

### 3-2-1 QATAR OLYMPIC AND SPORTS MUSEUM

#### Fact sheet

#### OVERVIEW

The 3-2-1 Qatar Olympic and Sports Museum is Qatar's museum of sports history, offering an unforgettable and inspiring interactive journey through the history and legacy of sports and the Olympic Games. The museum delivers a multi-layered educational narrative that combines a comprehensive collection with state-of-the-art technology, and documents the significance of sports in Qatar. 3-2-1 comprises approximately 19,000 square metres, housing hundreds of objects from around the globe, from the origins of sports to the modern day. Through its participatory spaces and planned programming, the museum aims to inspire and engage its community and encourages the public to take part in sports and physical activity.

#### LOCATION

The museum is located at Khalifa International Stadium, part of Qatar's Aspire Zone Foundation. The Stadium, originally built in 1976, is one of the sites hosting the FIFA World Cup Qatar 2022. The Aspire Zone, also known as Doha Sports City, is a 250-hectare (2.5 km) sporting complex located in the Baaya district of Doha, which also includes the Aspire Academy for Qatar's youth, Hamad Aquatic Centre, Aspire Tower and Aspire Park.

#### OPENING

The 3-2-1 Qatar Olympic and Sports Museum was officially launched under the patronage of His Highness the Amir, Sheikh Tamim bin Hamad Al Thani, on 30 March 2022.

#### MISSION AND VISION

Mission: To research, collect, educate and share the story of global and Qatari sports in an engaging, empowering and entertaining way

Vision: The 3-2-1 Qatar Olympic and Sports Museum seeks to demonstrate to the world that sports and Qatar are intrinsically linked. It is packed full of interactive exhibits, inspiring objects and unique activity areas that generate a spirit of participation. As well as promoting the positive value of sports, it showcases the origins, development and significance of sports culture within Qatar and beyond. The museum also seeks to improve and integrate planning for community and elite sports facilities.

#### LEADERSHIP

Her Excellency Sheikha Al Mayassa Al Thani, Chairperson, Qatar Museums

Ahmad Musa Al-Namla, CEO, Qatar Museums

His Excellency Sheikh Mohammed bin Abdullah bin Mohammed bin Ali Al Thani, President, 3-2-1 Qatar Olympic and Sports Museum

Abdulla Yousuf Al Mulla, Director, 3-2-1 Qatar Olympic and Sports Museum

**DESIGNER** Joan Sibina, Architect

**COMPONENTS**

**Museum Building** **14,565 M<sup>2</sup>**

(Permanent Exhibition, Temporary Exhibition, Activation Zone, Auditorium, Library, Congress, Halls, Offices, and Other Spaces)

**Access Building** **4,362 M<sup>2</sup>**

(Includes Café, Restaurant, Gift Shop)

**SUMMARY OF GALLERIES**

The museum’s exhibits present the role of sports as one of the most significant cultural developments, the history and contemporary significance of the Olympic Games, the stories of sporting heroes around the world, and the inspiring story of the development of sports in Qatar and explores the massive impact of mega events hosted by Qatar in recent decades. The interactive experiences in 3-2-1’s “Activation Zone” promote sports across Qatar and encourage the adoption of healthy and active lifestyles.

3-2-1 comprises seven gallery spaces housing objects from around the globe, from the origins of sports to the present day. The galleries include:

***Gallery 1 (Main Lobby Area): World of Emotion***

Before entering the gallery spaces, visitors encounter the museum’s lobby area, with access to the auditorium, conference rooms, and an atrium with direct access to the Activation Zone. This introduction space provides an overview of the museum’s themes and the central role of sports in Qatar. A video wall and custom soundscape welcome visitors into the museum and build excitement for what lies ahead in the galleries.

***Gallery 2: A Global History of Sport***

“A Global History of Sport” is a journey through the history of sports across the globe from ancient to modern times. The gallery includes almost 100 objects and reproductions, ranging from the 8th century BCE to the early 20th century, accompanied by graphics, audio-visual and interactive digital elements. The gallery is organised into geographic and thematic sections, focusing on different historical periods in Europe, Asia and Oceania, the Americas, Africa, and the Middle East. Through these featured cultures, the gallery illustrates how sports evolved all over the world, examining the similarities that drove communities to develop sports in response to deep human needs.

