developed with the partner country, encouraging mutual ownership and cultural authenticity. Over time, this has produced a robust network of connections that organisers now draw upon to create multi-country programming.



In 2024, for example, the National Museum of Qatar hosted a fashion exhibition spotlighting Moroccan designer Mohammed Benchellal, whose collection was inspired by materials found in Doha's car shops and produced at the Liwan Design Studios and Labs.

This is an initiative well-suited to today's interconnected world — and to a generation of young people who come from multicultural backgrounds, travel more freely than ever before, and embrace opportunities for cultural exploration and exchange.

This is an initiative well-suited to today's interconnected world — and to a generation of young people who come from multicultural backgrounds, travel more freely than ever before, and embrace opportunities for cultural exploration and exchange.

The layering of cultural years has also allowed the initiative to deepen thematically. Today, topics such as environmental storytelling, youth engagement, and design futures are explored through joint residencies, academic symposia, and museum exhibitions. Yet Qatar's broader vision for global engagement remains central. As it shapes its post-World Cup identity, Qatar has embraced cultural diplomacy as a vital expression of its international role—rooted in dialogue and intellectual exchange.

For participants, particularly creatives from the Global South, Years of Culture offers a rare platform for visibility, resources, and mutual learning. It is not about exporting Qatari culture or importing others. It's about rewriting how culture can move — collaboratively, respectfully, and without hierarchy. This ethos is exemplified by the contemporary Qatari art exhibitions that travel to former

partner countries such as Germany, China, and Russia, showcasing the work of young Qatari artists.

Once seen as a rising player on the global cultural scene, Qatar is now establishing itself as a hub of ideas, people, perspectives, and possibilities. In the years ahead, Years of Culture may shift from a model of annual partnerships to one of ongoing, intersecting global dialogue—born in Doha, but resonating far beyond.



PLACE IN THE WORLD

A Global Landscape Of Exchange

Qatar's Presence at EXPO 2025 Osaka

More than a decade after launching the first Year of Culture with Japan in 2012, Qatar returned to Osaka for EXPO 2025 with a pavilion celebrating enduring artistic exchange.

At its heart was the Majlis space, inspired by the legacy programme *Dialogue of Papers* — a collaboration between Qatari artist Yousef Ahmad and Japanese artist Hayaki Nishigaki. Their works, crafted from palm fronds and washi paper, formed a visual dialogue bridging generations and geographies.

Other Global Activations in 2025

Legacy programmes and cultural collaborations across Asia, Africa, Europe, and the Americas showcase Qatar's expanding footprint in international cultural diplomacy.

- *Wonders of Imperial Carpets: Masterpieces from the Museum of Islamic Art*, the first Hong Kong exhibition exploring Islamic-Chinese artistic exchange, was on view from 18 June – 6 Oct 2025 at the Hong Kong Palace Museum.
- A legacy program of the Qatar–Morocco 2024 Year of Culture, Dadu, Children's Museum of Qatar launched *Light Atelier*, an immersive STEAM learning program for ages 3 – 7, in Rabat.
- Through a partnership with Formula One (F1) driver Pierre Gasly of the BWT Alpine F1 Team, Years of Culture commissioned two new racing helmets by international artists. The latest design, by Brazilian illustrator Fernando Chamarelli and inspired by the Qatar–Brazil 2014 Year of Culture, was unveiled last season alongside works by Dutch artist Johan Moorman.
 - Pierre Gasly said: "Racing is 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."
- The Longines Global Champions Tour return to Rabat in October 2025 was built on ties forged during the Qatar–Morocco 2024 Year of Culture, extending cultural dialogue through sport.
 - Ambassador of the State of Qatar to the Kingdom of Morocco Sheikh Abdullah bin Thamer Al-Thani said: "The Years of Culture initiative was never about a single moment, but about creating exchanges that continue to live on."



Legacy Extended: Dar Al Maghreb Pavilion

The Dar Al Maghreb Pavilion at MIA Park, inaugurated during the Qatar-Morocco 2024 Year of Culture, will remain open through the 2030 FIFA World Cup, serving as a cultural landmark and community space in Doha as Morocco prepares to co-host the tournament.

Inspired by Morocco's UNESCO World Heritage site Ksar Ait Benhaddou, the 1,300 m² pavilion offers an immersive journey through Moroccan heritage. Its thematic spaces — *Land of Confluence*, *Land of Light*, *Land of Gathering*, and *Land of Passion* — showcase the country's history, crafts, and football culture.

It includes a traditional tearoom and gift shop for authentic mint tea and handcrafted souvenirs.

Visitors can explore daily from 1 PM to 10 PM at MIA Park.

