

DIGITAL MAP

ROUTE AND EXHIBITION HIGHLIGHTS

LEGADO DE QATAR 2022

RUTAS HACIA
LA GRANDEZA

QATAR 2022 LEGACY

JOURNEYS TO
GREATNESS



Gobierno de
México

Cultura
Secretaría de Cultura



CENTRO
DECULTURA
DIGITAL



متاحف قطر
Qatar Museums
and Sports Museum



21
YEARS OF
CULTURE



50
YEARS OF
CULTURE
QATAR CANADA & MEXICO 2026





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As part of the Years of Culture 2026 and Social World Cup 2026 programs, the Qatar Olympic Sports Museum is presenting *Qatar 2022 Legacy: Journeys to Greatness* at the Centro de Cultura Digital. This exhibition features a selection of artifacts, photographs, and narratives that tell the story of this World Cup: what it meant for the country, what they did, what happened, and what it continues to mean for Qatar today. Thus, this exhibition is not just the story of a sports tournament; it is about how a nation decided to present itself to the world for the first time on its own terms. It is the story of how soccer intersects with personal, cultural, political, and everyday issues.

Before beginning the tour, it's worth pausing on something rarely mentioned: what is Qatar? It is a country of just 11,600 km² —smaller than many Mexican states— with a population of around 2.9 million people, of whom only 10% to 12% are Qatari citizens; the rest are foreign residents who live and work there. As an independent nation, Qatar has existed since 1971: it was just 51 years old when it hosted the World Cup. Most visitors to this exhibition likely know Qatar only as the host of a football World Cup. Few know what it meant for a country of that size, with that population, to take on a commitment of this scale before the entire world. This was not simply a sporting decision: it was a national bet.

For any territory in the world, hosting an international celebration that draws thousands of visitors and puts its culture under the gaze of the entire planet carries a particular meaning. But for Qatar it began with the selection of the host in 2010 and continues today, for example through programs like Years of Culture, of which this very exhibition is part. It is a national vision still being built.

In dialogue with the 2026 World Cup in Mexico, the exhibition also sparks questions and conversations about what this event means here and now in Mexico City, but above all, it invites us to reflect on the stories we want to tell during and after this new edition of the World Cup.

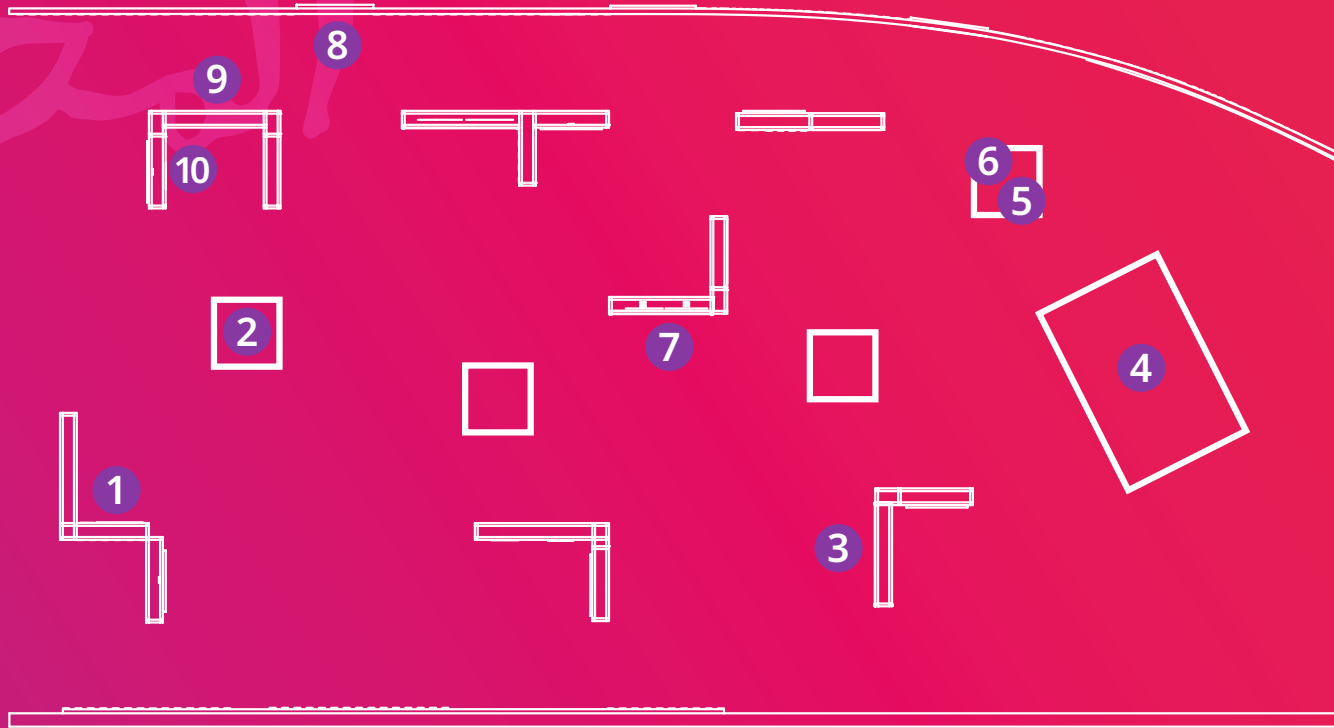
Save this question for the end of the tour:

WHAT DO DIFFERENT CULTURES HAVE IN COMMON WHEN THEY COME TOGETHER AROUND A SPORTS CELEBRATION?



