

Qatar Olympic
and Sports Museum



GALLERY GUIDE

WELCOME TO THE 3-2-1 QATAR OLYMPIC AND SPORTS MUSEUM

The Qatar Olympic and Sports Museum celebrates humanity's historical fascination with sport together with Qatar's inspiring journey over the years to become a major global sports destination.

Qatar's ancient sporting heritage received international recognition when the country was welcomed into the fraternity of Olympic nations in 1981, eventually culminating in an important milestone in 2006 with the staging of the Asian Games in Doha. The event's success inspired the creation of this museum, which showcases the history of the Olympic Games, sports throughout the ages, and Qatar's own sports culture.

The museum traces the evolution of sport from the spontaneity of the early hunting games to the landmark Olympic festival of Ancient Greece, from the invention of rules-based games like football through to the phenomenon we see today of massive sports events enjoyed simultaneously on every continent.

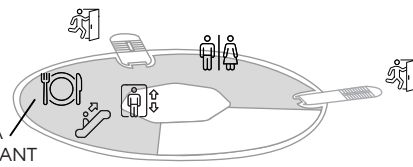
We showcase the inspiring stories of famous sportsmen and women, describing how these remarkable individuals have stretched the limits of human possibility, encouraging ordinary people to push their own boundaries and prove that in their own way they can be athletes too. A tour of the museum's galleries offers inspiration, information and a journey of discovery — a chance for all visitors to open their eyes to the diversity and importance of sport across the centuries in all corners of the globe.

FLOOR PLANS

Head to the 8th floor for a healthy fine dining experience at the Nuaa Restaurant with a menu designed by chef Tom Aikens.

8

NAUA RESTAURANT



OFFICES

LIBRARY

CONGRESS HALL

AUDITORIUM

TEMPORARY EXHIBITION GALLERY

THE HALL OF ATHLETES

Go to the right to start your journey through the galleries on this floor.

7

3-2-1 START!

WORLD OF EMOTIONS

A GLOBAL HISTORY OF SPORT

THE OLYMPICS

MEMBERS' LOUNGE

ACTIVATION ZONE

Discover your physical literacy in the Activation Zone.

THE HALL OF ATHLETES

QATAR SPORTS

QATAR: HOSTING NATION

Don't forget to visit the gift shop before you leave, for an amazing range of sports-inspired merchandise.

5

3-2-1 GIFTSHOP

If you feel like a snack, the 3-2-1 Café offers a wide variety of healthy snacks designed by chef Tom Aikens.

3

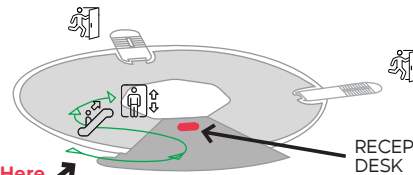
3-2-1 CAFE

Head to the reception desk to get your ticket, then take the elevator to the 7th floor to start the exciting exhibition experience.

2

Enter Here

RECEPTION DESK



A GLOBAL HISTORY OF SPORT



Ceramic figurine of a ball player with protective gear, Maya culture, Mexico, 600–800 CE. Photo: akg-images / François Guénet

Sport endures as one of the most significant cultural forces in the development of human civilisation. Professional athletes and amateurs alike exemplify the best of human nature in their competitive drive, physical strength, mental agility and ability to cooperate. Although the popular sports we play and watch today have evolved over the centuries, the history of sport from antiquity to modernity is a story that charts some of the common reasons why athletes continue to capture our collective imaginations.

This gallery maps the historical journey, showcasing significant athletic activities, games and competitions in five geographical areas: Europe, Asia and Oceania, the Americas, the Middle East and Africa. Despite originating in diverse cultures, sometimes separated by centuries and continents, different sports evolved in response to shared human needs related to hunting and defence, religion and ritual, travel and commerce, and community and culture. In some cases, sport replaced conflict in favour of celebrations and alliance building; in others, it provided outlets for fun and creativity in response to increased leisure time.