More info:

www.yearsofculture.qa or
[@yearsofculture](https://www.instagram.com/yearsofculture) on social media.



Years of Culture: Connecting Qatar to the World Since 2012

Launched in 2012 under the leadership of Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, the Years of Culture initiative has evolved into a powerful platform for cultural diplomacy and economic cooperation. It is supported by 23 members that make up the National Years of Culture Committee.

750+
curated events
spanning art,
sport, film, and
business

Hosted in
30+
cities across
20+
countries

A global network
of creatives,
entrepreneurs,
and
changemakers

Enduring
partnerships with
200+
cultural
institutions
worldwide

Strategic
integration with
Qatar's creative
economy,
business, and
tourism sectors

In-depth support
for social
development,
sport, and
education
programmes





2012 Qatar-Japan



- **33 events** with **20+ partners** reached **78,500+ people**.
- Presented **Takashi Murakami's** first major Gulf exhibition.
- *Qatar Week: Ferjaan in Tokyo* welcomed **22,000+ visitors**.
- Launched the **\$100M** Qatar Friendship Fund to support Japan's **2011 tsunami recovery**.
- *Same-Same but Different* event united Arab and Japanese **voices in contemporary art**.
- YoC Legacy:
 - Yousef Ahmad and Hayaki Nishigaki's collaboration featured in the Qatar Pavilion at Expo 2025 Osaka.
 - The "Manga Style!" competition celebrated manga artists in Qatar in 2022.



2013 Qatar-UK



- **100+ events** with **150+ partners** reached **400,000+ people**.
- Hosted **Damien Hirst's** first solo show in the Middle East.
- **Pearls exhibition** at London's Victoria & Albert Museum featured **200+ objects**.
- **HEY'YA: Arab Women in Sport** attracted **85,000+ visitors**.
- YoC Legacy:
 - Partnerships renewed during His Highness Sheikh Tamim bin Hamad Al Thani's UK visit in 2024.
 - Ongoing collaboration with the British Council's British Festival in Doha, marking its 10th edition in 2025.
 - Qatar Museums, the UK's Department for Business and Trade and the British Council signed an MoU in December 2025 to promote collaboration across creative industries.



2014 Qatar-Brazil



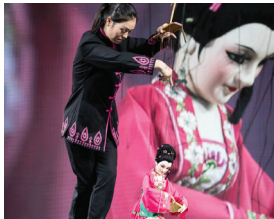
- **50+ events** with **20+ partners** reached nearly **500,000** people.
- Qatar was Guest of Honour at Brazil's largest literary festival (**400,000+ attendees**).
- Doha and Brasília named **Sister Cities**.
- YoC Legacy:
 - Launched *Photography Journey*, Years of Culture's longest-running exchange programme.



2015 Qatar-Türkiye



- **30+ events** with **21 partners** reached **200,000+ people**
- *Harem Al Sultan* exhibition at QM Gallery Katara drew **32,000+ visitors**.
- YoC Legacy:
 - Yunus Emre Enstitüsü cultural centre in Doha continues regular activations.



2016 Qatar-China



- **20+ events** with **15+ partners** reached nearly **500,000** people.
- Featured *What About the Art* exhibition with **15 Chinese artists** at ALRIWAQ Art + Architecture.
- *Pearls* exhibition travelled to China's National Museum.
- Qatari youth participated in the **Great Wall of China Marathon**.
- MoU signed between **LACMA, Yuz Museum, and Qatar Museums**.
- YoC Legacy:
 - Collaboration renewed with the National Museum of China in 2024.



2019 Qatar-India



- **91 events** with **46 partners** reached **300,000+ people**.
- *Set in Stone* exhibition showcased **100+ historic** Indian jewels at the **Museum of Islamic Art**.
- **Jaipur Literature Festival** held in Doha with Qatar National Library.
- ***Qatar, India & the Gulf* exhibition** explored **4,600 years** of shared history.
- YoC Legacy:
 - Collaboration with filmmaker Mira Nair, whose *Monsoon Wedding* musical premiered in New York in 2023.
 - In 2024, new MoUs were signed during His Highness Sheikh Tamim bin Hamad Al Thani's visit to India.



2020 Qatar-France



- **26+ events** with **19 partners** reached **400,000+ people**.
- *Our World is Burning* at the **Palais de Tokyo** attracted **9,000 visitors** on opening night.
- **12 Qatari designers** showcased at **Maison & Objet**.
- Solo exhibitions of **Yto Barrada** and **Picasso's Studios** at Mathaf and Fire Station.
- Qatari films screened at **Cannes and Clermont-Ferrand**.
- Fashion Trust Arabia's **2020 jury** featured during **Paris Fashion Week**.
- Qatari artist **Bouthayna Al Muftah** partnered with **Aubusson carpet factory** to create a **tapestry inspired** by Qatari heritage.
- YoC Legacy:
 - In 2025, six new MoUs were signed strengthening museum and creative-sector links.



