
Qatar's Years of Culture Initiative Kicks off in Mexico with Major Cultural Programme as Legacy of FIFA World Cup Qatar 2022™



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11 May 2026 – Doha, Qatar and Mexico City, Mexico: Qatar’s Years of Culture initiative is presenting a major cultural programme in Mexico City this summer, using art, film, football history and photography to mark the official launch of the Qatar Canada and Mexico 2026 Year of Culture in Mexico.

Inspired in part by the momentum created through Qatar’s hosting of the FIFA World Cup Qatar 2022™, the events taking place in Mexico City show how the legacy of global sport can continue through cultural engagement. Presented in partnership with major Qatari (3-2-1 Qatar Olympic and Sports Museum, Tasweer Photo Festival Qatar, and Doha Film Institute) and Mexican institutions (Museo Jumex and Centro de Cultura Digital), the June programme reflects Qatar’s long-term vision of using culture and sport together to drive national development, strengthen international partnerships, and deepen people-to-people understanding.

“The Years of Culture summer programme in Mexico reflects Qatar’s belief that sport and culture can create opportunity, strengthen ties, and build lasting connections to amplify regional voices and stories. From football and film to art and heritage, each event creates space for dialogue, shared memories, and human connection. As Mexico prepares to welcome the world as one of the next hosts of the World Cup, we are proud to contribute to that spirit by connecting through culture,” said Years of Culture advisor and Qatar’s former Ambassador to Mexico His Excellency Mohammed Al Kuwari.

Running throughout June, July and August in Mexico City, the programme brings together a series of major public events across some of the capital's leading cultural venues.

Objects of Glory: Iconic Moments in the History of Football, presented jointly by Museo Jumex and 3-2-1 Qatar Olympic and Sports Museum (QOSM), will open at Museo Jumex on 10 June. Displayed together outside Qatar for the first time, the exhibition features 16 iconic objects that shaped the game, including jerseys, balls, trophies and memorabilia linked to legendary players and defining matches. Among the centrepieces is Diego Maradona's 1986 World Cup jersey, worn in Mexico City. Exploring unforgettable moments, the exhibition highlights how football history lives through the objects people remember and the memories attached to them, including moments deeply connected to Mexico.

Journeys to Greatness: Qatar 2022 Legacy will run from 10 June to 2 August at Centro de Cultura Digital. The immersive exhibition examines how the FIFA World Cup Qatar 2022™ became a defining national and regional moment, shaping cultural impact and strengthening unity through diversity. It explores how hosting helped drive progress in infrastructure, sustainability, tourism, innovation and global perception for Qatar, leaving a legacy far beyond the final whistle.

From 4 to 10 June, Doha Film Institute will present a curated programme of contemporary Arab cinema at Cineteca Nacional de México, bringing stories from across the Arab world to Mexican

audiences through the universal language of film. The selected films explore themes of identity, resilience, belonging and everyday life.

Also on view this summer is the *Under One Sky* photography exhibition. Resulting from an international open call by Tasweer Photo Festival Qatar, the exhibition celebrates the friendships, diversity and shared experiences that made FIFA World Cup Qatar 2022™ memorable. Through photography and personal stories, it highlights the people behind the event and shows how football can bring people together across cultures and borders.