While many of the factors that spurred the development of sport are universal, it was also a carrier of different cultures across space and time. Often similar activities developed in radically different regions of the world; in other cases, trade, colonisation and cultural exchange played a role. New global connections, the codification of rules, and international competitions in the 1800s and early 1900s led to the emergence of modern sport, our final stop on this historic itinerary.



Pearl diving in the gulf around Malabar, India, about 1400 CE.
© Bodleian Libraries, University of Oxford

Stone weight used for pearl diving, Arabian Gulf, 1700–1900 CE

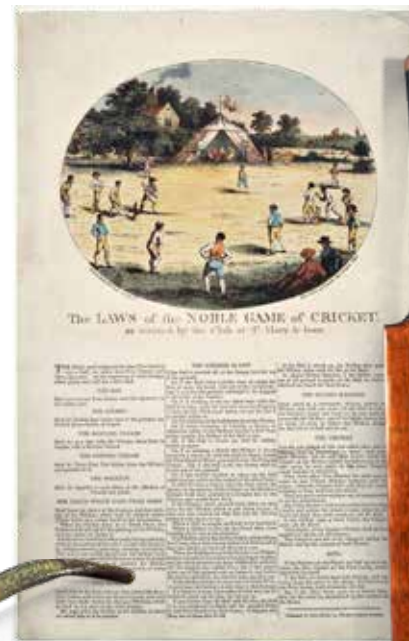


Bow decorated with floral patterns, probably from Iran, 1800s CE

Tapestry showing a dragon boat festival performance, China, 1700–1900 CE. © The Metropolitan Museum of Art. Image source: Art Resource, NY



Porcelain snuff bottle featuring a dragon boat scene, China, about 1800 CE



Print of 'The Laws of the Noble Game of Cricket', England, 1809 CE



A quiver, used for holding arrows, from India or Iran, 1800s CE



Horse stirrups, Turkey, 1600s CE



Set of balls for the Kemari ball game, Japan, 2021 CE



Hanging scroll showing Kemari being played, Japan, 1850–1855 CE. Image courtesy Freer Gallery of Art



Sultan Suleiman I during a hunting expedition, Turkey, 1500s CE. Photo: Sonia Halliday Photo Library / Alamy

THE OLYMPICS



Moroccan athlete Nawal Al Moutawakkel, gold medal winner in the 400 metre women's hurdles event at the 1984 Olympic Games in Los Angeles. Photo by Tony Duffy / Allsport / Getty Images

This gallery takes you on a journey from Greek antiquity to the present day, covering the ancient Olympic Games through to the birth of the modern Olympics, and the development and growth of the movement today. Beginning with the mythic origins of the Games, you are invited to explore the interplay between athleticism and spirituality, which was at the core of these events. Through the lens of history and archaeology, you will learn about the ideal athlete in Ancient Greece, the sports of the pentathlon, and the Panhellenic Festival Games, including the crowning event of the cycle — the Olympics.

This is followed by an immersive film introducing the architect of the modern Olympics, Pierre de Coubertin, who in the late 1800s began an athletic and humanist movement inspired by the ancient Games. The film juxtaposes world events against the growth of the modern Olympics to fully explore the story of his vision for an international sports community.

From there a world-class display of Olympic objects and their stories await. Discover a complete collection of Olympic torches; experience key events from the history of the Games, alongside some lesser known moments; and see a range of artefacts showcasing the legacy, values and rituals that make the modern Olympic movement unique in the world of sport.



