

Msheireb Downtown Doha Welcomes Winter with Culture, Celebration, and Learning



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Doha, Qatar – 18 November 2025: Msheireb Properties announces the return of its celebrated Winter Season at Msheireb Downtown Doha, a citywide programme of entertainment, culture, and family experiences taking place from 1 December 2025 to 31 January 2026. Under the theme “

In Msheireb, there is a vibe for everyone” this year’s season showcases the best of sport, design, music, cinema, and national celebration in one walkable urban destination.

Spanning across Msheireb’s most iconic spaces—including Barahat Msheireb, Sikkat Wadi Msheireb, Msheireb Museums, Sahat Al Nakheel, and Al Kahraba Street—the winter activations will run daily from 4:00 PM to 10:00 PM.

This year’s Winter at Msheireb Downtown Doha is brought to life through partnerships with distinguished national and corporate collaborators. Visit Qatar joins as the Strategic Partner, whilst Qatar National Bank (QNB) holds the position of Platinum Sponsor. Vodafone Qatar serves as the Exclusive Telecom Platinum Sponsor, and BYD Mannai as the Exclusive Automotive Platinum Sponsor. AlKass Sports Channel joins as the season’s Media Partner, bringing key moments and stories from across the programme to audiences nationwide. The season’s is further supported by ME Visual as a valued sponsor.

A Season to Celebrate

The 2025–2026 Winter Season kicks off in early December with the Baraha Premium Fan Zone and Sikkat Wadi Msheireb Activation, coinciding with the Arab Cup 2025. These opening activations capture the excitement of the tournament through live match screenings, football-themed

experiences, vibrant entertainment, and community gatherings that transform the city into a celebration of sport and regional pride.

Around the same time, Sweet Sikka at Sahat Al Nakheel returns with the much-loved Candy Zone now in its second year—a colourful and playful attraction filled with family entertainment, interactive games, and delightful surprises designed for visitors of all ages. Adding to the festive atmosphere, Barahat Msheireb will once again host Baraha Cinema in the latter part of December, offering outdoor screenings, themed dining experiences, and a relaxed winter setting for families and film enthusiasts alike.

Dr. Hafiz Ali Abdulla, Senior Director of Corporate Communication at Msheireb Properties, commented: “Winter at Msheireb has grown into a tradition that brings people together in the heart of Doha. Each year, we strive to curate experiences that celebrate our culture, creativity, and sense of community. The 2025–2026 season embodies the spirit of Qatar today: inclusive, forward-looking, and full of life. Our vision for Msheireb Downtown Doha was always to create a people-centric urban environment. This season’s programme is a living expression of that goal, designed to be discovered as visitors wander through the city and enjoyed by everyone—residents, visitors, families, and individuals alike. We invite you to experience winter at Msheireb, where every activation has been thoughtfully curated to create memorable moments and strengthen our

community bonds.”

National Pride at the Heart of the City

Festivities continue in mid-December with Qatar National Day celebrations across Msheireb Downtown Doha. The city will host cultural installations, performances, and family-friendly experiences celebrating the nation’s heritage and unity. A special performance by the Al Jazeera Orchestra and Choir (In partnership with U Events) at Barahat Msheireb will serve as a joyful highlight of the celebrations.

Msheireb Museums: Engagement and Cultural Programmes

Msheireb Museums continues to anchor culture in Msheireb Downtown Doha. This season, the “Identities of Perfection” exhibition, in collaboration with Al Markhiya Gallery, showcases the late Egyptian artist Hazem El Mestikawy’s works, examining architecture, geometry, and the harmony between tradition and modernity. Building on this, Resonant Bodies, developed with Virginia Commonwealth University in Qatar, highlights how art preserves memory, continuity, and identity through creative expression. The season also features the Positive Impact Leadership Summit, Doha Film Festival Talks, Light-Box Installations, and a series of educational and children’s workshops.

Celebrating Creativity, Learning, and Community Collaboration

Doha Design District will present a rich lineup of design and creative events. Highlights include the Hamad bin Khalifa University's Sustainable Islamic Urbanism course, and networking events like the FROMM Design Meetup, and JW Anderson Trunk Show. Artistic contributions feature Rashmi and Youssef Ahmed artwork reveals, while workshops such as the Virginia Commonwealth University School of the Arts in Qatar (VCUQ) Design Thinking Workshop, InStudio Fashion Pop-up, and Arabic Calligraphy International Day provide hands-on experiences.

Winter Experiences Extend into January

The winter programme continues into January 2026, with the return of Hosh Msheireb, a boutique glamping concept at the Company House Courtyard within Msheireb Museums. Designed as a peaceful retreat in the heart of the city, Hosh Msheireb features elegant cabanas, comfortable seating, traditional fire pits, and warm beverages—creating an intimate sanctuary perfect for Doha's cool winter evenings.

Adding to the cultural appeal of the season, Baraha Musical Concert will take place in mid-January, offering an elegant outdoor performance featuring live orchestral music. Guests can enjoy an intimate dinner beneath the open sky, surrounded by the architectural beauty of Barahat

Msheireb, as classical and contemporary compositions fill the winter air.

Meanwhile, Qatar's epicentre for innovation and entrepreneurship in design, fashion, and technology, M7 continues to showcase culturally rich experiences. Featured exhibitions include Threads of Impact, Houbara Haven, and Amazigh Hair Couture, each celebrating contemporary creativity and craft, while in collaboration with the Art and Culture Development Foundation of Uzbekistan, Woven Legacies: Uzbekistan's Living Heritage provides a captivating exploration of Uzbekistan's artistic traditions.

Discover LifeHub Msheireb

Visitors to Msheireb Downtown Doha this winter are also invited to discover LifeHub Msheireb, the acclaimed educational initiative by Weill Cornell Medicine-Qatar (WCM-Q). Opening soon, it offers interactive experiences and hands-on activities promoting healthier lifestyles and sustainable living. The initiative is developed in collaboration with the Ministry of Environment and Climate Change and the Ministry of Municipality to support Qatar's sustainability goals.

Winter Activations Calendar:

- **21 November:** J.W Anderson Trunk Show – Free entry

- **23 November:** Rashmi Artwork Reveal Event – Free entry
- **1–18 December:** Baraha Premium Fan Zone (Arab Cup 2025 Activations) – Ticketed
- **1–18 December:** Sikkat Wadi Msheireb Football Activations – Free entry (select activities ticketed)
- **8 December:** Arabic Calligraphy International Day Workshop – Ticketed
- **December:** VCUQ Design Thinking Workshop – Ticketed
- **December:** Youssef Ahmed Gift Reveal – Free entry
- **December:** InStudio Fashion Pop-up – Free entry
- **Until 3 January:** Threads of Impact and Woven Legacies: Uzbekistan’s Living Heritage exhibitions
- **Until 12 January:** Houbara Haven and Amazigh Hair Couture exhibitions
- **18 December:** Qatar National Day Celebrations – Free entry
- **18–27 December:** Sweet Sikka (Candy Zone) – Ticketed
- **25 December – 3 January:** Baraha Cinema – Ticketed

- **December–January:** LifeHub Msheireb Educational Experiences – Free entry
- **December onwards:** “Identities of Perfection” exhibition at Msheireb Museums – Free entry
- **January:** Baraha Musical Concert – Ticketed
- **1–31 January:** Hosh Msheireb – Ticketed