2021

Qatar-USA



- **20+ events with 20+ partners.**
- Major exhibitions by **Jeff Koons** and the **late Virgil Abloh**.
- Collaboration with the **US State Department's Arts in Embassies** programme.
- YoC Legacy:
 - Qatar Museums supported The Met, which named its gallery of Umayyad and Abbasid art the Qatar Gallery in recognition.
 - MoUs signed with the US-Qatar Business Council (2021, 2022).
 - Long-term agreements with LACMA and the Smithsonian.



2022

Qatar- MENASA (10th Anniversary)



- Partnered with **27 MENASA** countries during the region's first **FIFA World Cup**.
- Premiered ***Desert Rose Symphony*** by **Malek Jandali**.
- YoC Legacy:
 - Celebrated 119 nations with embassies in Qatar at the launch of Flag Plaza in MIA Park.



2023 Qatar-Indonesia



- **30+ events** with **24 partners** reached **300,000+ people**.
- Launched CultuRide Tour with **100+ cyclists** visiting **Borobudur Temple**.
- Premiered **HAYATI** musical at **Katara Opera House**.
- *Growing Kopi, Drinking Qahwa* exhibition explored **Qatari and Indonesian coffee traditions**.
- Qatar Airways launched **Doha–Medan route** in January 2024.
- YoC Legacy:
 - President Prabowo visited Qatar in April 2025 for a Strategic Dialogue MoU expanding bilateral cooperation.



2024 Qatar-Morocco



- **80 events** with **25+ partners** reached **450,000+ people**
- Qatar-Africa **Business Forum** held in Marrakesh.
- Partnership year culminated in a **Tbourida equestrian performance** at Al Shaqab.
- YoC Legacy:
 - Joint application for UNESCO recognition of the Spice Route under way.
 - Africa Arts Council launched to support artists across the continent.
 - Dar Alalia, a new cultural centre in Tangier, created to promote creative industries and tourism.
 - Dadu, Children's Museum of Qatar launched *Light Atelier* in Rabat.
 - The Longines Global Champions Tour returned to Rabat in October 2025.



2025

Qatar-Argentina and Chile



- The first **dual-nation** Year of Culture, **strengthening relations** across **Latin America**.
- **50+ events** with **30+ partners** reached **400,000 people**.
- **Latinoamericano | Modern and Contemporary Art from the MALBA and Eduardo F. Costantini Collections** was the first large-scale presentation of Latin American art in the **WANA region**.
- The **Qatar Philharmonic Orchestra** performed at the legendary **Teatro Colón**.
- Inaugural Polo **AlMarsa** held at the Old Doha Port with teams from Qatar, Argentina, and Chile.
- YoC Legacy:
 - MoU between the Qatar Financial Centre and the City of Buenos Aires signed to promote investment opportunities.
 - Buenos Aires will open an InvestBA office in Doha in 2026, a first for Argentina in the region.



THE 2025 YEAR OF CULTURE

Argentina Makes a Bold Economic Statement at Qatar’s Top Trade and Investment Events

Argentina was awarded Guest Country honours for both Project Qatar and the Smart Manufacturing Exhibition 2025. This designation presented a timely opportunity for Argentina to highlight its readiness to collaborate on the next frontier of sustainable economic growth, one that aligns with Qatar’s Third National Development Strategy (NDS3) and the broader goals of Qatar National Vision 2030.

Argentina’s engagement was hands-on, innovation-focused, and closely aligned with Qatar’s goals for economic diversification and human development. By highlighting technology, startups, and creative industries, Argentina supported Qatar’s plans to grow non-energy sectors, strengthen the private sector, and invest in smart industries. This blend of cultural exchange and economic collaboration reflects the shared ambitions of both countries and creates a strong foundation for long-term impact well beyond 2025.

“This confluence of technological and commercial engagement at Qatar’s key economic platforms reflects a deeper strategic alignment between Doha and Buenos Aires, one that transforms cultural affinity into a concrete economic collaboration.” — His Excellency Sultan Al Khater, Chair of the Future Years of Culture Sub-Committee, Member of the National Years of Culture Committee, and Consultant to Qatar’s Minister of Commerce and Industry



Seven forward-thinking Argentinian companies headlined the national pavilion:



SphereBio

A new mechanism for vaccine creation, programming immune cells to detect and destroy infected or cancerous cells.



