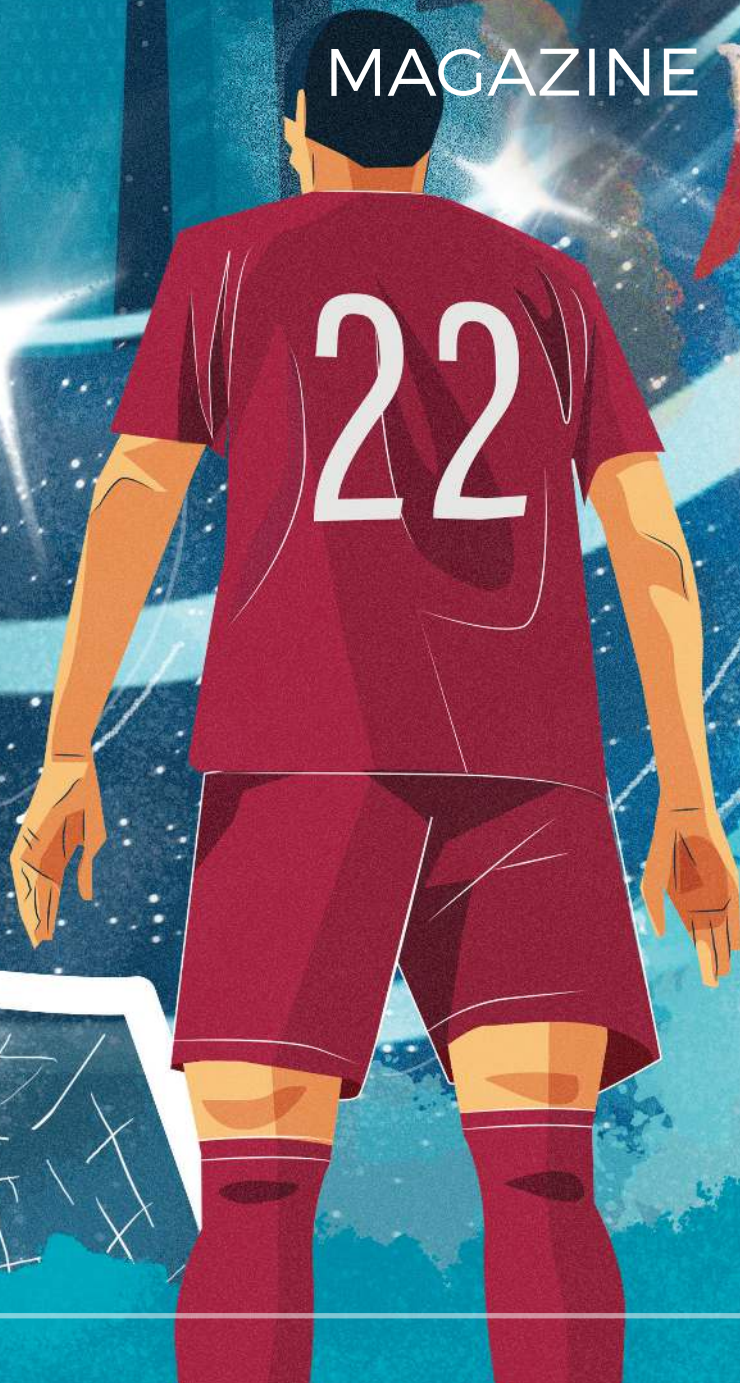


Q | LIFE

ISSUE 11
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MAGAZINE

Ready to
welcome
the world



Q | LIFE

Issue 11

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Foreword

History was made on 2 December 2010, when it was announced that the State of Qatar would become the first country in the Middle East to host the FIFA World Cup.

This issue tells the story of the FIFA World Cup Qatar 2022™, putting the spotlight on the stadiums and people who have been working tirelessly to ensure the tournament is a success.

It brings together many of the individuals who led the development of the tournament and offers a behind-the-scenes look into the preparations.

Football is at the heart of Qatar's culture, a unifying passion that bonds fans across communities and generations. The FIFA World Cup Qatar 2022™ will provide an unparalleled opportunity to celebrate the sport and all that it means to both the Qatari people and the world, and we are excited to share this milestone together.

On behalf of Q Life, we would like to thank everyone who has contributed to the development of this magazine.

The history of football in Qatar

Football has always been a part of life in Qatar.

Oil industry workers introduce football to Qatar.

Qatar's first ever competitive football tournament, the Ezz Eddin Tournament, takes place.

The first Qatari football league is formed.

Brazilian Team Santos, including legendary footballer Pele, plays against Al Ahli team in Doha.

1940^s

1950^s

1951

1960

1963

1972

1973

1976

The first Qatari football team, Al Najah, is formed (later to become Al Ahli).

The Qatar Football Association (QFA) is founded.

QFA joins the Asian Football Confederation (AFC).

Qatar hosts its first international tournament, the Gulf Cup.



The Qatar National Team reach the final of the 1981 FIFA World Youth Championship.

Qatar hosts the AFC Asian Cup in Doha.

Qatar hosts the FIFA World Youth Championships.

Qatar hosts the Asian Games and wins gold in football.

1981

1984

1988

1992 1995

2004

2006

2010

The Qatar National Team participate in the 1984 Summer Olympics in Los Angeles.