Official torch, Olympic Winter Games Nagano, 1998



Misha, the official mascot of the Olympic Games Moscow, 1980



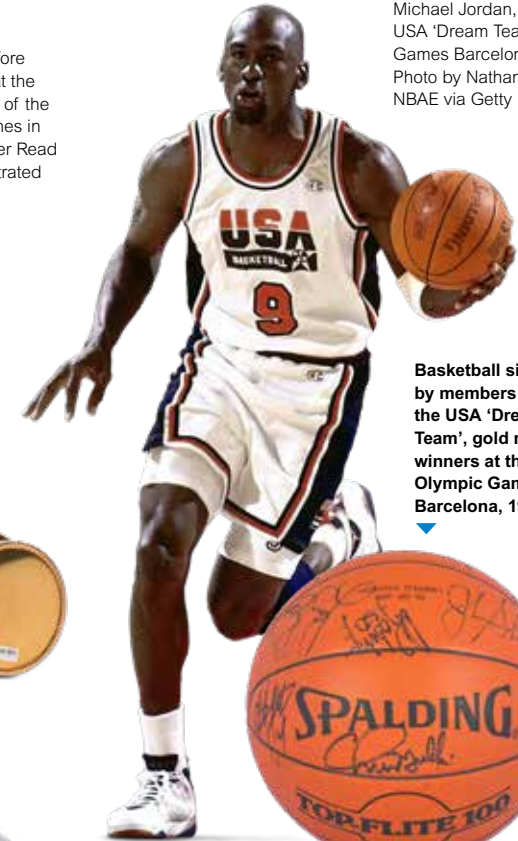
Yingying, the official mascot of the Olympic Games Beijing, 2008



Official torch, Olympic Games Atlanta, 1996



Mohammed Ali before lighting the flame at the opening ceremony of the 1996 Olympic Games in Atlanta. Photo: Peter Read Miller / Sports Illustrated via Getty Images



Michael Jordan, part of the USA 'Dream Team', Olympic Games Barcelona, 1992. Photo by Nathaniel S. Butler / NBAE via Getty Images

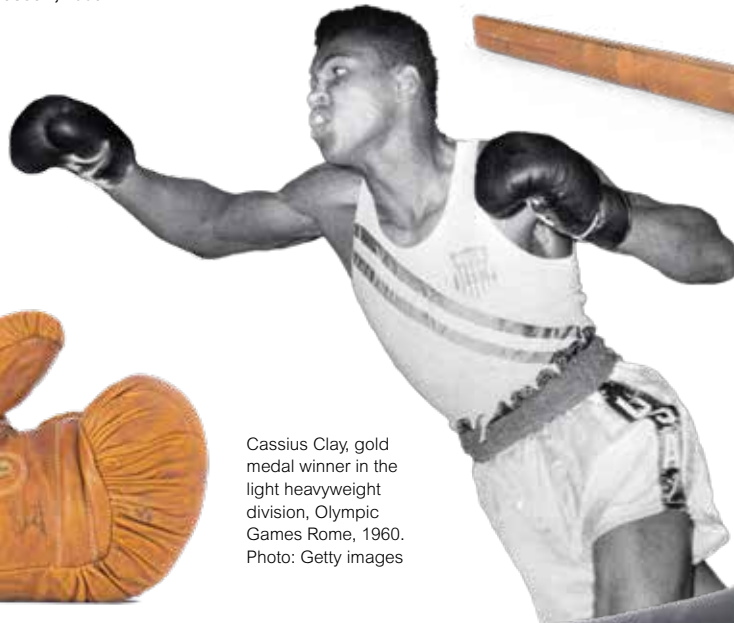
Basketball signed by members of the USA 'Dream Team', gold medal winners at the Olympic Games Barcelona, 1992



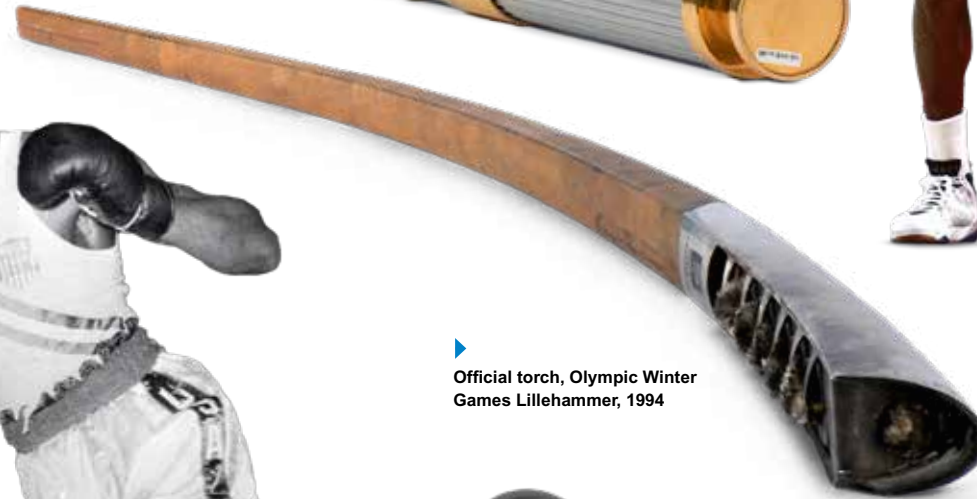
Boxing gloves worn by Cassius Clay (later known as Muhammad Ali) during qualifying rounds for the 1960s US Olympic team. The left glove is signed "Cassius Marcellus Clay, 'Rome Bound'"



