

Q | LIFE

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MAGAZINE

Qataris Abroad

FIGHTING FOR A GREENER WORLD

SOARING TO NEW HEIGHTS

FROM ONE-MAN CREW TO
INTERNATIONAL FILMMAKER



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Foreword

As we reflect on 2019, there are many moments that remind us how far Qatar has come in recent decades.

In 1971, Qatar became an official member of the United Nations, proudly taking its seat on the international stage. In 2019, we hosted the UN's anniversary celebrations in New York and welcomed representatives from over 190 countries.

In 1992, Qatar won its first ever medal at the Olympics. Last year, we hosted 2,000 athletes from over 200 countries at the World Athletics Championships in Doha, winning two medals in the process.

We are proud to see Qatar playing a growing role on the global stage – from arts and fashion, to sports and diplomacy. We are an open, outward-looking nation and seek to be a role model for our region.

These achievements wouldn't be possible without the imagination, ambition and determination of the Qatari people.

We have decided to devote this edition of Q Life Magazine to those who have pushed the boundaries and represented our country on the world stage. One magazine can never do justice to all the people who have contributed to this success. Each of these achievements is made possible by a host of individuals working tirelessly behind the scenes.

In these pages we meet with Mutaz Barshim, Qatari Olympic high jumper, to discuss his pride at winning gold on home turf during the World Athletics Championships. We speak with composer Dana Al Fardan about how it feels to share her music at the United Nations and on London's West End.

Q Life also sits down with Her Excellency Sheikha Alya bint Ahmed Al Thani, Permanent Representative of Qatar to the United Nations, to uncover what drives her to lead Qatar's significant multilateral efforts. And we explore the ambitions behind Fashion Trust Arabia in Qatar, launched to support young designers across the region.

In all these stories, men and women have pursued their passion for music or adventure or sport, and aspired to share their success beyond Qatar's borders.

For us, 2019 was equally an exciting year. This Winter, we are thrilled to launch the re-brand of this publication as Q Life Magazine. We recently celebrated the one-year anniversary of Q Life, having met with Michelin Star chefs, Olympic Athletes, CEOs and many inspiring youth over our first 12 months. Following such a successful start, we have decided to combine both platforms and take Qatar's stories to the world.

All features from this magazine, as well as countless others, are available on [www.qlife.com](http://www qlife.com) along with exclusive video content – and we warmly invite you to visit.

Whether you are reading this magazine in London, Paris, Doha or elsewhere, we hope you enjoy discovering Q Life, and that it inspires you to follow in the footsteps of our Qataris Abroad.

The Government Communications Office of the State of Qatar



VIEW EXCLUSIVE
INTERVIEWS ON
QLIFE.COM

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Multilateralism is relevant, and Qatar will be on the frontlines supporting the United Nations.

Her Excellency Sheikha Alya bint Ahmed Al Thani, Permanent Representative of Qatar to the United Nations

Serving a greater purpose

Although a small country in the Gulf Peninsula, Qatar's impact on global development transcends far beyond its own borders.

Through numerous initiatives, both small and large in scale, Qatar continues to expend great efforts in building a better and more prosperous world for all.

We welcome you to meet some of the people driving these efforts forward.

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HER EXCELLENCY
SHEIKHA ALYA BINT
AHMED AL THANI

A cause to fight for

Her Excellency Sheikha Alya, the Permanent Representative of Qatar to the United Nations, shares with Q Life the causes that drive her and what gives her confidence in the future.

“This is where my heart is. This is exactly where I wanted to be 20, 30 years ago,” explains Her Excellency Sheikha Alya.

A day after the Qatar Mission to the United Nations hosted the UN’s 47th anniversary – sharing the achievements of Qatari women in the arts with the international community – and almost a year after the State of Qatar doubled its financial contributions to the United Nations, Her Excellency Sheikha Alya spoke about her multifaceted role representing the State of Qatar.

HE Sheikha Alya at
the UN Headquarters
in New York



Having worked within the United Nations for nearly a decade as an Ambassador, HE Sheikha Alya demonstrates a clear vision for Qatar at the UN, as well as comfort in discussing the complex structure and issues that the organisation handles on a daily basis.

“The United Nations brings all countries together, big and small,” she describes. Whether a small island country being affected by climate change or a large economic state – HE Sheikha Alya believes that the UN is the right platform for finding solutions: “It is the only platform where we can really look eye to eye and find solutions together.”

This trust in the UN system is hardly surprising. Her late father, His Excellency Sheikh Ahmed bin Saif Al Thani, was one of Qatar’s most widely known diplomats. “He was a role model at home,” HE Sheikha Alya explains. “He encouraged me, but also said I needed a cause” – a cause to be passionate about and a cause to fight for.

While this need was rooted at home, it was discovered and nurtured in London. Enrolling in the School of Oriental and African Studies (SOAS), HE Sheikha Alya pursued a master’s degree in International Studies and Diplomacy.

“This is where I decided to be a diplomat,” Her Excellency recalls. “I picked a topic of interest to pursue: human rights, particularly around women and children.” She then began working for Qatar’s Ministry of Foreign Affairs, where she rose quickly through the ranks. She was then well on her way towards becoming a diplomat.

Looking back on her career to date, HE Sheikha Alya can point to many achievements that bring her a sense of pride in herself and her country.

“There are a lot of beautiful moments during my career as a diplomat,” she says. This includes her participation in the State of Qatar’s successful initiative to establish World Autism Awareness Day, which was adopted by the General Assembly in 2007.