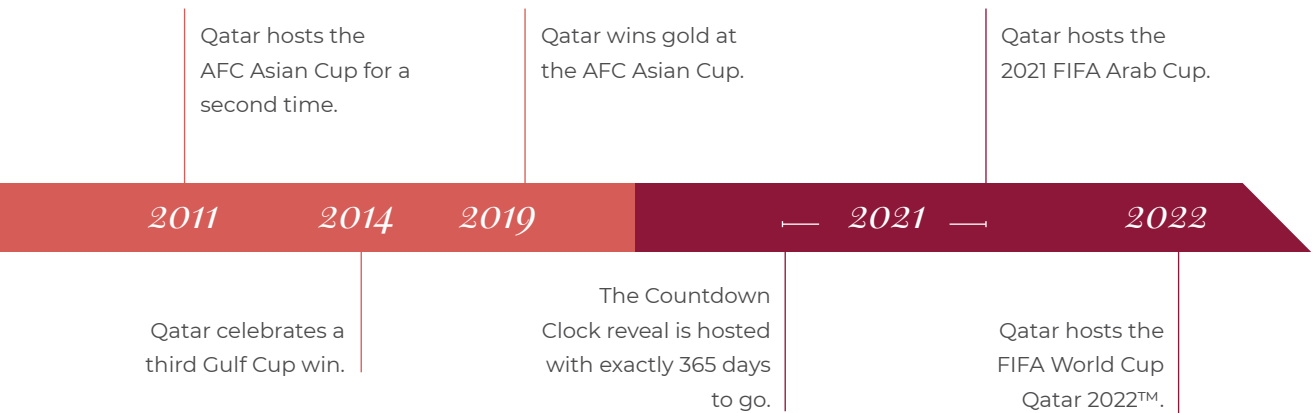
The Qatar National Team reach the quarterfinals of the football competition at the 1992 Summer Olympics in Barcelona.

Qatar wins the Gulf Cup for the first time.

Qatar wins the Gulf Cup for a second time.

Qatar wins the bid to host the FIFA World Cup Qatar 2022™.







FIFA WORLD CUP QATAR 2022™
WINNER'S TROPHY

His Excellency Hassan Al Thawadi

Twelve years in the making and ready for kick-off

For His Excellency Hassan Al Thawadi, the positive impact of the FIFA World Cup Qatar 2022™ goes far beyond the tournament.

For fans attending matches in Qatar and the millions tuning in around the globe, this edition of the tournament is the first opportunity since the COVID-19 pandemic for the world to come together in a celebration of sport.

With a total of 64 matches to be played across 28 days in eight state-of-the-art stadiums, Qatar will welcome 1.5 million visitors. To deliver the required infrastructure and oversee host planning and operations, the Supreme Committee for Delivery and Legacy (SC) was established in 2011.

At the helm of the SC is its Secretary General, His Excellency Hassan Al Thawadi, who has played a leading role in navigating Qatar through its extensive World Cup preparations.





“

From the outset we all understood that this was a once-in-a-lifetime opportunity for the Middle East and Arab world.

His Excellency Hassan Al Thawadi
Secretary General, Supreme Committee
for Delivery and Legacy

"We have been on this journey for almost 12 years now," reflects HE Al Thawadi, "and I'm proud to say that Qatar is ready."

HE Al Thawadi exudes a reassuring confidence when he speaks about the final stages of preparation for the World Cup, but his excitement grows when he discusses the many ways in which the tournament will set new standards for future mega sporting events.

Of the eight World Cup stadiums, seven have been built since Qatar won the rights to host the tournament. With sustainability at their heart, Qatar's stadiums are designed with a legacy focus. From stadiums that will be dismantled and sent to developing countries following the tournament, to the integration of world-leading water and energy efficiency technology, Qatar has announced its arrival as an innovator in sports infrastructure. "These stadiums are blueprints to inspire future architects around the world," explains HE Al Thawadi.

Beyond sustainability, this World Cup will be the first taking place in an Arab and Muslim country, meaning that for many fans and players it will be their first experience of the region's unique culture. While this adds pressure and responsibility, HE Al Thawadi explains he is "excited for everyone to arrive and feel at home, to experience our hospitality, traditions, humour and passion for football."

Another important legacy area for Qatar has been its commitment to labour reforms. Working in close consultation with international partners, Qatar has introduced reforms that include the region's first non-discriminatory minimum wage and a wide range of new health and safety measures. Reflecting on the journey, HE Al Thawadi says that labour reforms "will remain a priority long after the last ball has been kicked in 2022."





“From the outset we all understood that this was a once-in-a-lifetime opportunity for the Middle East and Arab world,” states HE Al Thawadi. Now, convinced that football can be a positive catalyst for change, HE Al Thawadi has his sights firmly set on delivering a memorable event and creating the most powerful legacy of any major sporting event ever hosted.

“

From the moment we won the bid, we have been excited for everyone to arrive and feel at home, to experience our hospitality, traditions, humour and passion for football.

His Excellency Hassan Al Thawadi
Secretary General, Supreme Committee
for Delivery and Legacy



Bouthayna Al Muftah

Meet the creator behind the World Cup posters

The Q Life team caught up with Qatari visual artist Bouthayna Al Muftah, the designer of the official posters for the FIFA World Cup Qatar 2022™. Al Muftah shared who she is as an artist, what inspired the design of the official posters and how her work is setting a new standard for World Cups to come.

“

I wanted to capture the beauty of football: it can be played on a professional field, but for many in the world, they make their own football field. Here in Qatar, generations of people grew up playing football in the *freej*, what most would know as the neighbourhood.

Bouthayna Al Muftah
Qatari artist

Can you tell us a little bit about yourself and your work?

The fact that I am standing before you here today is truly part of a historical moment. As an artist, my practice and process involve a lot of storytelling. The story of Qatar and football has so much more to it than is perceived. I present these posters in a series, rather than in a single poster as it encapsulates the concept of community and collective memory in a much more powerful manner.

What are you hoping people take away when they consider the posters?

I think I want people to really connect with the beauty of the sport in bringing people together, and how football has no bounds and is a game for all. Just like there's football culture in other countries, we also have our football culture here, and I wanted that to be represented. I hope the posters have achieved that.