Cassius Clay, gold medal winner in the light heavyweight division, Olympic Games Rome, 1960. Photo: Getty images



Official torch, Olympic Games Mexico City, 1968



Official torch, Olympic Winter Games Lillehammer, 1994

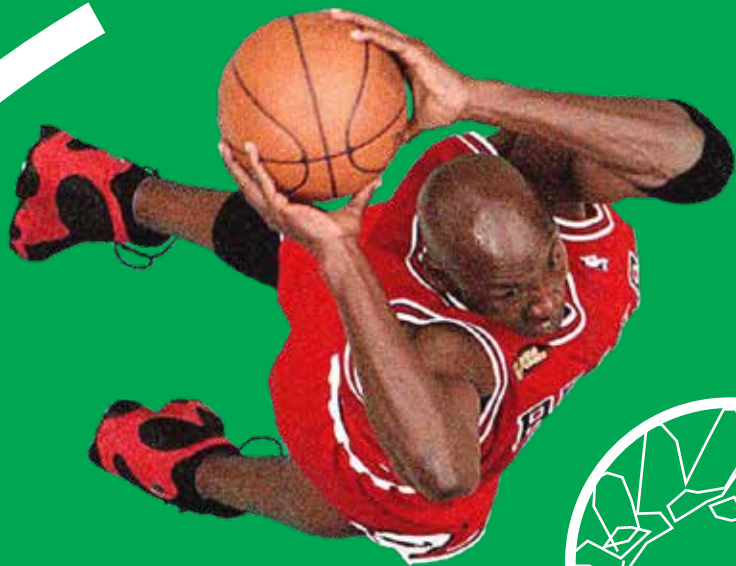


Sir Steven Redgrave, gold medal winner in five consecutive Olympic Games, at the opening ceremony of the Olympic Games London, 2012. Photo: Ben Stansall / AFP / Getty Images

Official torch, Olympic Games London, 2012



THE HALL OF ATHLETES



Michael Jordan scores for the
Chicago Bulls in the NBA Final, 1988.
Photo: Abaca Press / Alamy

This gallery tells the inspirational stories of 90 men and women who have left an indelible mark on the last century of sport – from the superstars whose names are known the world over, to the unique heroes whose remarkable feats have broken records, broken down barriers and shaped sport as we know it today.

Stretching over three floors, dramatic life-size images, stunning video footage and exceptional artefacts recreate the most memorable moments in the careers of these athletes. Coming from all corners of the world, they excelled at different sports, at different moments in history. Yet behind each of their journeys, you can find the same values and messages in the courage and determination they showed in their lives.

Explore the stories of the trailblazing women and men who were the first of their country, religion, gender, age or ethnicity to compete and to win. Encounter the athletes whose reputations transcend their sports and whose public images have become powerful tools for good. Witness the strength and will to succeed of athletes who have risen from poverty, or overcome illness, refusing to give up in the face of these challenges. And discover the creativity that competing in elite sports can unleash, driving design and innovation whether in equipment, apparel or training. The Hall of Athletes gallery takes you on a journey guaranteed to surprise, inspire and motivate.