More recently, HE Sheikha Alya shares the significance of the UN Day celebrations that took place only the day before. “Last night was about showcasing Qatar’s progress with the world, where elements of arts and film were combined with music.” The event took place at the UN General Assembly Hall, which was packed with many of Qatar’s notable leaders, as well as UN Ambassadors from around the world.

“Last night for me was really a moment of glory,” she remarks. “It’s a proud moment for us.”

Her eyes light up with excitement as she describes the success of the event, which featured spectacular musical performances from some of Qatar’s most renowned artists. Her excitement should come as no surprise – “I love music,” HE Sheikha Alya reveals.

“**This is where I decided to be a diplomat, I picked a topic of interest to pursue: human rights, particularly around women and children.**”

Her Excellency Sheikha Alya bint Ahmed Al Thani, Permanent Representative of Qatar to the United Nations



HE Sheikha Alya at the UN Headquarters in New York

“I have played the piano since I was a child.”

While she admits she no longer has the time to practice as much as she would like, it is clear that her passion for music gave the event the fuel to reach for the stars.

When asked about the future, HE Sheikha Alya considers the question carefully. “The world is going through a complex time,” she notes, “with the current

climate situation, the language of hatred, as well as the cycle of violence.”

Nonetheless, HE Sheikha Alya believes that the UN’s platform for multilateralism is the answer, with the international community working together towards a common goal. She proudly imparts these final words:

“Multilateralism is relevant, and Qatar will be on the frontlines supporting the United Nations.”



Qatar Philharmonic Orchestra
performs at the 74th UN Day Concert

Qatar celebrates the United Nations' birthday in New York

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The United Nations brings all countries together, big and small. It is the only platform where we can really look eye to eye and find solutions together.

Her Excellency Sheikha Alya bint Ahmed Al Thani,
Permanent Representative of Qatar to the United Nations

The curtain drops and the crowd goes silent. Qatari pianist Hala Al Emadi takes to the stage and immerses the audience into what becomes an exquisite musical and cinematic experience.

At the UN Headquarters' magnificent General Assembly in New York, honorary guests are gathered to celebrate the UN's 74th birthday – widely known as United Nations Day.

The UN Day is an acknowledgement of the global efforts and achievements of the organisation since its founding in 1945.

Hosted by Qatar for the first time in history, this year's UN Day Concert focused on the role of culture, sports, quality education and gender equality by showcasing women in leadership roles across the Middle East's arts fields.

Composer Dana Al Fardan, pianist Hala Al Emadi, vocalist Aisha and conductor Eimear Noone led the concert together with the Qatar Philharmonic Orchestra, symbolising the need for greater women's empowerment and gender equality.

For HE Sheikha Alya, the show was indeed a proud moment. “The idea that the whole event was prepared and planned by young women in Qatar....it says a lot about how we've progressed.”

THE SUPREME
COMMITTEE FOR
DELIVERY & LEGACY

Harnessing a beautiful game

Football. A game defined by both its complexity and its innate simplicity. A sport that unites the world's highest-paid professionals with kids excitedly kicking a ball around a dusty backstreet.

Humans have always loved sport. But football is something else – it is the beautiful game.

In 2022, Qatar will bring this beautiful game to the Middle East for the first time. In a celebration of the sport's impact, the Supreme Committee for Delivery & Legacy set up its Ambassador programme, harnessing the power of football to create positive social change far and near.



The official opening
of Al Janoub Stadium

Fans enjoying the 2019 Amir Cup Final at Al Janoub Stadium



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Through its legacy programmes, such as the Josoor Institute, Generation Amazing and Challenge 22, I have witnessed the Supreme Committee’s commitment to ensuring Qatar’s World Cup looks beyond the 28 days of football to inspire and help people far away and for generations to come.

Cafu

Q Life spoke with four Ambassadors – one Qatari, one Spanish, one Cameroonian and one Brazilian – who embody the spirit of the FIFA World Cup Qatar 2022™.

Their work as sporting standard bearers is educating and inspiring young people worldwide and ensuring a lasting legacy for Qatar and the region’s football dreams.

- **Xavi Hernandez** – a former Spanish footballer who joined Qatari club Al Sadd in 2014 before retiring as a player last May to manage Al Sadd.
- **Samuel Eto'o** – a former Cameroonian professional footballer who twice won the UEFA Champions League, was four times African Player of the Year, and spent his final professional year playing for Qatar Sports Club.
- **Cafu** – a former Brazilian footballer and record cap holder for the national side who works

closely with Qatar’s Josoor Institute, a regional centre of excellence for the sports and events industries.

- **Mohammed Saadon Al Kuwari** – a former tennis player who represented Qatar in the Davis Cup and is today a leading Qatari sports journalist.

Several of these Ambassadors have been heavily involved in Generation Amazing – a football-for-development initiative which uses the sport to educate and inspire young people. It has already reached over 500,000 people across the world, with projects in Brazil, Jordan, Lebanon, Nepal, Pakistan, South Africa and Syria.

Ambassadors have taken part in coaching events and opened facilities, bringing the excitement of the 2022 World Cup to fans globally.

Samuel Eto'o describes the impact of his work, saying: “The World Cup is the biggest competition in

football – there is nothing bigger – and I think that for the players who have had the chance to play in the World Cup there is nothing more beautiful.”

“Football goes much further than politics and it’s important that it travels the world because it’s everywhere – it’s an incredible social force. It has an impact on our lives even if some do not like football – we are always paying attention to football and I am happy that Qatar will be the face of it for a month during the World Cup. Qatar will be able to showcase the beauty of the Middle East to the world.”

Other initiatives keeping the Ambassadors busy include the Josoor Institute, the Middle East’s centre of excellence for the sports and events industries, and Challenge 22 – a regional innovation competition that invites people to put forward ideas that will contribute to an amazing tournament in 2022.