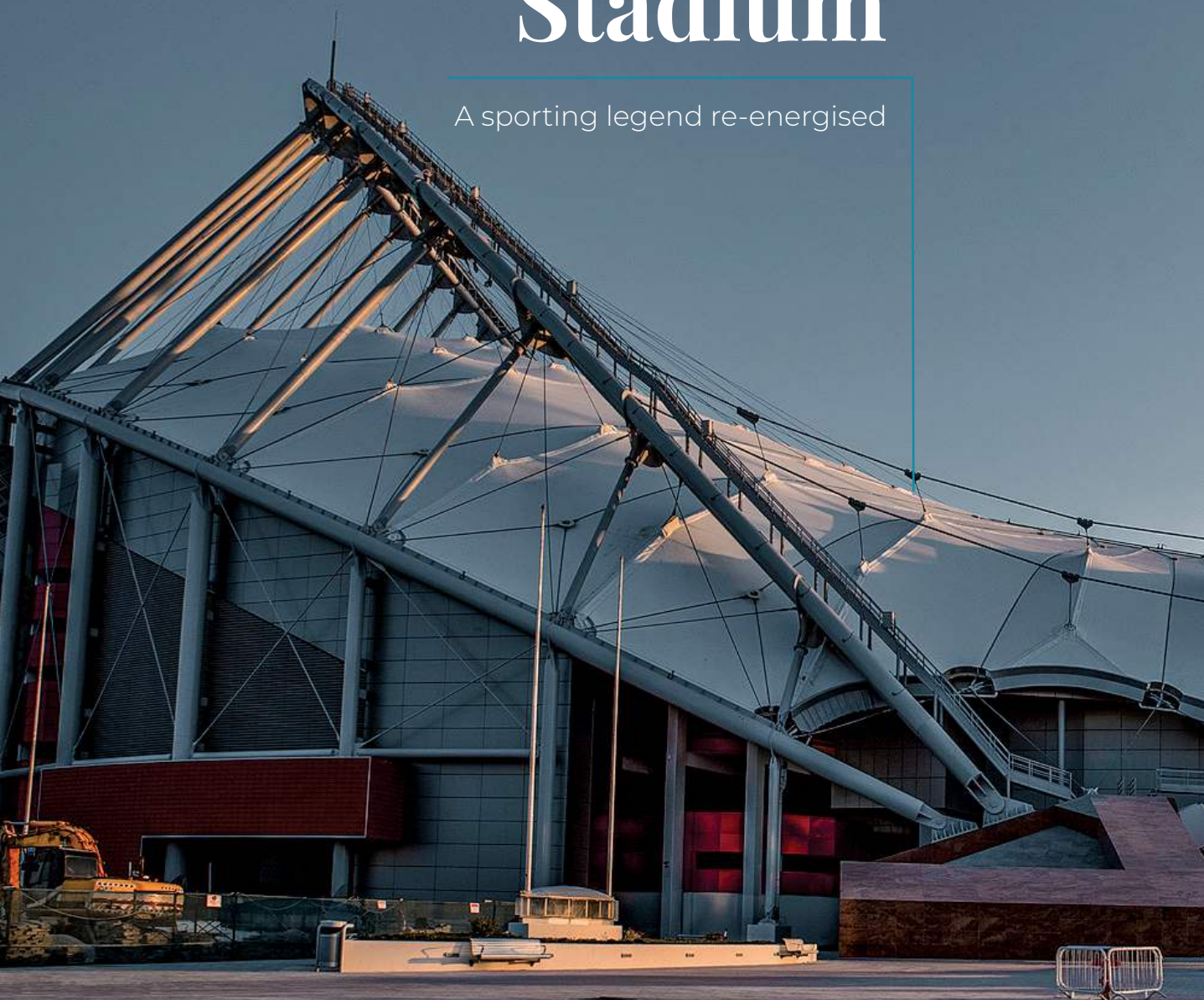


How does it feel to contribute to the first World Cup in the Middle East?

I feel honoured to be able to share my work and signature visual language with the world. It is significant for me to represent female artists globally, and while I do represent artists and creatives from the region, and proudly so, I humbly follow in the footsteps of many before me from the Middle East and Arab region who paved the path for me to be where I am today.

Khalifa International Stadium

A sporting legend re-energised



The stadium stands as one of the most loved and iconic sporting venues in the country and has hosted many of Qatar's sporting milestones, including the Asian Games, the 2019 IAAF World Athletics Championships, the Arabian Gulf Cup, the AFC Asian Cup and the FIFA World Cup Qatar 2022™.





While the stadium originally featured one arch, during extensive FIFA World Cup Qatar 2022™ renovations, it was decided that an additional arch should be added. This change reflects the wider intention behind the stadium's recent renovations: preserving the design which has been loved for generations, while incorporating state-of-the-art features that will ensure it continues to be adored by the generations to come.



“

I have seen [Qatar's football community] grow and I cannot wait for the world to recognise the quality and love for football that we have here in Qatar.

Ibrahim Khalfan

Ambassador for FIFA World Cup Qatar 2022™ and football player

A football legend whose impact goes far beyond sport

Khalfan is recognised as one of the greatest Qatari footballers of all time and has represented the country in 90 international matches.

Having played football in Khalifa International Stadium countless times throughout his career, he has witnessed Qatar's increasing visibility in the international football world.

Now, Khalfan is a Local Qatar Legacy Ambassador working with the SC to ensure the World Cup leaves a lasting impact beyond the game itself. Having been an ambassador since 2019, he now uses football to create a positive change both at home and abroad. Since becoming a legacy ambassador, his favourite moment was the inaugural FIFA Arab Cup, held in Qatar in December 2021.

Al Bayt Stadium

Enjoy the warmest of
Arab welcomes



The tent-like structure of Al Bayt Stadium reflects its portable design, with plans for almost half of its seats to be removed following the tournament and donated to football development projects around the world.







Hosting the kick-off match,
Al Bayt Stadium will see

60,000 fans

descend to the northern city of Al Khor.

The design and the name for the stadium have been inspired by *bayt al sha'ar*, traditional tents which have been inhabited by nomadic people across the Gulf region for centuries.

Bayt al sha'ar is typically identified by the black stripes and *sadu* patterns, which has been incorporated throughout the stadium.

Did you know?

During 2021 FIFA Arab Cup, Al Bayt Stadium broke the country's record for most-attended game, reaching over 63,000 spectators during the Qatar versus UAE match.

