
Medina Centrale Carnival Launched at The Pearl Island With Signature Shows, Themed Weekends, and Star Performances



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Doha, Qatar – November 2025 – United Development Company (UDC), master developer of The Pearl and Gewan Islands, in partnership with Aura Group, announces the start of the Medina Centrale Carnival. It is a large-scale entertainment program offering a full season of shows, live performances, family activities, and themed parades at Medina Centrale every weekend from November through February.

Medina Centrale Carnival is a destination experience created through the joint sponsorship and collaboration of UDC and Aura Group. Together, the two organizations aim to elevate Medina Centrale into one of Qatar's most vibrant leisure spots, providing residents and visitors new reasons to spend their weekends at The Pearl Island.

The carnival will kick off with a special performance by Lebanese singer Christina Haddad, setting a high-energy tone for the months ahead. Her appearance marks the start of a diverse entertainment lineup featuring artists, performers, comedians, and creative acts scheduled throughout the season.

One of the signature features of Medina Centrale Carnival is its rotating program of themed weekends, each offering a fresh atmosphere, new shows, and unique visuals. With a new theme

introduced every weekend, visitors can look forward to varied experiences that keep the season exciting.

Themes will be brought to life through street performances, costumes, installations, and lively parades moving through the main walkways of Medina Centrale. Families with children will find dedicated zones with hands-on workshops, arts and crafts, balloon twisting, clay modeling, face painting, and rotating activities. The area facing Debs w Remman serves as a central hub for kids' experiences, offering engaging and enjoyable activities.

In the evenings, Medina Centrale will host live performances by regional artists, monthly stand-up comedy shows, and special stage programs that add variety to the weekend offerings. Whether guests attend during the day or evening, the carnival provides something for every age and interest.

Commenting on the collaboration, Mr. Hussain Al Baker, Executive Director of Commercial and Properties at UDC, said:

“Our collaboration with Aura Group reflects UDC’s commitment to delivering integrated entertainment experiences that strengthen the sense of community. We strive to create a vibrant environment where residents and visitors can come together in moments of interaction and shared enjoyment. Events such as the Medina Centrale Carnival provide a unique opportunity to

celebrate creativity, culture, and fun within a destination that combines entertainment, hospitality, and contemporary lifestyle.”

Mr. Yasser Zein, CEO of Aura Group, said:

“Our partnership with UDC reflects Aura Group’s vision to curate exceptional experiences that bring people together through entertainment and creativity. By collaborating on events like the Medina Centrale Carnival, we aim to contribute to The Pearl Island’s atmosphere and provide memorable moments showcasing the best of hospitality and community spirit. We seek to inspire connection, joy, and vibrancy across Medina Centrale.”

United Development Company (UDC) is one of Qatar’s leading public shareholding companies and the master developer of The Pearl and Gewan Islands. UDC is committed to developing distinguished destinations that embody modern, sustainable living through pioneering real estate, commercial, and hospitality projects that support national economic growth and reinforce Qatar’s position as a premier destination for living, business, and investment.

About Aura Group

Aura Group is a leading hospitality company dedicated to creating exceptional dining experiences that inspire and delight. With a passion for innovation and commitment to excellence, Aura Group continues to push the boundaries of culinary artistry, introducing globally celebrated concepts to

Qatar and beyond.