Aled Ibrahim, © 2022. Cortesía de Tasweer Photo Festival Qatar.

DIGITAL MAP



- 1 Father Emir's Tshirt: the story of soccer in Qatar
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1 FATHER EMIR'S TSHIRT: THE STORY OF SOCCER IN QATAR

At the opening ceremony, a video was shown featuring Sheikh Hamad bin Khalifa Al Thani—the Father Emir, Qatar's ruler before his son—playing soccer as a young man. As the footage played, his son, the current Emir, Sheikh Tamim, approached him in the box and presented him with a jersey identical to the one he had worn in the video decades earlier. The Father Emir signed it in front of tens of thousands of people in the stadium and millions watching on television.



2 FIFA WORLD CUP TROPHY AND FOOTBALL GAMES MEMORABILIA

In this module, you'll find a commemorative replica of the Qatar World Cup trophy, which features the names of previous World Cup champions. The items displayed alongside the trophy are memorabilia from the matches: wristbands, tickets, ID cards, and more. These items encapsulate not only all the material artifacts associated with each match but also the experiences of the many people who had the opportunity to attend these games.

3 GENERATION AMAZING: THE SOCIAL PROJECT AROUND FOOTBALL

In 2012, when Qatar was selected to host the 2022 World Cup, Generation Amazing was founded as an organization focused on the transformative power of soccer. Beyond the World Cup, and in collaboration with other institutions, Generation Amazing has continued to work ever since on sustainability and social development programs in Qatar and 75 other countries.

4 THE STADIUMS OF THE WORLD CUP

This module features six of the eight stadiums that Qatar built over the course of twelve years. Each of these stadiums draws inspiration from elements of Qatari culture and geography. Al Bayt is shaped like a Bedouin tent—the traditional Arab desert dwelling—and is named after it because. Stadium 974 is made from 974 shipping containers—Qatar’s international code—and was the first demountable stadium in the tournament’s history: when it was all over, it was taken apart piece by piece. Al Thumama is shaped like a gahfiya, the traditional Qatari men’s headdress, and Lusail, where the final was played, features solar cooling.

5 LA’EEB AND THE GRAPHIC IDENTITY OF THE WORLD CUP

The World Cup’s visual identity incorporated images and objects from Qatari culture. The tournament’s official mascot was designed as an animated character inspired by the kufiya, the traditional Arab headscarf. On social media in China, the mascot became a phenomenon in its own right, taking on new meanings beyond what was originally intended as a symbol of hospitality.

6 THE FOOTBALL OFFICIAL BALLS: TECHNOLOGY AND SYMBOLISM

There are two soccer balls on display. Al Rihla, which means “the journey,” was the official ball for the group stage. It features built-in real-time tracking technology: the first in World Cup history to support the VAR system with instant position data. Al Hilm, “the dream,” was the ball used in the final matches. Its colors are those of the Qatari flag and the trophy.



7 ARGENTINA AND PORTUGAL NATIONAL FOOTBALL TEAM SHIRT

The uniforms worn by World Cup players are imbued with personal and political meanings and stories, giving them great symbolic value. Lionel Messi dedicated this jersey to His Highness the Emir of Qatar as a sign of respect and international solidarity. Meanwhile, Portugal's No. 7 jersey tells a personal story and that of a nation: Portugal's defeat in the quarterfinals and Cristiano Ronaldo's final World Cup.

8 MESSI'S BISHT: THE SYMBOLIC ACTS DURING THE WORLD CUP

On December 18, 2022, Argentina defeated France in the World Cup final in a penalty shootout, following one of the most dramatic finals in the tournament's history. Messi lifted the trophy, and just as he was about to take it, the Emir of Qatar, Sheikh Tamim bin Hamad Al Thani, did something no one expected: he took a bisht, a long cloak made of fine fabric with gold or silver trim, and draped it over Messi's shoulders. It is the most solemn garment in the Arab men's wardrobe. The gesture sparked a variety of reactions.



9 GHUTRAH WITH MEXICAN FLAG

The objects that emerge during the World Cup reflect the coming together of people from different parts of the world. The ghutra, the headscarf worn by men in various Arab cultures, was also used as a symbol of fan support of other countries. What does this one with a Mexican flag suggest here today?



10 POCKET FAN GUIDE: DOHA DURING THE WORLD CUP

Between November 20 to December 18, 2022, Qatar hosted the World Cup, and many other activities took place in Doha in connection with the event and the people who visited the city during that time. This pocket guide for World Cup fans provides an overview and locations of all the activities, festivals, and points of interest in the city. From events in different beaches to music festivals, the World Cup also took place outside the stadiums.

VOCABULARY

- *Al Bayt* means home.
- The *kufiya* is a traditional white Arabic scarf.
- The *bisht* is a long cloak made of fine fabric with gold or silver trim. It is the most solemn garment in the Arabic men's wardrobe. It is worn at weddings, head-of-state receptions, and during moments of the highest protocol.
- The *ardha*, the traditional Arabic war dance that accompanies the flag, is the most solemn expression of Qatari identity.
- *Al Rihla*, which means 'the journey'.
- *Al Hilm* means 'the dream'.

Remember the question you saved at the beginning:

WHAT DO DIFFERENT CULTURES HAVE IN COMMON WHEN THEY COME TOGETHER AROUND A SPORTS CELEBRATION?

Find the official postcard and answer with words or drawings, and if you'd like, leave it in our reflection box on your way out.