American skateboarder Tony Hawk in action. Photo by Robert Cianflone / Getty Images

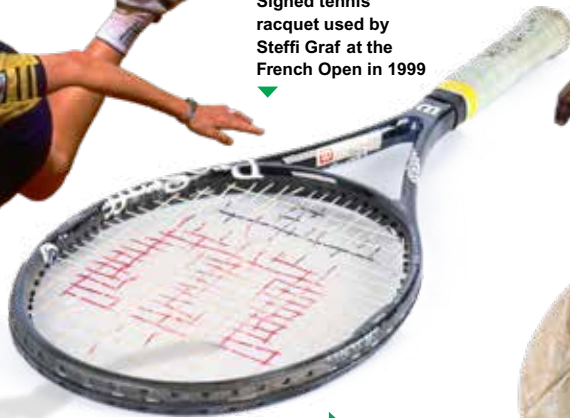


▲ Birdhouse Projects
Skateboard used and signed
by Tony Hawk, about 2000

Steffi Graf, competing for
her sixth and final French
Open title at Roland-
Garros, Paris, 1999. Photo:
Clive Brunskill / Allsport



▼ Signed tennis
racquet used by
Steffi Graf at the
French Open in 1999



▶ The ball used by Pelé
when he scored the
incredible 1000th goal
of his career in Rio de
Janeiro, 1969



Sachin Tendulkar, Sydney,
2012. Photo: Action Plus
Sports Images / Alamy

▼ Adidas 'Master
Blaster' cricket bat
signed by Indian
cricket legend
Sachin Tendulkar



▶ Official Qatar
national team vest
worn by Mutaz
Barshim, at the
Tokyo Olympics,
2020 (held in 2021)

Mutaz Barshim, Tokyo
Olympics, 2020. Photo:
Independent Photo
Agency / Alamy

Pelé, FIFA World Cup match
between Brazil and Bulgaria,
July 1966. Photo by Rolls
Press / Popperfoto via Getty
Images / Getty Images



▼ Helmet worn by
Brazilian racing
driver Ayrton
Senna in his first
Formula 1 season
in 1984



Ayrton Senna,
holding the helmet
that had become
his trademark, at
the Japanese
Grand Prix, 1993.
Photo by Paul-
Henri Cahier /
Getty Images

QATAR: HOSTING NATION



Mohamed Salah, named
Player of the Tournament,
FIFA Club World Cup,
Qatar, 2019. Photo:
PA Images / Alamy

Staging the Asian Games Doha 2006 confirmed Qatar's role in the global sports scene. However, the country's prestige and reputation as a hosting nation had already been established with one-off international events since the 1970s and annual championships from the 1990s. This gallery invites you to relive the most memorable moments from the many world-class competitions held in Qatar, through seven immersive experiences that show how sport can be a catalyst for both intercultural dialogue and urban transformation.

The journey starts with a spotlight on the 2006 Asian Games, when 45 countries and over 9000 athletes competed in Doha. You are then in for a feast of sporting thrills including spectacular footage of Qatar's motorsports events, classic moments from tennis, table tennis and squash tournaments, a thrilling masterclass of equestrian championships, and the chance to relive scenes from unforgettable football matches. The next space takes you through the excitement of the 24th Men's Handball World Championship in 2019, while the journey ends with a celebration of track and field athletes competing in multiple events in Qatar since the 1990s.

A highlight of the gallery is a fascinating video installation that tells the story of the Khalifa International Stadium, from its opening in 1976 to stage the First Arabian Gulf Cup, to its refurbishment for the FIFA World Cup Qatar in 2022, representing the biggest sporting event to be held in the region and the realisation of Qatar's dreams to become a major player in the global sports scene.



▶ Trophy awarded to HH Sheikh Tamim bin Hamad Al Thani, when he was captain of the winning team at the Gulf Cooperation Council (GCC) Under-16s Tennis Championship, 1993



▶ Mohamed Salah's Liverpool FC shirt, FIFA Club World Cup Qatar, 2019



▶ Tennis racquet donated to the museum by Serena Williams during the WTA Sony Ericsson Championship, Doha, 2009



▶ Trophy awarded to the Qatar Men's Handball Team, runners up in the 24th World Championship, 2015



Serena Williams, winner of the WTA Sony Ericsson Championship, Doha, 2009. Photo: REUTERS / Alamy