**Gallery 3: Olympics**

Using a combination of history, archaeology and contemporary sources, the "Olympics" gallery takes visitors on a journey from Greek antiquity to the present day, exploring the Ancient Games through the birth of the modern Olympics, and their growth and significance today. "Olympics" is made up of four zones, with the first providing context on the cultural and philosophical drivers that led to the creation of the ancient games and the popularity of the Games in ancient Greece, as well as the site of Olympia as a hub of athletic, religious and cultural activity. Within the gallery's Olympic Theatre is an immersive video that tells the story of the birth of the modern Olympics, and introduces the geopolitical, social, and technological factors, as well as individuals, most notably Pierre de Coubertin, that contributed to the revival of the Olympic Games. Also included is a display of every torch from the Summer and Winter Olympic Games from 1936 onwards. A final section explores the history, legacy and values of the modern Olympics, and the ways in which the spirit of the Games is kept alive by the work of international and national Olympic committees, the legacy of each Games, and by athletes and spectators around the world.

**Gallery 4: Hall of Athletes**

The "Hall of Athletes" is a celebration of sporting heroes from around the world. Here visitors can meet heroes, old and new, and be inspired and amazed by their journeys and achievements. Across three floors, this gallery profiles 90 athletes from across the world and the 20th and 21st centuries, representing a wide range of international sports. Included is a series of eye-catching displays, each focusing on a different athlete through informative text and intriguing or awe-inspiring objects (both historic and replicas).

Stories of trailblazing women and men who were the first of their country, religion, gender, age or ethnicity to compete and to win share themes of passion, drive and determination. Athletes who have overcome great challenges to succeed, athletes whose reputations transcend their sports and whose public images have become powerful symbols, are represented in the "Hall of Athletes."

Historic and replica objects include large-scale items, including a bobsleigh, and a Formula 1 car, which are featured in Gallery 4 along with dramatic life-size images and exciting video content.

The sounds of high-octane sports events convey the drama and thrills of lives lived on the world stage of sport. Through the lens of local fans and sports enthusiasts, the audio-visual experience in the gallery shows the inspiration and meaning that these athletes' stories and achievements can have in our everyday lives.

**Gallery 5: Qatar – Hosting Nation**

“Qatar - Hosting Nation” explores how the mega sports events hosted by Qatar in recent decades have become a matter of global fascination and national pride. The 2006 Asian Games in Doha was the first major sports event to be held by a Gulf country. One of the most successful Asian Games ever held, Qatar hosted 45 countries in 424 events in 39 sports. Before then the country had hosted one-off international events since the 1970s and annual events since the 1990s.

Visitors can learn how the 2006 Asian Games was a catalyst for the development of Qatar as a hosting nation, and how the event accelerated the urban transformation of the country, creating world-class sports, hospitality and visitor infrastructure fit to host sporting megastars and their global audiences. An exciting video installation tells the story of the Khalifa International Stadium, from its opening in 1976 to stage the First Arabian Gulf Cup, to the hosting of the IAAF World Athletics Championship in 2019 and its refurbishment for the FIFA World Cup Qatar 2022™. Through a series of immersive experiences, from motorsports to equestrian and racquet sports, from track and field to handball and football, the gallery revisits the most memorable moments of these world-class Qatari hosted events and examines their legacy.

**Gallery 6: Qatar Sports Culture**

“Qatar Sports” presents the story of Qatar’s sporting transformation from traditional sports and games, dating back several thousand years, to its role today as a global sporting nation. Immersed in the atmosphere of a Qatari majlis, visitors can learn about Qatar’s maritime and desert traditions, and then through a series of audio-visual experiences and timelines, see how the country is preserving and celebrating its traditions.

A new era arrived in the 1940s, when Qatar Petroleum built sports facilities for its British employees. By the 1950s Qataris were embracing Western sports; and multi-sports clubs and local football teams were formed. Visitors can take a virtual ride on a school bus to learn how sports became central to the school curriculum. A series of interactive digital installations allow visitors to experience the drama of key sporting events and hear fascinating personal stories from the individuals involved. Visitors can also take part physically in traditional Qatari games like “taq-taqia” and “el-gaiss” (a game similar to Hopscotch).

