**Celebrate the FIFA World Cup Qatar 2022™ at Qatar Museums Gift Shops**

**D****o****ha, Qatar – 25 September 2022:** IN-Q Enterprises (IN-Q), the commercial arm of Qatar Museums (QM) and a wholly owned subsidiary, offers bespoke and licensed FIFA World Cup Qatar 2022™ merchandise to commemorate the most awaited moment in Qatar’s sporting history.

IN-Q brings to life the spirit of La’eeb - the official mascot of the FIFA World Cup Qatar 2022™ with its carefully developed product line. Chosen as the tournament’s Ambassador, La’eeb is an Arabic word meaning “super-skilled player”. Ageless and full of warmth, energy, and positivity, La’eeb welcomes the world to Qatar. He inspires everyone to believe in themselves with his mantra – “Now is All”.

Mr. Phil Lawrie, General Manager of IN-Q said: “Through our museum gift shops and merchandise we extend the experience enjoyed by our visitors and share Qatar to the world through our unique product range. With the FIFA World Cup Qatar 2022™ nearly upon us, we are excited to commemorate this momentous event with the launch of our official merchandise that will complete the experience for football enthusiasts from all over the world.”

Ms. Tigest Seifu, Director of Retail & Merchandising of IN-Q, expressed her delight with the La’eeb product line, “Our souvenir gifts were meticulously produced inspired by La’eeb’s adventurous, fun, and playful nature. We aim not just to capture his youthful spirit promoting confidence wherever he goes, but more essentially, for it to be felt and imbibed through these commemorative items.”

IN-Q is also developing a project where FIFA World Cup Qatar 2022™ marks are combined with signature designs from artists on water bottles. Sports, Art, and Culture converge to help reduce the environmental impact of plastic waste generated during the FIFA World Cup Qatar 2022™ with these reusable water bottles designed by 10 Qatari artists and 12 renowned international artists from qualifying World Cup countries such as KAWS (USA), Urs Fischer (Switzerland), Takashi Murakami (Japan), Shouq Al Mana and Mubarak Al Thani (Qatar).

“It is important that we create a union between sports, art, and culture with sustainability. We are proud to present the FIFA World Cup Qatar 2022™ reusable water bottles that will keep FIFA World Cup Qatar 2022™ moments alive whilst spreading the message of environmental protection and sustainability even beyond the tournament,” Lawrie shared.

Under the Passion and Patronage of Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, this has been a monumental project bringing Art, Sports, and Sustainability together to fight plastic waste and encourage behavioural change. The exclusive Artist designed bottles will both encourage the use of a refillable bottle and become a lasting memory of the World Cup. Qatar Museums and Partners will be offering re-fillable water stations. Available for pre-order on 25th October at Inq-online.com

La’eeb products by IN-Q and FIFA World Cup Qatar 2022™ water bottles are available at all QM gift shops, IN-Q online, and FIFA World Cup Qatar 2022™ outlets across Qatar.

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**About IN-Q ENTERPRISES**

IN-Q Enterprises WLL is the commercial arm and a wholly owned subsidiary of Qatar Museums, trading primarily in the retail and food & beverage/hospitality sectors.

Since its establishment in 2015, 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 (QM).

IN-Q is a key stakeholder behind QM's delivery of this commitment, creating commercial opportunities for young artists, designers and entrepreneurs; engaging QM's audiences through merchandise, publications and its e-shop; and by providing authentic experiences through diverse operations, which include:

• The gift shop at Doha's iconic Museum of Islamic Art (MIA)

• IDAM by Alain Ducasse and MIA Café at the Museum of Islamic Art

• The MIA Park café-kiosk

• The gift shop at Mathaf: Arab Museum of Modern Art

• Cass Art Qatar and Café #999 at the Fire Station: Artist-in-Residence art hub

• Jiwan Restaurant, café and shop outlets at the National Museum of Qatar and at 3-2-1 Qatar Olympic & Sports Museum

**About Qatar Museums**

Qatar Museums (QM), the nation's preeminent institution for art and culture, provides authentic and inspiring cultural experiences through a growing network of museums, heritage sites, festivals, public art installations, and programmes. QM preserves, restores, and expands the nation's cultural offerings and historical sites, sharing art and culture from Qatar, the Middle East, North Africa, and South Asia (MENASA) region with the world and enriching the lives of citizens, residents, and visitors.

Under the patronage of His Highness the Amir, Sheikh Tamim bin Hamad Al Thani, and led by its Chairperson, Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, QM has made Qatar a vibrant centre for the arts, culture, and education in the Middle East and beyond. QM is integral to the goal of developing an innovative, diverse, and progressive nation, bringing people together to ignite new thinking, spark critical cultural conversations, educate and encourage environmental stewardship and sustainable practices, and amplify the voices of Qatar's people. Since its founding in 2005, QM has overseen the Museum of Islamic Art and MIA Park, Mathaf: Arab Museum of Modern Art, the National Museum of Qatar, QM Gallery Al Riwaq, QM Gallery Katara, 3-2-1 Qatar Olympic and Sports Museum, and Dadu, Children's Museum of Qatar.

Through its newly created Creative Hub, QM also initiates and supports projects—such as the Fire Station Artist in Residence, the Tasweer Qatar Photo Festival and the creative hub for innovation, fashion and design M7—that nurture artistic talent and create opportunities to build a strong and sustainable cultural infrastructure.

Animating everything that Qatar Museums does is an authentic connection to Qatar and its heritage, a steadfast commitment to inclusivity and accessibility, and a belief in creating value through invention.