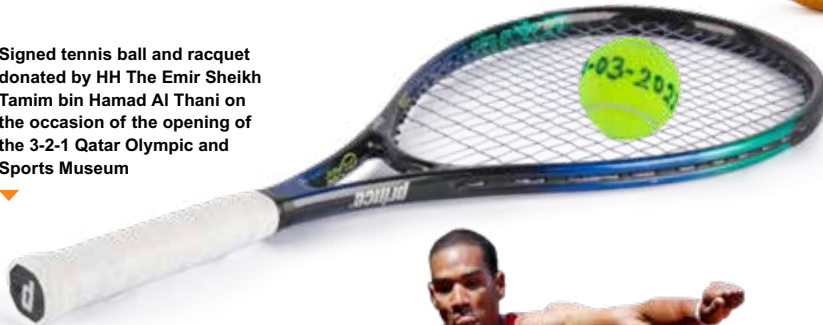


▶ Jersey worn by Australian Mark Renshaw, Tour of Qatar, 2011



Mark Renshaw, winner of the Tour of Qatar, 2011. Photo: Tim de Waele / Corbis via Getty Images

▶ Signed tennis ball and racquet donated by HH The Emir Sheikh Tamim bin Hamad Al Thani on the occasion of the opening of the 3-2-1 Qatar Olympic and Sports Museum



▶ Helmet used by Jorge Lorenzo in the Qatar Grand Prix 2015



▶ Trophy awarded to Indian golfer Aditi Ashok, winner of the Qatar Ladies Golf Open 2016

Raphael Nadal, Qatar, 2011. Photo: Ian Walton / Getty Images



▶ Shirt signed by Raphael Nadal, semi-finalist in the Qatar ExxonMobil Open 2011

Christian Taylor, winner of the triple jump, IAAF Diamond League, Doha, 2013. Photo: Action Images / Paul Harding Livepic / Alamy



▶ Shirt signed by Christian Taylor, IAAF Diamond League Doha 2013



Jorge Lorenzo, Qatar Grand Prix, 2015. Photo: Malkon / Abaca Press / Alamy

QATAR SPORTS



Mutaz Essa Barshim of Qatar won gold at the 17th World Athletics Championships in Doha 2019, before going on to win gold again in the men's high jump event at the Olympic Games Tokyo 2020. Photo: Christian Petersen / Getty Images

A passion for sport is embedded in Qatar's culture, originating in traditional pastimes dating back thousands of years. When modern sports were embraced by the local community in the mid 20th century, this was the next step on a journey that would see the country eventually becoming a major player on the global scene.

Divided into six different zones, the gallery leads you through a time-and-memory-line of key sporting moments in Qatar's history. The journey starts with cultural practices, such as camel racing and falconry, which became the heritage sports of today. You will then learn about the arrival of modern sports through the memories of local people who went from being spectators to becoming participants in neighbourhood teams in the 1950s and 60s. You next take a seat on a school bus to celebrate the country's first national representatives in the 1963 Arab School Games, and then discover the excitement of visits by international sports icons such as Muhammad Ali and Pelé in the 1970s.

The journey then focuses on Qatar's entry onto the international scene through participation in the Olympics and world championships, culminating in the successful bids for the 2006 Asian Games and the FIFA World Cup 2022. Unique footage, personal accounts and one-of-a-kind memorabilia recreate unforgettable moments and stories, showing the role sport has played in shaping the nation.

Ahmed Saad Al Saad, 2006 Asian Games Qatar national handball team. Photo by Julian Finney / Getty Images for DAGOC

Handball signed by the Qatar National Handball Team, silver medal winners at the 2006 Asian Games, Doha



Arabian World Cup Trophy, Longchamp 2010 Paris, won for the second consecutive year by the champion race horse General owned by HE Sheikh Abdullah bin Khalifa Al Thani

Nasser Al Attiyah, 2015. Photo: REUTERS / Jean-Paul Pelissier / Alamy



Gold medal awarded to Mutaz Barshim of Qatar, winner of the men's high jump event, Tokyo Olympics 2020 (held in 2021)



Dakar Rally Argentina / Chile 2015 trophy, won by Qatar's Nasser Al Attiyah

Hassan Al Haydos, Captain of Qatar National Football Team. Photo: REUTERS / Thajer Al-Sudani / Alamy