NoBac

Sustainable low-tech water filters for safe drinking water.



AVaTAR MedTech

Cardiac surgical innovation transforming pediatric and adult heart valve surgery.



Greempact

Data-driven energy efficiency solutions contributing to environmental sustainability—aligned with Qatar’s green transition goals.



Focus Infrastructure Monitoring

Unlocking satellite intelligence for safer cities, critical infrastructure, and key assets.



Pala Blockchain

Tokenizing real-world assets through scalable and legally-backed innovation.



HAK

A digital marketing powerhouse with nationwide reach in Argentina and a growing international client base.

“
The future of global cooperation lies not only in shared history, but in shared opportunity. The Year of Culture is emerging to be a powerful platform for this transformation, uniting innovation with mutual respect.
”

His Excellency Mr Hernán Lombardi, Minister of Economic Development for the City of Buenos Aires

Landmark Mission to Argentina and Chile



Commonality Built on Music, Conversation, and Cultural Exchange

The delegation was hosted by the Minister of Culture for Buenos Aires Gabriela Ricardes and the Minister of Economic Development for Buenos Aires Hernán Lombardi, securing high-level support for expanding cross-cultural programming and deepening multi-national ties.

The trip began in Buenos Aires with a historic milestone: the Qatar Philharmonic Orchestra's debut at Teatro Colón. Public interest was so strong that the theatre opened standing-only sections for the first time in decades, signalling the growing global resonance of Qatar's cultural institutions.

During their time in Argentina, the delegation launched several key initiatives, including the Doha Debates Town Hall on the future of cities, the CultuRide cross-Andean cycling tour, and an expanded International Volunteer Exchange. The delegation visited Innovation Park and its many AI, energy, and communications startups, later meeting with Argentinian exporters and designers to explore new opportunities for collaboration across technology, creativity, and trade.



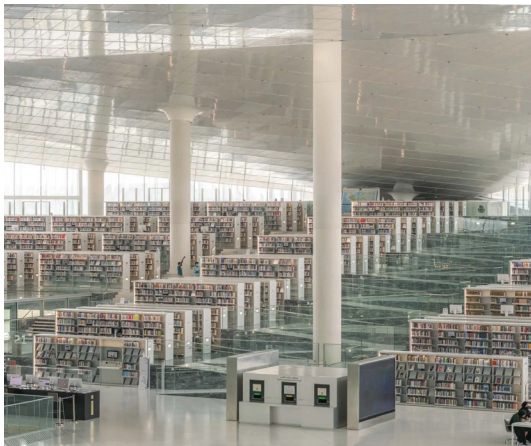
Cultural Dialogue Through Sport and Heritage

In Santiago, the delegation continued its engagements with senior Chilean officials, including representatives from the Ministry of Foreign Affairs (DIRAC), Undersecretary of International Economic Relations Claudia Sanhueza, Undersecretary of Tourism Verónica Pardo, and National Cultural Heritage Director Nélida Pozo. DIRAC Director Mauricio Hurtado reaffirmed Chile's commitment to a long-term partnership under the Years of Culture framework.

The visit also included discussions with Club Deportivo Palestino President Jorge Uauy on cultural outreach and community programmes, reflecting Qatar's belief in sport as a bridge between cultures.



One of the mission's key outcomes was the agreement to host the Heritage Conservation Workshop in Valparaíso which occurred on 26 November 2025 in partnership with ICCROM and Chilean heritage experts.



A Foundation for Long-Term Collaboration

The mission set the stage for new cultural exchanges, including the JEDARIART mural activations in Buenos Aires and Valdivia, design showcases in Doha, and expanded library, heritage, and volunteer programmes.

2025 Highlights



Argentinian and Chilean culinary talents took centre stage at the Qatar International Food Festival 2025 organised by Visit Qatar.



Marta Minujín's large-scale installation *Sculpture of Dreams* (2023) was on view at the National Museum of Qatar as part of *LATINOAMERICANO | Modern and Contemporary Art from Malba and Eduardo Costantini Collections*, the first major Latin American art showcase in the WANA region. The exhibition featured works by modern masters such as Frida Kahlo, Diego Rivera, and Tarsila do Amaral, presented alongside contemporary artists like Adriana Varejão and Gabriel Orozco, whose practices push the boundaries of tradition and reflect the region's continued engagement with issues like globalisation, migration, and environmental change.



Qatar Reads distributed 1,000 reading packages featuring *Kalila wa Dimna* and *Alphabet City* to young readers in Argentina, exposing them to Qatari literature and reading activities. As part of the exchange, an art exhibition with twelve original works by Wadha Al Athba were presented. In Qatar, Argentinian books were brought to families to complete the exchange of curiosity and connection.