Lusail Stadium

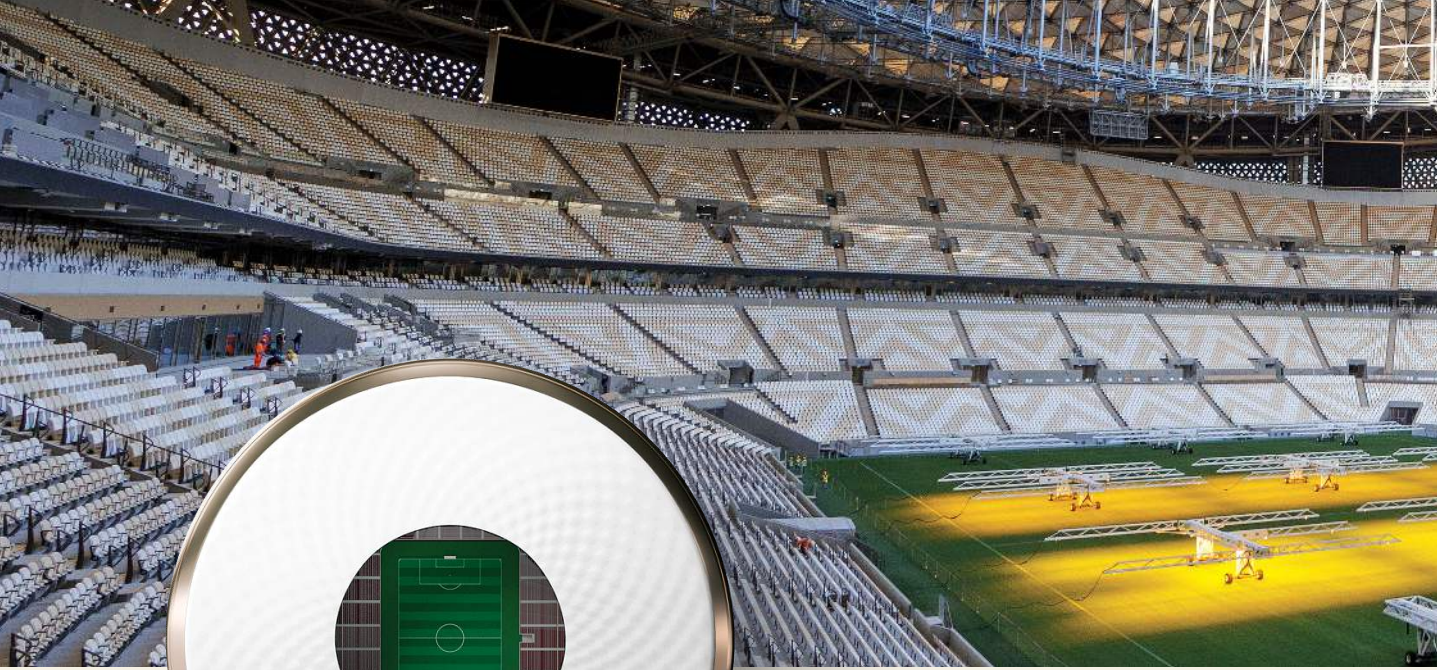
Alive with heritage,
an icon for the future



Lusail Stadium stands proudly as a state-of-the-art structure at the centre of Lusail City, the largest of the eight FIFA World Cup Qatar 2022™ stadiums.

Its façade has been inspired by the decorative motifs that frequently adorn bowls and art pieces in the Arab and Islamic world. Adding to this, the design features an interplay between light and shadow that is reminiscent of *fanar* lanterns.





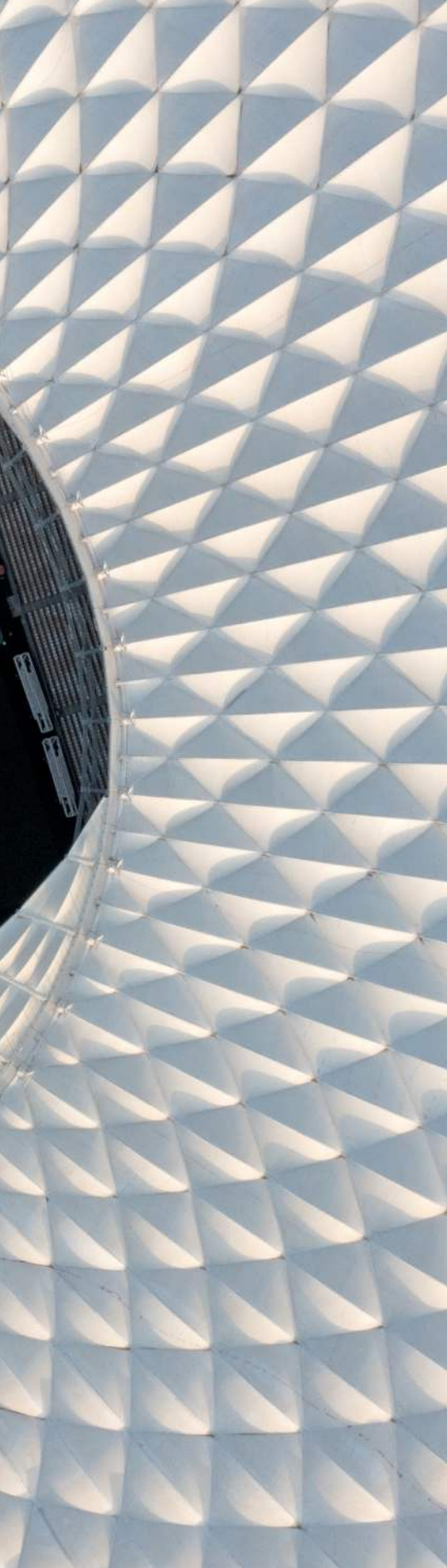
The creation of Lusail Stadium leaves a legacy for the city with its community spaces, sports facilities, health clinics, schools, shops and cafés.

Its tram system and plentiful green spaces have contributed to an area in which the people live in harmony with their surrounding environment.