CISM World Military Football Cup 1981, hosted at the Khalifa Stadium



Shirt belonging to Qatar's national football team captain, Hassan Al Haydos, signed by the team and the Emir of Kuwait, after Qatar's win in the AFC Asian Cup 2019



Plaque commemorating the 4th Arabian Gulf Cup at the newly built Khalifa Stadium, 1976



Gold-embellished saddle set used for the 2006 Asian Games opening ceremony



Ahmed Al Meghessib, Qatar's No.1 FIFA eSports Champion 2011 and captain of the Qatar National eFootball Team. Photo: © QFA



E-sport joystick belonging to Ahmed Al Meghessib, Qatar's No. 1 FIFA eSports Champion and professional football player

HE Sheikh Mohammad bin Hamad Al Thani preparing for the dramatic flame-lighting ceremony, Asian Games, Doha, 2006. Photo: Marwan Naamani / AFP via Getty Images



ACTIVATION ZONE



We hope that the stories you have seen and heard in the museum will inspire you to explore the Activation Zone and discover the best sport or physical activity for you! A series of fun interactive challenges await, each of which explores an element of your physical literacy, which is influenced by a range of factors, including your surroundings, your family and friends, your school and community, and your physical and mental health. These are unique to every individual.

When you arrive at the Activation Zone, you will be given a personal recording device, which will track your progress through the gallery. You will then be introduced to our 'Active Heroes' — an inspirational group of people who will share their personal journeys toward physical literacy. Through their stories, you will come to understand the enormous benefits of leading an active lifestyle. Your journey will take you through a number of different settings including a park, a market, the beach, the city and finally a sports arena. As you take part in the dynamic challenges in each section, your device will record your scores. These are used to build your personal physical literacy profile, which determines your strongest physical and mental attributes. This profile can be used to suggest the sports and activities that you might enjoy most, and also help you connect with studios or sporting leagues that offer these activities locally. The Activation Zone could be the beginning of a new life adventure!

Active Heroes (clockwise from top left): Rashid Al-Hajri, Mubarak Al Khulaifi, Ahmed Al Shahrani, Hanooft Al-Thani, Ghanim Al Muftah, Doaa Awad

OPENING HOURS

Saturday to Thursday
9:00 am – 7:00 pm

Friday
1:30 pm – 7:00 pm

Last admission to the museum:
30 minutes before closing.
Gift shop, café and restaurant
close at 6:45 pm.

TICKETING

Tickets are available at the reception desk.
Special discounts are offered for Culture
Pass members.

DISABLED ACCESS

The following facilities are available:
wheelchairs, allocated parking, ramps and
restrooms for disabled visitors. For more
information check at the reception desk.

LIBRARY

Dedicated to sports history, heritage
and traditions, the library is located on
the 7th floor and is available for visitors,
students and researchers during museum
opening hours.

MEMBERS' LOUNGE

Located on the 7th floor, the lounge is
available for Culture Pass members to
experience spectacular views of Doha
while enjoying refreshments and a variety
of entertainment facilities including
a pool table and a football table.

AUDITORIUM

This state-of-the-art theatre, located on the
7th floor, is equipped to host conferences,
lectures, plays and educational seminars.

GIFT SHOP

Located on the 5th floor, the 3-2-1 gift shop
offers visitors a wide range of exclusive
merchandise inspired by the legacy of
sports and the Olympic Games.

CAFÉ / RESTAURANT

The 3-2-1 Café, located on the 3rd floor,
offers visitors tasty, wholesome, freshly
made food and drink options as well as
a takeaway deli that promotes active
healthy lifestyles.

Naua Restaurant, located on the 8th
floor, promotes mindful, healthy eating.
A casual fine-dining restaurant, set to
become Doha's premier destination for
guests seeking the ultimate fusion of
healthy and delicious food.

Both menus are designed by Tom Aikens,
a UK-born Michelin-star chef and avid
marathon runner.

CONTACT US

For any queries email us at: qosm@qm.org.qa
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Olympic and Sports Museum

