**NMoQ Completes Qatar Experience with Good Finds, Healthy Food and Quality Family Time**

*Immerse in the Nation’s Art, Culture and Cuisine*

**Doha, 14 December 2022 –** Definitely a tourists’ hub, the National Museum of Qatar (NMoQ) is filled with family-friendly activities that includes a playground and public artworks such as the Heritage Garden, the Cave of Wonders and the Nakilat Adventure Ship along with on-going exhibitions - “Your Brain to Me, My Brain to You” by internationally renowned Swiss artist, Pipilloti Rist and “On The Move” - featuring the lives of nomadic and semi-nomadic peoples across three distinct regions: Central Sahara, Qatar and Mongolia.

For automobile lovers, the on-going “Sneak Peak at Qatar Auto Museum” at Mawater Gallery introduces the new museum that will bring Qatar’s car community under one roof and one mission to drive culture forward and to inspire the next generation of innovators, designers, engineers, collectors and policymakers through a shared passion for cars.

There is more to explore at NMoQ that will complete one’s experience of Qatar. As one enters the access to the Museum, it will be hard to miss WADHA by Qatari designer, Wadha Al Hajri. The shop showcases Women’s Ready to Wear (RTW) label of luxurious fabrics in soft monochromatic colors embellished with her signature geometric hand embroideries and latticework inspired by Islamic art and architecture.

Around the premises of the Museum, an array of good food and delicacies can be found in kiosks and shops.

Gharissa Ice Cream by Ghanim Al Muftah, the FIFA World Cup Qatar 2022 Ambassador, offers five-star ice cream experience. Gharissa Ice Cream is a product of Ghanim’s entrepreneurial spirit. Using his mothers’ secret recipe he launched the brand.

Rooted in Qatari heritage, Thalatheen is a comforting, fast-casual vegan café. It offers an inviting place to sit, relax and enjoy Qatari-inspired dishes.

Desert Rose Café by Chef Nouf Al Marri is Located on the ground floor and open to both the lagoon (at the Corniche side) and the Baraha courtyard. It is sought after for Qatari fusion cuisine.

Jiwan, a Ducasse restaurant, known for its contemporary Qatari cuisine and elegant interiors at the 4th floor of NMoQ extends its hospitality with the recent opening of Jiwan Kiosk at the Ground Floor of the museum. It boasts a flavourful assortment of drinks and freshly baked cakes.

Mr. Popcorn, near Jiwan Kiosk welcomes kids and kids at heart with not just popcorn but easy bites and comfort food such as sweet corn, spiral potatoes, slushes, mojitos and more.

Meanwhile, at the museum’s mezzanine, Café 875 offers visitors a chance to experience the unique majlis experience: a traditional setting based on the nomadic lifestyle and enduring hospitality of Qatar's people.

At the North Playground of the NMoQ Park, Dinara Kasko Pastry’s artful treats are easy favorites while kids play at the Nakilat Adventure Ship. During exploration of the ship, children can learn about sailing, pearling, fishing and trading and absorb the nation’s culture and history.

The NMoQ Park is open 24 hours and offers attractions such as the Heritage Garden with a number of Qatar’s plant species providing the scenic greenery. Within the vicinity, is the Cave of Wonders with a realistic representation of an underground rocky cave where one can simply wander freely, discover places to climb, crawl and hide and encounter strange glowing rocks, carvings, artefacts hidden in the sand, bats hanging from the ceiling and a giant gecko climbing up the wall.

A visit to NMoQ is highly recommended for those who would like to have a full experience of Qatar. From architecture to merchandise, cuisines and natural wonders, NMoQ provides the authentic Qatar experience.

To take a piece of Qatar with you, browse the extensive souvenir items ranging from FIFA Licensed merchandise to gifts inspired by the exhibitions at the award winning NMoQ Gift Shop. It offers a large collection of exclusive gifts, many of which draw their inspiration from Qatar’s history, heritage and culture. Meanwhile, families with kids have access to a diverse range of gift items, including educational toys, books, puzzles, games and souvenirs at the Children’s Gift shop.

NMoQ is open daily from 10:00 a.m. until 10:00 p.m. during the World Cup period. Take time to visit NMoQ and enjoy all the attractions it offers while being immersed in the rich Qatari culture, art and flavours.

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**About IN-Q ENTERPRISES**

IN-Q Enterprises WLL is the commercial arm and a wholly owned subsidiary of Qatar Museums (QM), 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 QM.

IN-Q is a key stakeholder behind QM's delivery of its commitment to instigate Qatar’s future generation of arts, heritage and museum professionals by nurturing artistic talent, 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:

* F&B
* IDAM by Alain Ducasse at the Museum of Islamic Art (MIA)
* MIA Café, MIA Park café, kiosks and food trucks
* Jiwan Restaurant at the National Museum of Qatar (NMoQ)
* Café 875 and other kiosks at the National Museum of Qatar (NMoQ)
* Desert Rose Café at the National Museum of Qatar (NMoQ)
* Café #999 at the Fire Station
* Naua and 3-2-1 Café at 3-2-1 Qatar Olympic and Sports Museum (QOSM)
* Mathaf Café at Mathaf: Arab Museum of Modern Art
* Profiles Café at M7
* RETAIL
* MIA Gift Shop
* NMOQ Gift shop
* 3-2-1 QOSM Gift Shop
* Mathaf Gift Shop
* Cass Art Qatar
* Exhibitions pop up stores at M7, Fire Station, Katara, Al Riwaq
* QM and 3-2-1 QOSM Kiosks at Doha Festival City (DFC) and MIA park
* IN-Q Online
* Cass Art Qatar Online (Coming Soon)

**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.