**3-2-1 Qatar Olympic and Sports Museum Celebrates AFC Asian Cup Qatar 2023 with a Stellar Installation Dedicated to Zidane’s Legendary Style of Play**

*Zidane: A 21st Century Portrait (2006) is an art film installation and collaboration by filmmakers Douglas Gordon and Philippe Parreno.*

**Doha, February 1st, 2024** — The 3-2-1 Qatar Olympic and Sports Museum (QOSM) today proudly unveiled a film screening and art exhibition on the talent, focus and skill of legendary French footballer Zinédine Zidane. The unveiling took place in the presence of the President of the Asian Football Confederation Sheikh Salman bin Ibrahim Al Khalifa; Minister of Sports and Youth Sheikh Hamad bin Khalifa bin Ahmed Al-Thani; Chief Executive officer of Qatar Museums Authority, Mr. Mohammed Saad Al-Rumaihi; QOSM President Sheikh Mohammed bin Abdullah Al Thani; Vice President of the Qatari Football Association Mr. Mohammed Khalifa Al Suwaidi; Members of the QOSM Advisory committee Mr. Issa Abdullah Al-Hitmi, Mr. Salman Abdullah Abdul Ghani Al Abdul Ghani, and Mr. Salem Saeed Al-Muhannadi; and Director of QOSM Mr. Abdulla Yousuf Al Mulla.

The art film installation will feature ‘Zidane: A 21st Century Portrait (2006)’, a 90-minute film directed by Douglas Gordan & Philippe Parreno that will be screened all day during museum opening hours at the E4 Gallery, Multipurpose Hall in QOSM starting from February 1st to August 1st, 2024. The film follows the French football star Zinédine Zidane in real time and highlights the Spanish La Liga match between Real Madrid and Villareal at the Santiago Bernabéu Stadium in Madrid on April 23, 2005, from the perspective of football superstar Zinedine Zidane.

Assembled from footage shot by seventeen synchronised cameras placed around the stadium, the film captures Zidane from multiple angles, from up close and afar, and remains steadfastly fixed on him even when the central action of the match moves elsewhere. This new visualisation of the footage engages visitors with the choreography of a football match, immersing them in a precisely orchestrated sight and sound experience, delivering a 360-degree perspective of Zidane and his field of play.

#### “We are very pleased to launch this audio and visual experience on French footballer Zinédine Zidane during the AFC Asian Cup Qatar 2023, in celebration of the spirit of football.”, said Chief Executive officer of Qatar Museums Mohammed Saad Al Rumaihi.

“This artistic film installation relentlessly captures Zidane’s precision, elegance, focus and charisma in real time from multiple angles, which also includes a symphony of sound featuring a variety of ambiences, ranging from Zidane’s inner voice & breathing to the sounds from the pitch.”, said the Museum President Sheikh Mohammed bin Abdullah Al Thani.

The soundtrack of ‘Zidane: A 21st Century Portrait (2006)’ film is by the Scottish rock band, Mogwai, and includes a voiceover by Zidane. The film has successfully captured Zidane from multiple perspectives to show the many facets of an exceptional athlete, while documenting the psychological complexity of the player, as well as his physical grace, poise, and resilience. The multi-screen format of the artwork also reflects the mass-broadcasting of images of celebrity athletes.

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**About 3-2-1 Qatar Olympic and Sports Museum**

The 3-2-1 Qatar Olympic and Sports Museum is Qatar's museum of sports history, offering an unforgettable and inspiring interactive journey through the history and legacy of sports and the Olympic Games. The museum delivers a multi-layered educational narrative that combines a comprehensive collection with state-of-the-art technology and documents the significance of sports in Qatar. One of the largest Olympic Museums in the world, 3-2-1 houses hundreds of objects from around the globe, from the origins of sports to the modern day. Through its participatory spaces and planned programming, the museum aims to inspire and engage its community and encourage the public to participate in sports and physical activity. The museum is located at Khalifa International Stadium, part of Qatar's Aspire Zone Foundation. The Khalifa International Stadium, originally built in 1976, is one of the sites used to host the FIFA World Cup Qatar 2022™. Abdulla Yousuf Al Mulla has served as the Director of 3-2-1 Qatar Olympic and Sports Museum since 2019.

**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 and the 3-2-1 Qatar Olympic and Sports Museum. Future museums include Dadu, Children's Museum of Qatar, Qatar Auto Museum, Art Mill Museum, and the Lusail Museum.

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, the creative hub for innovation, fashion, and design M7, and Liwan Design Studios and Labs —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.

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