The gallery examines moments that are etched in the nation’s collective memory, from the first Arabian Gulf Cup in 1970, and the visits of sporting heroes Muhammad Ali and Pelé, who came to Qatar to compete, to the building of the iconic Khalifa Stadium in 1976, marking a turning-point in Qatar’s sporting history. Today Qatar welcomes the world to spectacular sports events in state-of-the-art facilities and sends its male and female athletes to compete at the elite international level. The

gallery provides unique insights into Qatar's sporting journey and culminates by examining its use of sports for social development – at home and abroad – including leading up to the FIFA World Cup Qatar 2022™.

### **Gallery 7: Activation Zone**

The museum's final gallery, "Activation Zone," promotes physical activity across Qatar and encourages healthy and active lifestyles. This interactive gallery experience begins with the inspirational stories of local people who have made the decision to adopt healthy and active lifestyles. The gallery encourages continued engagement with the museum through its exciting and innovative programme of events, challenges and activities. Visitors are also invited to immerse themselves in Qatar's active environment and walk through a digital installation that reflects the landscape of Qatar – the park, market and desert, beach, city and finally the Khalifa Arena. Visitors can track their immersive "visit" through a personal device which analyses an individual's physical literacy: fortitude (concentration, endurance and stamina), vitality (strength and power), collaboration (teamwork and cooperation skills), control (skill, balance, coordination) and quickness (reactions and speed). Visitors can create personal physical profiles with recommendations of suitable physical activities and resources to access the activities across Qatar or within schools.

### **Café & Restaurant *Café and Restaurant***

The café and restaurant at 3-2-1 Qatar Olympic and Sports Museum are operated by the JW Marriott with the menu concepts designed by Chef Consultant Tom Aikens, a UK-born Michelin-star chef and avid marathon runner. The 3-2-1 Café, located on the third floor of the museum, offers visitors tasty, wholesome, freshly made food and drink options as well as takeaway offerings.

The restaurant, Naua, is located on the eighth floor of the museum. The restaurant is named after the Arabic word for nucleus of the seed and promotes mindful, healthy eating. The menu offers refined dishes made from high-quality, seasonal ingredients. This casual fine-dining restaurant is set to become Doha's premier destination for diners who seek the ultimate fusion of the healthy and the gourmet.

### **Gift Shop**

The main gift shop, located on the museum's fifth floor, offers visitors a wide range of exclusive merchandise inspired by the legacy of sport and the Olympic Games. Visitors can browse and buy a wide range of sportswear and apparel that showcase the positive value of sport and its significance to sports culture within Qatar and beyond. From local football team kits to vintage Olympic poster prints, there is something for all ages to enjoy.

The gift shop is operated by IN-Q Enterprises, the commercial arm of Qatar Museums. Since its establishment in 2018, IN-Q has created a reputation for quality, exclusivity, authenticity, and creativity in everything that it does – themes inspired by the mission of Qatar Museums.

## SUPPORT

Generous support has been provided by the [Qatar Olympic Committee](#), [Aspire Zone Foundation](#), Supreme Committee of Legacy and Delivery and OMN ([Olympic Museums Network](#)).

The museum has collaborated with the International Physical Literacy Association to develop a National Physical Literacy Journey, aimed at encouraging the community to adopt a healthy lifestyle and engage in physical activities.

## VISITOR INFORMATION

### *Location*

The museum is located inside the Khalifa Stadium  
+974 4452 5555

### *Hours*

Saturday to Thursday from 9:00 a.m. – 7:00 p.m.  
Friday 1:30-7:00 p.m.

## FIND US ONLINE

<http://www.321.qa/>  
[@321qosm](#)  
#321GO!

## MEDIA CONTACTS

Hanan Saif, Qatar Museums: [hsaif@qm.org.qa](mailto:hsaif@qm.org.qa) (+974 4402 8543)  
Alli Steinberg, Polskin Arts: [alli.steinberg@finnpartners.com](mailto:alli.steinberg@finnpartners.com) (+1 212 583 2754)