“

All of the stadiums have been designed to echo the spirit and essence of Arab and Qatari heritage, and they are all incredible in their own right. Because of its size and scale, Lusail Stadium is the most impressive. But I also love Stadium 974, which is the first fully demountable World Cup venue in history and will be used for international facilities after the tournament.

Budour Al-Meer

Sustainability Director, Supreme Committee for Delivery & Legacy

Al Thumama Stadium

A venue steeped in culture and tradition



Al Thumama Stadium is the first FIFA World Cup stadium to be designed by Qatari nationals, with its design having been inspired by an iconic piece of traditional fashion in the region. The circular structure and woven design are reminiscent of the *gahfiya*, a woven cap worn by men and boys across the Middle East.

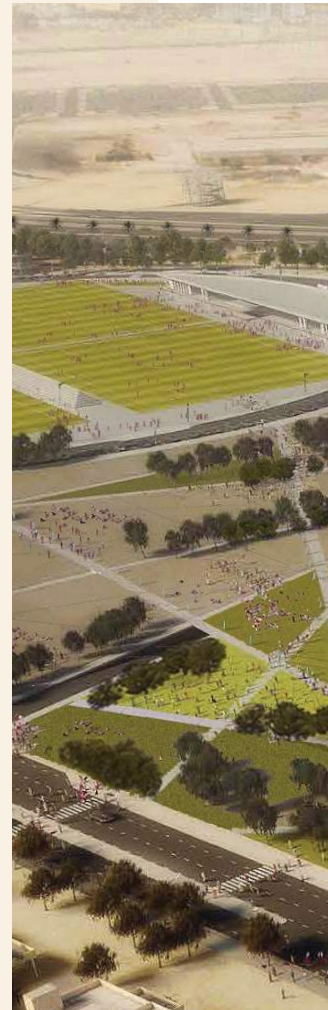
The *gahfiya* has special significance as a symbol of independence and maturity, marking every young boy's path to adulthood. This traditional head covering has different styles, colours and names depending on which culture it belongs to; Qatar's *um nira gahfiya* has been one of the most worn head coverings for centuries.



Ibrahim Al Jaidah



Not only is Ibrahim Al Jaidah the architect behind the unique design of Al Thumama stadium, he continues to pioneer a new architectural movement in the country by integrating Qatar's cultural identity with modern design.



Can you tell us about the inspiration behind the stadium's design?

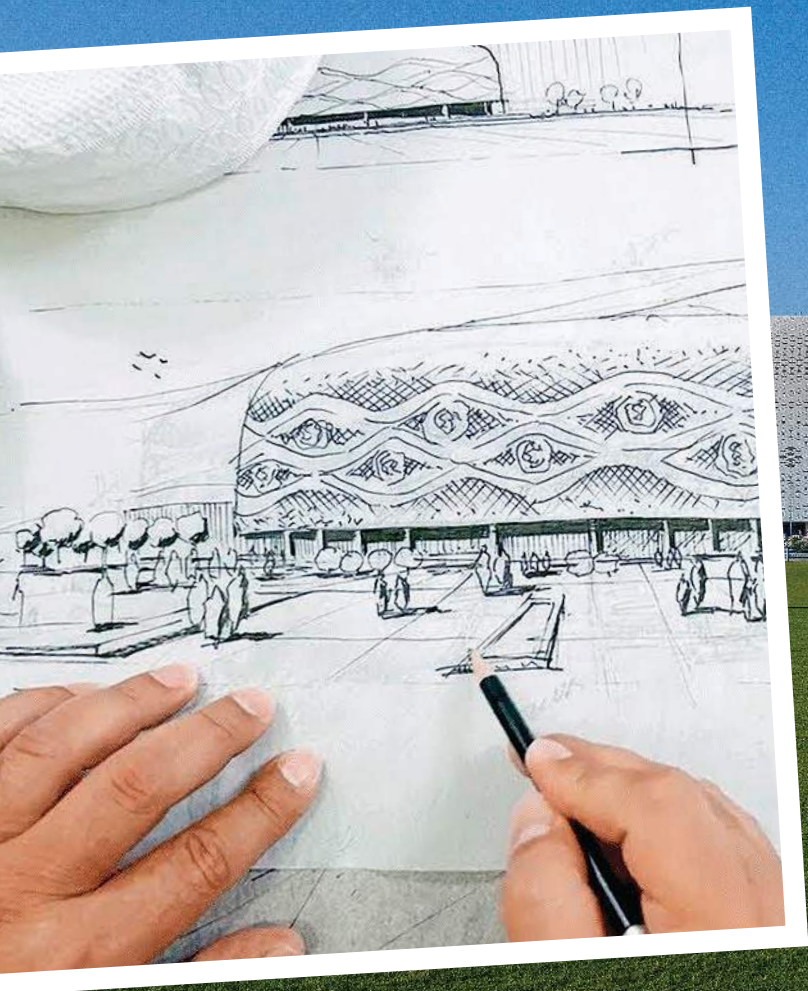
The stadium has a story to tell. The brief was to be inspired by the headgear – that's it. There wasn't much literature written about the *ghafiyah*. I spent many hours in the old *souq*, checking every type of *ghafiyah* available. So, I thought, let me go literal yet very contemporary. Literal in mass and scale, but very contemporary in the skin, the material, the open.

Arab culture is at the centre of this World Cup, what are your thoughts about your culture being shared with the world?

I think this is the beginning of us reflecting our culture globally. Imagine the impact the stadium will make to the hundreds of thousands of visitors that are going to come from all over the world to see how we managed to reflect our culture in the most contemporary, most advanced stadiums in the world.

I'm so proud of it and I can't wait until the whistle blows for the game to start.







“

Imagine the impact the stadium will make to the hundreds of thousands of visitors that are going to come from all over the world to see how we managed to reflect our culture in the most contemporary, most advanced stadiums in the world.