For his part, Cafu says: “It is an honour and a privilege to officially become part of the team helping to deliver the World Cup in Qatar. The World Cup has played a dominant role in my life.”

“Through its legacy programmes, such as the Josoor Institute, Generation Amazing and Challenge 22, I have witnessed the Supreme Committee’s commitment to ensuring Qatar’s World Cup looks beyond the 28 days of football to inspire and help people far away and for generations to come. It is for these reasons that I did not hesitate to join the organisation and help it continue to deliver its work.”

Xavi Hernandez says: “I have thoroughly enjoyed supporting the Generation Amazing programme since 2016 and look forward to maintaining a strong relationship with Generation Amazing and the SC during the lead-up to the 2022 World Cup.”

“Through my work with Generation Amazing I have seen first-hand what football can achieve in communities in Qatar and across the region.



The teams line up for the 2019 Amir Cup Final

Football has the power to unite people, dispel stereotypes and break down social barriers.”

Mohammed Saadon Al Kuwari has a particular interest in driving a lasting legacy of national pride. He says: “Like every Qatari national, I remember exactly where I was the moment it was announced that our country would be the host of the FIFA World Cup in 2022.”

“To stand here today as an official member of the team, working to ensure the enormous legacy potential of the tournament is realised, is a great responsibility – and a great honour.”

For all the Ambassadors, this World Cup represents a huge opportunity to bring the positive power of football to a global audience, spreading the golden glow of the tournament far and wide.

The distinctive design of Al Janoub Stadium is inspired by Qatar’s traditional dhow boats



NEESHAD SHAFI

Fighting for a greener world

Neeshad Shafi is an eco-activist who created the non-profit grassroots organisation Arab Youth Climate Movement Qatar. He has received international recognition for his tireless campaigning work.



Shafi at the 'Earth Talks' lecture in Doha, on tackling the climate crisis



Earlier this year, you were named as one of the world's 100 most influential people in climate policy alongside Pope Francis, Al Gore and Greta Thunberg. How proud were you?

It was an honour to appear alongside inspirational figures addressing one of the greatest challenges of our times. I was even prouder to represent Qatar, highlighting the work of the Arab Youth Climate Movement Qatar (AYCMQ). This was recognition for all the young Arabs who are waking up to the climate crisis that imperils our future. By showcasing my work as a youth activist, I hope to encourage other young people to follow in my footsteps.

What inspired you to set up the Arab Youth Climate Movement Qatar and can you tell us about its mission?

The window of opportunity to address the climate and environmental crisis is narrowing. This is

particularly important to young people, since the loss of biodiversity and natural resources will directly impact them. We wanted to give youth in Qatar a platform to make their voice heard. For the last four years, we have made our presence felt. From humble beginnings, we have attended the first UN Youth Climate Summit and organised our first Climate March in Qatar this year.

What activities does AYCMQ undertake, and how can others get involved?

In order to avert ecological disaster, society needs to change – and this will only happen if people realise the extent of the crisis we are facing. Our Earth Talks series brings speakers to Qatar to open our eyes to the environmental crisis. We also have programmes on reducing your carbon footprint.

To what extent do you think Qatar contributes to sustainable development and addressing climate change? Where does more need to be done?

His Highness the Amir Sheikh Tamim bin Hamad Al Thani's participation at the UN Climate Action Summit is an example of Qatar's high-profile role globally. The nation's contribution of US \$100 million to the Green Climate Fund helps poorer nations cope with the climate crisis. Nevertheless, Qatar is facing major environmental challenges, particularly around water security, carbon emissions, increasing energy efficiency, and protecting our marine environment.

What is your favourite place in Qatar to enjoy the natural environment and why?

One location in particular is the Al Thakira mangroves. It's a welcome surprise to find a mangrove forest such a short distance from industrial Al Khor. Because of the harsh natural environment, we have few native plants, and mangroves are one of those which help in the carbon cycle. Also, the mangroves attract migratory birds such as flamingos, which is a spectacular sight.

A young patient in Jordan receives her new toys



BOX OF
HAPPINESS

Spreading smiles one child at a time

There is surely no worthier mission than making a child smile. Box of Happiness does just that. The Qatari charity delivers new and used toys to underprivileged children in the region and has recently expanded its work to cover Bangladesh and Jordan.

“
We put a lot of
time into sorting
the toys, to ensure
that the toys are
clean and in perfect
condition.”

Alya Al-Maadheed,
Founder of Box of Happiness

“Our focus is to collect more toys and spread more happiness,” asserts Box of Happiness founder Alya Al-Maadheed.

The charity ran a workshop in the Doha Festival City Mall during Ramadan, setting a challenge to fill one thousand boxes, to go to one thousand underprivileged children. In the event, people and corporations donated 6,577 toys, exceeding the goal by some margin.

The toys were then sorted by gender and age, to make sure that the right box was sent to the right child. Hundreds have already been distributed, many to children living in conflict zones or extreme poverty.

Al-Maadheed says: “We are planning other workshops to collect more toys and make more children happy.”

There are some challenges – for instance making sure all the gifts are in pristine condition. “The quality of the content of our boxes is really important to us,” says Al-Maadheed. “We put a lot of time into sorting the toys, to ensure that the toys are clean and in perfect condition.”

The charity is spreading its wings globally, with the help of international partners. Al-Maadheed explains: “Our first trip was to Bangladesh. There we participated with Qatar Red Crescent, who

performed operations for 71 children with heart diseases.”

“We wanted to be a part of spreading happiness there, so we distributed 510 boxes among the cardiology hospital children and at orphanages. Recently we joined Qatar Airways in their ward opening in King Hussain Cancer Center, and we took the opportunity to distribute 123 boxes for the children.”