At Hospitality Qatar 2025, Argentinian and Chilean chefs, designers, and food innovators introduced visitors to the region's culinary and hospitality traditions, bringing fresh energy to the expo and opening new opportunities for collaboration across Qatar's hospitality and tourism landscape.



The Antarctica exhibition at Qatar National Library featured 40 photographs capturing climate, biodiversity, and scientific cooperation. Organised in collaboration with the Chilean Antarctic Institute (INACH), with the support of the Division of Cultural Affairs of the Chilean Ministry of Foreign Affairs, the exhibition underscored a shared responsibility for Antarctica's fragile environment and the power of international collaboration.



Years of Culture joined the Ministry of Social Development and Family's "From the Homeland" exhibition with interactive experiences linking Qatari heritage to Argentinian and Chilean creativity. From Arabic coffee and Yerba Mate rituals to Witral–Al Sadu weaving exchanges, the programme showcased family, community, and cross-cultural connection.



Doha Film Institute (DFI) curated a special showcase of films from Argentina and Chile that explored themes of memory, family, and national identity to strengthen ties through cinema and shared narratives.

Personal Takes

How the Doha Film Institute selected films that showcase the best of Argentina and Chile



“

It's always an exciting moment for us to programme the Years of Culture and explore cinematic voices from around the world. With SOCIAL SCENES, we began by compiling a long list of films made in the past five or so years from Argentina & Chile. As we reviewed the list, certain thematic threads began to emerge — particularly around family, national history, and the social landscape of both countries.

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Doha Film Institute staff

A word from Issa Al Shirawi on Co-Curating *LATINOAMERICANO*



“

This experience reminded me that curating is not just about showcasing works; it's about listening, questioning, and drawing connections between shared experiences. Most powerfully, it revealed unexpected parallels between Latin America and our own cultural landscape — stories of resilience, reinvention, and creative power.

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Issa Al Shirawi, Head of International Exhibitions,
Qatar Museums

Years of Culture in Action: Inside Fall 2025 Qatar Creates

Fall 2025 Qatar Creates week showed how much the Years of Culture initiative has shaped Qatar's cultural scene over the past decade. Many of the exhibitions and public artworks unveiled were direct results of relationships, collaborations, and creative exchanges built through past partner years.

At M7, the exhibition on *Amazigh Hair Couture* is the result of relationships that were established during the Qatar-Morocco 2024 Year of Culture. *The Rooted Nomad: M.F. Husain* exhibition at QM Katara Gallery links to the Qatar-India 2019 Year of Culture, celebrating a long relationship with one of India's most iconic artists and a Qatar national, a refugee naturalised in the last years of his life as he fled political persecution.

Public art installations launched during Qatar Creates also carry Years of Culture's legacy. Rirkrit Tiravanija's *untitled 2025 (no bread no ashes)* and Fischli & Weiss's *Rock on Top of Another Rock* show how global artists who first engaged with Qatar through its cultural partnerships continue to leave a permanent mark on the city.

These artworks reinforce the idea that personal points of connection can foster larger and long-standing partnerships.

Even the reopening of ALRIWAQ Art + Architecture, renovated with architect Rem Koolhaas, reflects long-term creative exchanges built through earlier cultural years.

The exhibitions and public artworks illustrate how Years of Culture has matured into a long-term engine of cultural production and collaboration, with global partnerships that continue to enrich creative life in Qatar year after year.



What's Ahead for Qatar's Years of Culture Initiative

In 2025, Qatar forged its first-ever dual-nation cultural year with Argentina and Chile, establishing a new regional model for collaboration. This sets the tone for what lies ahead: larger geographic clusters, multi-country activations, and programmes that address shared social and environmental challenges.



This year's partnerships with Mexico and Canada, followed by Egypt and Greece in 2027, signal a strategic pivot toward both the Americas and the Mediterranean, regions with deep cultural histories and active creative economies.

Years of Culture launched with the goal of establishing global understanding of the Arab world ahead of the FIFA World Cup in Qatar. The Qatar Canada and Mexico 2026 Year of Culture presents a special opportunity to return to and further the initiative's original mission with Canada and Mexico hosting the 2026 FIFA World Cup.

As the initiative looks ahead to Egypt and Greece in 2027 and beyond, Years of Culture will continue to evolve and build bridges across the global ecosystem, connected by creativity, culture, and meaningful exchange.

قطر كندا والمكسيك 2026
QATAR CANADA & MEXICO 2026