Ibrahim Al Jaidah

Group CEO, Arab Engineering Bureau and architect of Al Thumama Stadium

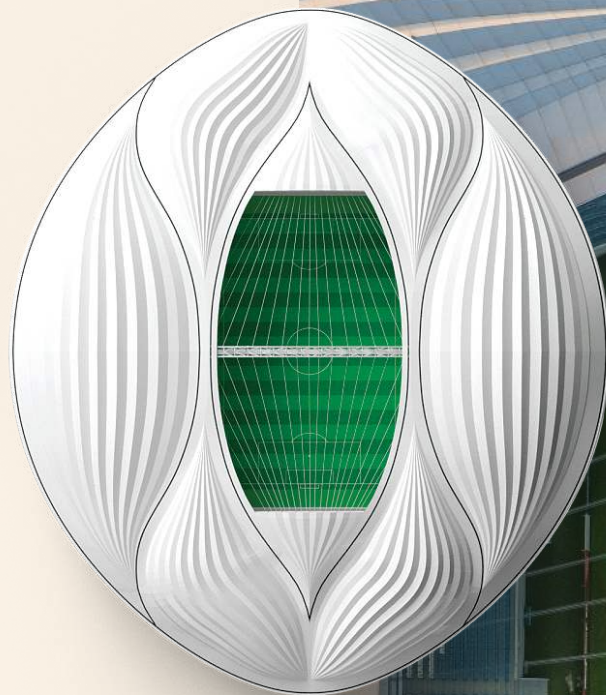
Al Janoub Stadium

See football sail into a new era



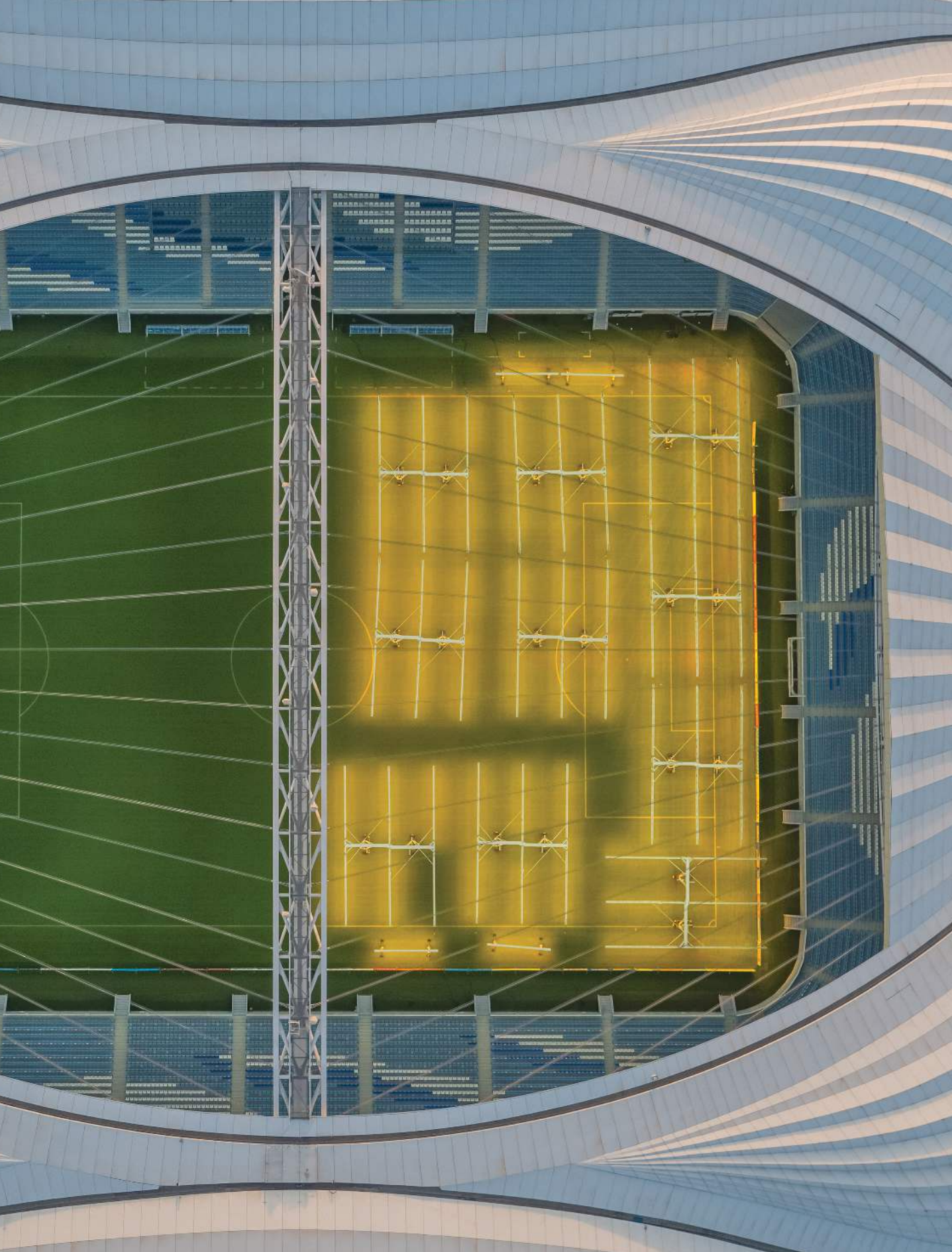
Qatar is a country with its heritage integrated throughout modern design, including the newest infrastructure being built for the FIFA World Cup Qatar 2022™.





Al Janoub Stadium was built to represent the sails of the traditional dhow boat in the wind, offering a glimpse into Qatar's seafaring past.

Driven by Qatar's National Vision 2030, Qatar spares no effort in preserving its traditions and cultural heritage as seen in its museums, historical sites, contemporary art and architecture.