While the children who are recipients are often living in difficult situations, there is a joy in giving them something that lifts them from their current circumstances.

“When I was in Bangladesh, I saw the condition children are living in, I saw the lives that they should not be living. This gave me the courage to step forward and make an impact beyond Qatar’s borders.”

“Making children happy and giving them a chance to live their childhood regardless of all that they’re going through makes it worth taking on more responsibilities and effort.”

Qatar Airways and the Red Crescent are special partners, but Box of Happiness hopes to develop further collaborations in order to reach more children around the world with this simple yet successful formula.

Toys of course unleash a child’s imagination – something that can unlock potential, and transcend day-to-day struggles, allowing them to communicate with other children and adults through play.

Al-Maadheed says this is the essence of her work. “Every time we distribute our Happy Boxes, we feel joy seeing the happiness on the children’s faces, and we feel happy,” she says. “Whenever we see a child happy with the toys it is a special moment for us.”



Qatar Airways distributes the Happy Boxes abroad



Children in Bangladesh unbox their new toys

“Every time we distribute our Happy Boxes, we feel joy seeing the happiness on the children’s faces, and we feel happy.”

Alya Al-Maadheed, Founder of Box of Happiness

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For me, Doha is the number one place to compete. I wanted to make my family, my people, my country, everybody proud. That is why winning at home was like a dream come true.

Mutaz Barshim, Olympian and world champion in high jump



Beyond the realms of possibility

The outstanding individuals and brands of our time all share one thing in common. Marked by a bold sense of adventure, they have taken risks and pushed the limits beyond the realms of possibility.

Whether becoming the world champion in high jump, the first Qatari to scale Everest and Lhotse in the same expedition, or being the top choice air carrier for millions around the world, these figures have made a name for themselves not only at home but abroad as well.

Having achieved major breakthroughs, they invent, achieve, surpass, and succeed because they dare to live beyond the realm of normal.

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Barshim defends the world high jump title at the 2019 IAAF World Championships

MUTAZ
BARSHIM

Soaring to new heights

Nicknamed the Arabian Falcon, he is one of Qatar's greatest living sporting heroes, seemingly defying gravity to fly through the air.



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At some moments, it feels like time just freezes, things go slow and at that moment when you clear the bar you feel like you are actually flying.

Mutaz Barshim,
Olympian and world
champion in high jump

As the current world champion in high jump, Mutaz Barshim is also the nation's most successful Olympian, and the man many schoolchildren aspire to be.

When he attempted the 2.43 metre jump in the Diamond League 2014 in Brussels, the crowd watched in awed silence as he took on Ukrainian Bohdan Bondarenko.

The two men were engaged in a tense standoff, rivals in high jump as the best jumpers in the world.

Barshim's fans erupted into joyous cheers as he cleared the bar, making him the second highest jumper ever after the Cuban record of 2.45 metres, set in 1993.

Barshim also won at the 2014 Asian Indoor Athletics Championships in China, and the 2014 Asian Games in South Korea. In 2016, he won a silver medal at the Olympics.

And in October 2019 – after overcoming an injury sustained competing in Hungary and ankle surgery – the 29-year-old became the first man to defend the world high jump title, with another spectacular win at the 2019 IAAF World Championships.

This took place in his home city of Doha with a world-leading jump of 2.37 metres, taking a gold medal with his signature agility, ease and technique.

The crowd at the Khalifa International Stadium went wild, with celebrations continuing for many days.

Appropriately, Mutaz's name translates from Arabic as 'Pride' – and he is certainly the pride of Qatar.

"It was just a dream come true," says Barshim, who wrapped himself in the national flag for a victory lap.

"I was part of the delegation team when we applied to actually host the Doha Championships. We tried first in 2017, we did not succeed. It was won by London, where I won gold."

"Then we won the election to host the 2019 Championships. For me, Doha is the number one place to compete. I wanted to make my family, my people, my country, everybody proud. That is why winning at home was like a dream come true."

His Highness the Amir of Qatar was there too, and a now famous photo captures their victory embrace.

Barshim says of this high-level support: "It means so much to me. When you have that kind of tremendous support from His Highness himself, you can only have a great respect for him. He has so many responsibilities, but on that particular day he chooses to step down from all that and be present himself to support you. That is why I said to myself: I need to give something special."

"Even winning is not enough. You have got so much respect for those people who come to support you and you want to give them something spectacular and I am glad I was able to deliver."

Of his nickname, Barshim says that he does indeed sometimes feel like he is flying: "Oh definitely. At some moments, it feels like time just freezes, things go slow and at that moment when you clear the bar you feel like you are actually flying."

Barshim joined the world of athletics early, beginning the high jump at the age of nine.

After graduating from the Aspire Academy in 2009, Barshim met his Polish coach Stanisław "Stanley" Szczyrba who trains him in Doha.

One day, Barshim hopes to give back to youngsters following in his footsteps. He says: "Sport has given me a lot and it's only right to give back. I want to pass on my experience to the next generations."

The FIFA World Cup 2022 is a big date for all Qatari sportsmen, no matter their discipline. Barshim explains: "Of course, I am excited, especially at home, we will all have a big role to play here, to make this event successful."

"Everybody in the country becomes an ambassador automatically. We need to come together, make sure we all have fun and help the visitors that are coming here watch and enjoy and hopefully make positive memories."

Then next year of course there is the Tokyo Olympics 2020. Barshim says the pressure is intense, explaining: "Everybody keeps telling me 'there is no going back... bronze, silver...next has got to be the gold.'"

"And I want to give this to everybody who supports me, to my country, my people, my team, my family and my friends, I want to give them that gold."

One thing is certain: in his next drive for success, Barshim will certainly have the entire nation cheering him towards victory.



HE Sheikh Joaan bin Hamad Al Thani greets Barshim at the 2019 IAAF World Athletics Championships

“Everybody keeps telling me ‘there is no going back... bronze, silver...next has got to be the gold.’”

Mutaz Barshim, Olympian and world champion in high jump

QATAR AIRWAYS

Bringing people together

Salam Shawa is responsible for the global marketing and communications for Qatar Airways. Q Life sat with Salam to discuss the airline’s global, ambitious vision – and how she and her team work tirelessly to make it happen.



Salam Shawa at the Qatar Airways headquarters

Doha is the ideal location for an airline, being situated in a strategic location between East and West. Can you give an example of how Qatar Airways is able to take advantage of Qatar’s global positioning?

Doha is indeed ideally placed to serve as the ultimate hub to the world. In December we welcomed the world’s top football clubs representing each of FIFA’s six regional Confederations as they converged on Doha, backed by thousands of supporters, to compete for the title of global champion club. Qatar’s global position just a four-hour flight from two billion people makes it the perfect host for top-level global sporting events.

What factors does Qatar Airways take into consideration when exploring possible new destinations?

We look at passenger and cargo demand, as well as competition to each destination, to ensure that flights are sustainable. We also look at seasonality of demand, for example in the summer we operate flights to Malaga, Spain whereas in winter we instead send the aircraft to Chiang Mai, Thailand. New destinations should complement our existing portfolio of more than 160 destinations worldwide and ultimately our objective is to maximise profitability with each new destination that we launch.

Qatar Airways is much more than just an airline. It has become a symbol of the State of Qatar for many people around the world. What makes you most proud when you think about the work you do for Qatar Airways?

Seeing Qatar Airways’ name in the sky despite all the challenges we faced, especially with the

unjust blockade against Qatar. We dealt with it with class. We stayed positive and under the visionary leadership of Group Chief Executive, His Excellency Mr Akbar Al Baker, we continued to expand our reach, launching a number of new and exciting destinations. We might have lost 18 routes but managed to launch 25 new routes since the blockade and will continue to launch more and bring people together from around the world.

We are now less than three years away from the 2022 World Cup in Qatar, which promises to be a unique and exciting opportunity for Qatar and the people of the Middle East. How is Qatar Airways positioning itself internationally ahead of the largest sports event in the world?

Qatar Airways is proud to be the Official Sponsor of the FIFA World Cup Qatar 2022 with its global audience of over 3 billion people. The FIFA World

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We managed to launch 25 new routes since the blockade and will continue to launch more and bring people together from around the world.

Salam Shawa,
Senior Vice President of Marketing and Communications at Qatar Airways

Qatar Airways launches new destinations in 2019



Cup Qatar 2022 will be the first mega sporting event of its size in the region and will bring with it the greatest influx of sports fans the region has ever experienced. As an airline we continue to offer our passengers the five-star service they expect, reflecting Qatar's hospitality, warmth and cultural diversity and are excited and ready to welcome millions of our loyal and new passengers to Qatar over the next three years and beyond.

What do you think will be the most pressing challenges facing Qatar Airways over the next 10 years? How do you plan to tackle these?

Adversity and challenges serve only to make us stronger as an airline and as professionals. Qatar Airways is more resilient than ever since the blockade. We continue to recruit the best talent in the business, to keep working hard to push new boundaries, to break through frontiers and to move forward with innovation and creativity. We strive for excellence in all we do and the next 10 years at Qatar Airways promises to be as exciting and successful a journey as the last 10.

FAHAD
BADAR

Failure is not an option

What do you do when you reach the summit of Everest in the middle of the night, but you're out of oxygen? And your regulators, including the spare, have been ruined beyond repair by the -40°C cold?

It is in these moments that the years of mental, physical and emotional preparation are the difference between life and death. Failure is not an option.

Fahad Badar's manner is intense but calm as he recounts this experience from his office at the Commercial Bank of Qatar. We are worlds away from the cold darkness of Earth's highest peak, which Fahad returned from summitting in May of last year after a guide from another expedition was mercifully able to lend him a spare regulator.

Despite the peril, you get the sense he was just as composed then as he is now.

"In the mountains, everything tries to kill you," Fahad says. "You just have to know in your mind why you're

doing this, otherwise giving up is all too easy. Despite everything, it's important to really try and enjoy it."

The only times he struggled to find enjoyment were occasional dark moments when the summit felt out of reach. "I wanted to reach the summit no matter what," he continues. "At a time when you cannot breathe, your body is aching from pain, and you are freezing, still you are pushing yourself to climb. It's an emotional experience that I don't think you can reflect in any other sport."

What could have inspired this senior banker to invest so much energy, resources and risk into one of mountaineering's ultimate challenges? "I was not seeking the attention", he emphasises. "Sure, it was an incentive [to be the second Qatari to climb Everest], but not the only thing."

Fahad Badar



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At a time when you cannot breathe, your body is aching from pain, and you are freezing, still you are pushing yourself to climb. It's an emotional experience that I don't think you can reflect in any other sport.

Fahad Badar,
Mountaineer

It was a chance sighting of Everest during a backpacking trip around Asia in his twenties that sowed the seeds of a dream Fahad would finally come to realise some 15 years later. “I think it was 2016 when I realised I was missing something. When I started reflecting, I realised I need to follow my dreams,” explains Fahad.