Ahmad Bin Ali Stadium

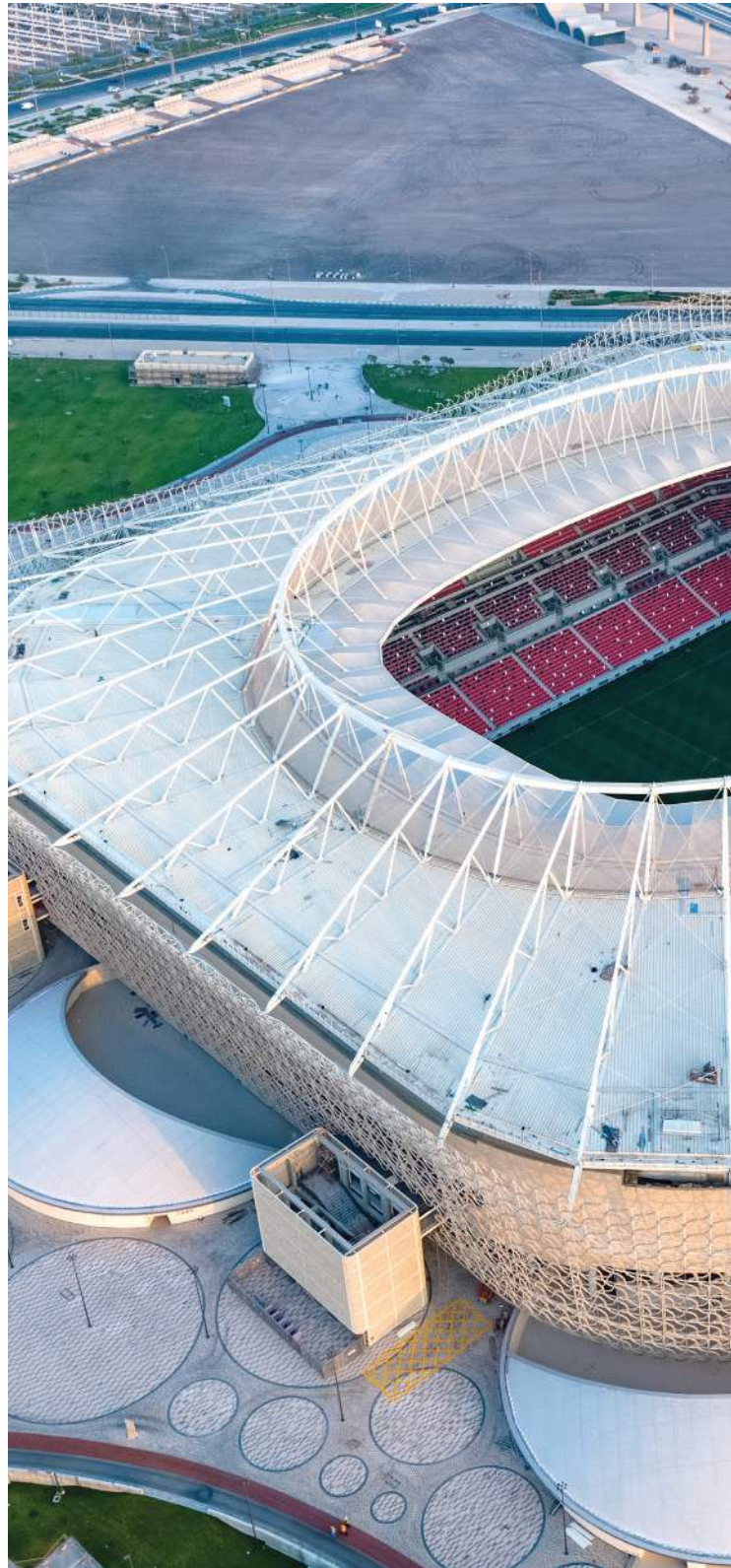
Where desert stories unfold

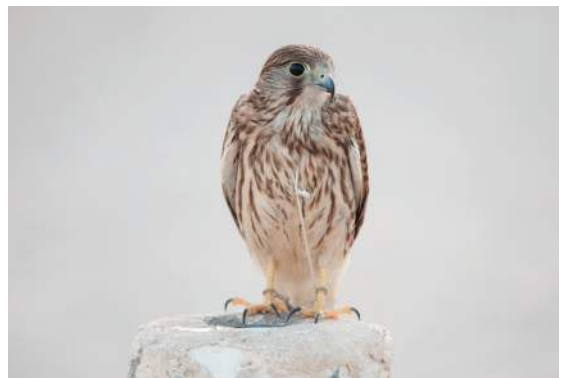


The design for the stadium takes inspiration from the natural environment where it was built, with sand dune-shaped structures surrounding the stadium. These natural elements can also be found in Ahmad Bin Ali Stadium's façade, which is comprised of patterns characterising different aspects of the country and its people.



The stadium represents the nature of the nation, showcasing the beauty of the desert landscape in Qatar, as well as some of the more notable animals and plants in the country. The stadium was built on an existing stadium site, and used more than 80% of the original construction materials. Additionally, the trees and nature surrounding the site were retained and integrated into the planning.









Creating a long-lasting legacy

As Director General of the Supreme Committee for Delivery & Legacy, Eng. Yasir Abdullah Al Jamal has had an integral role in Qatar's historic bid to host the FIFA World Cup Qatar 2022™ and has high hopes for the tournament's lasting legacy on the State of Qatar.

Few people have been more eager to see the tournament kick off than Eng. Yasir Abdullah Al Jamal, who has been one of the most influential figures in bringing the quadrennial showcase to Qatar.

“

This is the first time that many people will ever visit or watch events from Qatar. It would be fantastic if fans came away with a better understanding of our culture and our country outside of the World Cup. Whether it's our great football clubs, our style of dress, or our fantastic cuisine, we want to show the world that Qatar is a truly unique place.

Eng. Yasir Al Jamal

Director General, Supreme Committee
for Delivery & Legacy





Stadium 974

Innovation at the heart of it all



Sustainability has been at the heart of the FIFA World Cup Qatar 2022™ from the very start, and nowhere is this clearer than in the construction of the bold and colourful Stadium 974.

The country has been home to a remarkable maritime industry for centuries, and the stadium marks a fitting celebration to this legacy.