And what a way to realise that dream. In taking on both Everest and the neighbouring Lhotse last May, Fahad became the first Arab man in history to scale both in the same expedition – an incredible feat that stunned even Nepal's most-experienced Sherpas.

Standing on top of the world, Fahad also used his climb as an opportunity to showcase several causes close to his heart, including Qatar Cancer Society and the FIFA World Cup 2022.

“People internationally know about the World Cup, but they don't know Qatar very well,” he observes. “They don't know the ability of Qatar, and the success we've had in arranging lots of international tournaments. For me, part of my mission was to raise awareness about what we are doing.”

Since returning to Doha, Fahad has also worked hard to give back to the country that hosted him for almost two months – Nepal. “The Nepalese population in Qatar is one of the largest expatriate groups – they help us to construct so much of our infrastructure,” he says, adding that this has inspired him to volunteer with the country's embassy in Doha and take up a role as an Ambassador for the Visit Nepal 2020 programme.

Remarkably, the Everest-Lhotse expedition is just one stage of a far greater journey Fahad is undertaking, one that has most recently seen him travelling to the South Pole.

It wasn't until 1985 that a human being had conquered the Seven Summits, the highest mountain on each of the seven continents, and Fahad intends to add his name to this exclusive list.

“I think for Everest the biggest challenge was the altitude and the isolation. For the South Pole, it's the isolation, but also the extreme cold there, and the ability to push myself,” he says with an air of disarming coolness.

Thousands of miles from civilisation, battling the coldest temperatures on the planet, armed only with a pair of skis and a small team, failure will never be an option for Fahad Badar.

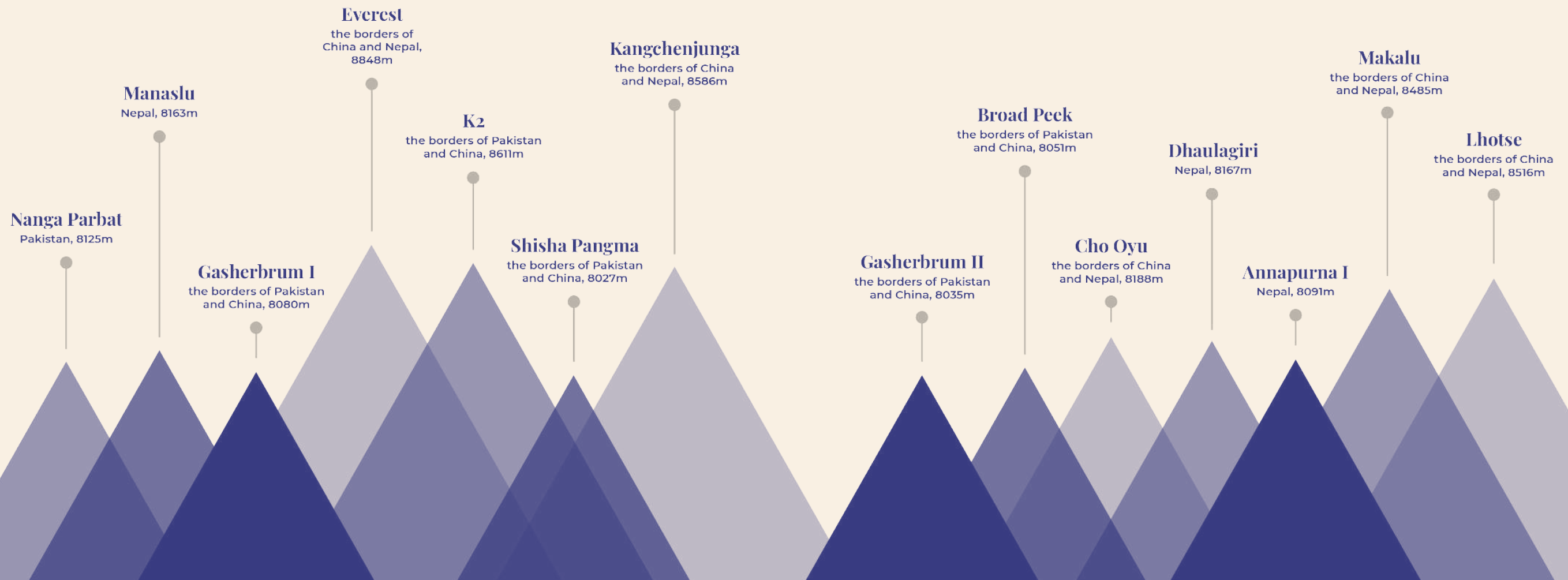


To get the latest updates on Fahad's progress, follow him on Instagram @Fahad917

The eight-thousanders

The eight-thousanders are a group of fourteen mountains on Earth whose peaks lie 8,000 metres (26,247 ft) above sea level in the so-called death zone, where there is not enough oxygen for humans to breathe.

Located in the Himalayas and Karakoram mountain ranges of Asia, these peaks are highly coveted in the mountaineering world.



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I was very proud of my country for being in the international spotlight.

Khalifa AlMarri, Film Director

Speaking a universal language

Music, fashion, art and film. In whatever part of the world, they act as a bridge between different cultures – collectively enriching nations and their people.

Over time, Qatari artists have brought Qatar's creative industry to the world map, bringing us closer to international audiences through the universal language of music and film.

The legacy they leave behind will echo for centuries to come.

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DANA AL
FARDAN

Taking centre stage

Dana Al Fardan is Qatar's leading contemporary composer, a musician, songwriter, and symphonic artist. She is the official composer for Qatar Airways and her first West End musical, *Broken Wings*, had sold-out shows in London and came to Doha last November.



Dana Al Fardan composes music in her home

Over two million people a month listen to this music, which uses the distinctive Arabic rebaba instrument, and Dana is one of the most widely listened to composers in the Middle East.

Her music has become the sound of Qatar, and she is a national icon, acting as a cultural ambassador for the country internationally.

And yet Dana did not have a traditional musical education, instead studying international relations and gemology, so that she could enter the family business.

A compulsory course in Arab studies ignited her love for the region, however, inspiring her to create music. Her sell-out show *Broken Wings* was based on the life of the poet Khalil Gibran.

Dana, whose next musical *Rumi* opens in 2020, says her pride in her home country provides inspiration for her art. "Qatar has a very unique place in the world and it has a very rich cultural heritage," she says. "I want to tell the story of Qatar to a global audience. I'm very proud of my heritage and I want to show the world our colours."

The Qatari sea-faring tradition is one element she has drawn on to create the innovative music for which she is famous.

"One of the things that I've personally taken away from Qatar was the pearl diving tradition," she says. "I've incorporated that into my music to provide a new sound, a sound with a level of authenticity that is in demand in classical music with a character and a texture."

"My grandfather's background is in pearl trading. Percussion plays a pivotal role in the music of the sea,



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One of the things that I’ve personally taken away from Qatar was the pearl diving tradition. I’ve incorporated that into my music to provide a new sound, a sound with a level of authenticity that is in demand in classical music with a character and a texture.

Dana Al Fardan, Contemporary Composer

specific to pearl diving. There is a specific percussion pattern for when the boat leaves the shore, for when the boat is coming in, for when they’re lamenting their situation, they’re looking for the pearls, they find the pearls, they don’t find the pearls. And on top of that, there’s always a gentleman chanting.”

“So when I started to understand the sounds and the framework, I understood how to incorporate that on a more modern neo-classical orchestration to make that accessible and to tell that story to an international audience.”

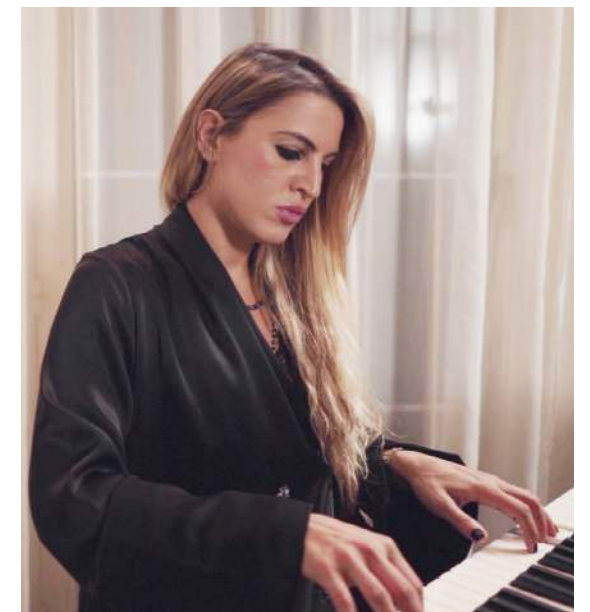
She recently performed at the 2019 UN Day Concert in New York, and took inspiration from the children she met. She says: “I was asked by the UN to write a song to create a campaign with Qatar Charity for a refugee camp in Jordan. They were dealing primarily with Palestinian refugees. It was to create food baskets during Ramadan. I went with them to Jordan and I was absolutely blown away by the children that I met. They are highly ambitious, highly intelligent children, but life had dealt them a very difficult blow. And yet, they were incredibly optimistic.”

She is a musician, but also a businesswoman, and says: “My mandate is generally preserving Arab heritage in a way that is exportable to international markets.”

“My recent concert in New York, at the UN, featured a range of different sounds, different soloists, different instruments that are universal in their scope but that have a very distinctly Arabian feel. The message is

the fact that music speaks any language, but then you will hear an accent or a dialect that is distinctive to the origins of the identity of that instrument or person.”

She adds: “Of course, individuality is very important. That’s what colours us. That’s what makes us interesting. That’s what makes us want to interact with other people. It’s just developing the tools to communicate regardless of the differences, to celebrate the differences. That’s the role of music. That’s what I’ve been trying to do. That’s the reason I want to tell the story of my country, Qatar.”



FASHION TRUST
ARABIA

Arab fashion's bright future

With the launch of Fashion Trust Arabia (FTA) last year, an initiative dedicated to finding and nurturing young talented designers, Doha is establishing itself as one of the world's most exciting new fashion capitals.

Founded by Tania Fares, under the auspices of Her Highness Sheikha Moza bint Nasser and Her Excellency Sheikha Al Mayassa bint Hamad Al Thani, the initiative is the only one of its kind in the Arab world.

Every year, finalists will present their collections to some of the most recognisable faces in the fashion industry. At the last awards ceremony, the judging panel included the likes of Diane von Furstenberg, Victoria Beckham, Alexander Wang, and Erdem Moralioglu. The project extends far beyond an annual show, however.

Fares explains: "FTA is a network designed to support MENA designers regionally, serving as a bridge to the international community."

"Beyond financial support and mentorship, we want to give an opportunity for young Arab designers to

show the world what great talent we have in the Arab world. We're creating a support system that otherwise does not exist in our part of the region. We're looking forward to seeing this community grow on a global scale."

Fares has personal experience of bridging this world. She says: "I was born in Lebanon to a Jordanian mother and Lebanese father, but I grew up mostly between Beirut and Paris." Her passion was ignited when she began as an intern in Paris for the house of Pierre Cardin.

Fares achieved huge success early in her career. She says: "Before founding the Fashion Trust, I co-launched the brand Lulu and Co with Lulu Kennedy. That really opened me up to the challenges that young designers face when breaking into the industry."