Sustainability at the heart of the FIFA World Cup Qatar 2022™

Q Life spoke to Mohammed Al Atwaan, Project Manager of 974 Stadium, to talk about his experience working on the first deconstructable tournament venue in the history of the FIFA World Cup.

When asked about what he enjoyed the most while working on Stadium 974, Al Atwaan emphasised that the stadium is a “symbol of innovation and sustainability.” He praised the sustainable structure of the stadium that will allow it to be dismantled and repurposed after the tournament and hopes that it becomes the “blueprint for stadium construction in the future.”







“

Fans visiting Qatar for the FIFA World Cup Qatar 2022™ will experience some of the greatest sports stadia in the world, I hope that they absorb all the details of each stadium, including the innovative and cultural elements, and that it resonates with them after the tournament.

Mohammed Al Atwaan
Project Manager of Stadium 974



A game-changing stadium

Mohammad Abdulla Al Mulla has had the responsibility of being Project Director of Stadium 974 and can only describe his experience as incredibly special.

“

Working towards bringing to life this stadium, the first of its kind for a FIFA World Cup was exhilarating, we can proudly say that we have set a new benchmark in the world from an architectural, engineering and construction perspective.

Mohammed Al Mulla
Project Director of Stadium 974

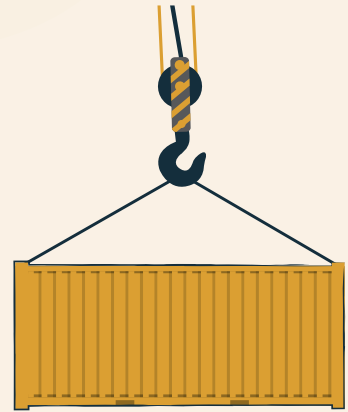


What is the meaning behind 974?



974 is the international dialing code for Qatar

974 containers were used in its construction



Did you know?

Following the tournament, the stadium will be dismantled to make room for a waterfront development for the local community, with the seats, roof and other components being utilised by other major construction projects.

Education City Stadium

A shimmering jewel of inspiration



Nicknamed the “Diamond in the Desert” and nestled between many of Qatar’s top universities and research centres, Education City Stadium reflects the many initiatives by Qatar to invest in future generations.







Education City Stadium's focus on inclusivity and accessibility is an example of how Qatar's National Vision 2030 puts its people at the centre of the country's development strategy.

All stadiums during the FIFA World Cup Qatar 2022™ will be accessible for people with disabilities, ensuring the event will be enjoyed by all in attendance. In three stadiums, including Education City Stadium, sensory rooms have been built to allow those with cognitive disabilities to experience the game in a more soothing environment.

After the game, the stadium will reduce its capacity from 40,000 seats to 20,000 and transform into two schools for the community.

Football as a catalyst for change

Inspiring youth through football

Using the transformative power of football to empower youth and achieve positive social change, Generation Amazing is the Supreme Committee for Delivery & Legacy's human and social legacy project.

Their programme teaches key life skills, including communication, leadership, teamwork and organisation to less privileged communities around the world. They have also built and refurbished 34 football pitches in areas affected by natural disasters, poverty and violence. Since 2010, the programme has reached more than 1 million people in more than 35 countries.

Together with their youth advocates, coaches and star players, Generation Amazing is creating exciting social development opportunities that will last long after the final ball has been kicked in 2022.





Samuel Eto'o



Renowned footballer Samuel Eto'o is a Global Qatar Legacy Ambassador, and has been ensuring that the FIFA World Cup Qatar 2022™ leaves a lasting impact. Eto'o has been involved in a range of special legacy projects, including ones that are aimed at improving workers' welfare and offering education to children from displaced communities. Reflecting on his work, he emphasises the satisfaction it gives him to know the difference he is making through the sport he loves, "hence why I joined the Ambassador Programme," he explains.

Eto'o emphasised his hopes for the FIFA World Cup Qatar 2022™ legacy, confident that it will continue in a positive direction long after the conclusion of the tournament.



“

It feels good to know that I can make a difference and I will always help where I can, hence why I joined the Ambassador Programme.

Samuel Eto'o

Global Legacy Ambassador



Festival 2021



“

I feel so lucky to be able to give back and engage with young people across Qatar and the Middle East. During my time as an ambassador, I have worked closely with Generation Amazing, where my role has been to help unlock the vibrant potential of this upcoming generation, whether that is in sporting excellence or just helping young people gain confidence and work towards achieving their dreams.

Tim Cahill
Global Legacy Ambassador

Tim Cahill



Tim Cahill is widely considered to be the greatest Australian to ever represent the men's national team, having scored a record 50 goals across his 107 appearances for the Socceroos. Since hanging up his boots in 2018, Cahill has joined the Supreme Committee for Delivery & Legacy as one of five Global Legacy Ambassadors, tasked with using the power of football to harness social change.

As an ambassador, Cahill now works with young people across Qatar and the greater Middle East to bring about social change through the power of football.

About Q Life

Q Life is an online publication dedicated to the people and ideas that are spurring advances in sports, the arts, business and culture in Qatar.

With human development being at the centre of the Qatar National Vision 2030, Q Life continues to amplify the stories of those in Qatar creating a positive impact within their communities, both at home and abroad.

From one-on-one interviews with Qatar's most creative minds, to uncovering the many unknown stories hidden around every corner, Q Life promises to educate global audiences on the ambitions flourishing across the country.

Q Life Magazine is our bi-annual print publication that is distributed globally. To read more from Q Life, including the online version of this edition, visit our website at [www.qlife.com](http://www qlife.com) or on Instagram at [@qlife_com](https://www.instagram.com/qlife_com).

We would like to thank the many individuals and organisations for their contributions to this edition of Q Life Magazine and hope the stories within this magazine capture the limitless ambition behind the preparations of the tournament.

On behalf of Q Life, we extend our thanks to the countless people across the country who have been working tirelessly to make the dream of the FIFA World Cup Qatar 2022™ possible.







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State of Qatar

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