Tania Fares

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There are a lot of organisations that support young artists and other creatives, but there were very few dedicated to young emerging talent from the fashion industry, so I felt it was the right time to step in.

Tania Fares, Founder and Co-Chair of Fashion Trust Arabia

Early on, she established networks to further the work of young designers, working first with the British Fashion Council to create a support system for young British designers, co-founding its charitable arm, the Fashion Trust.

She says: “Being based in London was a great way for me to build relationships with designers. Today, we have supported the careers of numerous designers such as Emilia Wickstead, Roksanda, Mary Katrantzou, Marques Almeida and Palmer Harding and now with Fashion Trust Arabia, we are supporting the six winners of the 2019 prize.”

In particular, she wants to empower Arab youth in design. She explains: “Empowering young fashion designers is something I can personally relate to with the many challenges I faced with my own label back in 2007.”

“There are a lot of organisations that support young artists and other creatives, but there were very few dedicated to young emerging talent from the fashion industry, so I felt it was the right time to step in.”

“You can be extremely talented, but not know the ins-and-outs of the industry, especially the business and operational aspects. Having great partners and mentors along the way can really shape your career as a designer.”

She adds: “With no support system similar to that of Fashion Trust in the UK, I realised that it was time for me to bring the same level of opportunities to young Arab designers. It was more than production, distribution, and exposure that the fashion communities lacked.”

“They needed the guidance that we knew we could provide. I ran the idea by Her Excellency Sheikha Al Mayassa who has graciously offered her support, and that is how Fashion Trust Arabia came to inception.”

In March 2019, FTA saw its first fashion prize being awarded. It is made up of three pillars: a financial grant, international recognition, and a one-year mentorship. Supported by partner matchesfashion.com, some of the designers will see their collections stocked in Harrods.

Fares tells finalists: “Be authentic and stay true to who you are and what your brand represents. It will help you achieve recognition. It is very easy to fall into trends and what others are doing, but maintaining your identity is what will make you stand out.”

Fares, who currently splits her time between Lebanon, London and Los Angeles, believes the future is bright for Arab fashion.

She says: “There is real potential for young Arab designers and Middle Eastern-based labels with the international market, and we’re looking forward to showing it.”



March 2019 saw finalists showcase their best pieces in Doha, Qatar



KHALIFA
ALMARRI

From one-man crew to international filmmaker

How do you know when you have a calling in life? Many feel as if they will never know, but for Khalifa AlMarri, his inspiration came early, and he has never looked back. It all began when his teacher gave him a video assignment at school.



The set of AlMarri's film "Embodiment"

AlMarri remembers the moment fondly: "The first time my film screened at the school's theatre... all my friends and teachers gathered around me asking all kind of questions about the film and how I managed to do it". For AlMarri this was the turning point that would see his creative journey venture from the classroom to international film festivals. "I was always afraid of putting my work out there for people to judge, but in that moment, I knew that this is what I'm supposed to do."

What makes his trajectory all the more impressive is the manner of his success. After winning an award at the 2015 Ajyal Film Festival, it was clear that AlMarri stood out from the crowd. "I was competing with big budget films with big crews, and I was a one-

man crew. That's when I got the recognition and appreciation for being able to do all those things."

Doha Film Institute (DFI), in its role as a platform for young Qatari artists, offered AlMarri crucial exposure and provided the filmmaker with formative experiences that remain with him today. "It's not like putting your work on any other online platform, because you get feedback directly from industry professionals from all around the world."

Empowered, AlMarri actively acknowledges that DFI "guided me to where I am today."

"Embodiment" is one of his films that has thrived thanks to DFI's support. Screened at several international film festivals since 2017, the film

continues to represent Qatar's blossoming film industry in the global arena to this day. It recounts Qatar's journey from "ancient wilderness to contemporary metropolis," and as Qatar and India celebrated their joint Year of Culture last year, "Embodiment" won over further admirers at the prestigious 2019 Mumbai Film Festival.

The glitz and glamour of showbiz can entice many, however AlMarri reveals that his greatest motivation is not the media coverage but that "everyone got to see my country [Qatar] the way I see it... I was very proud of my country for being in the international spotlight."

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I was always afraid of putting my work out there for people to judge, but in that moment, I knew that this is what I'm supposed to do.

Khalifa AlMarri, Film Director



The set of AlMarri's film "Embodiment"



About the Government Communications Office

The Government Communications Office (GCO) was established in June 2015 to effectively communicate the priorities of the Government of the State of Qatar.

The GCO works with Qatar’s ministries and embassies across the world to tell the country’s story and showcase its vision for the future.

The GCO falls under the jurisdiction of His Excellency Sheikh Abdullah bin Nasser bin Khalifa Al Thani, Prime Minister and Minister of the Interior.

His Excellency Sheikh Saif bin Ahmed Al Thani is Director of the GCO, and is the first point of contact for those looking to learn more about the State of Qatar.

The GCO is committed to transparent engagement with the international community as Qatar continues on its journey of development.

As part of its work, the GCO publishes Q Life Magazine twice a year. Its purpose is to educate a global audience about the State of Qatar, and highlight the country's achievements and initiatives in various fields – locally and internationally.

Q Life, the GCO's newest online platform, has taken on this vision digitally. Hosted online at [www.qlife.com](http://www qlife.com) and on Instagram at [@qlife_com](https://www.instagram.com/qlife_com), Q Life is an exciting hub showcasing the people and ideas powering Qatar's development.

To find out the latest news from the GCO, please visit our website www.gco.gov.qa or Twitter at [@GCOQatar](https://twitter.com/GCOQatar).



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