

#DariQatar by Doha Film Institute and Qatar Tourism Authority receives overwhelming response from the public

Organisations call on residents to be part of the path-breaking documentary with their own stories of the nation as last date of submission draws close

Doha, Qatar: September 7 , 2016: #DariQatar, the path-breaking initiative that presents the opportunity for the Qatari public to narrate their stories with short videos of life in the country, has received overwhelming response, according to the initiative's pioneers Doha Film Institute and Qatar Tourism Authority (QTA).

Hundreds of short videos documenting life in Qatar, covering any aspect from work, play, family and life are being received by Doha Film Institute as part of the year-long campaign. From individual projects to those undertaken with the support of friends and family, participation in #DariQatar - which means 'My Home Qatar' in Arabic - is also a fun affair that has added to its popularity. Told entirely by the nation's public, #DariQatar reveals their hopes, loves, fears, dreams and realities of the country's residents.

With the submission deadline fast-approaching, Doha Film Institute is urging the public to take part in the historic initiative and not miss the chance.

Fatma Al Remailhi, CEO of Doha Film Institute, said: "We are delighted by the tremendous response we have received for #DariQatar, a tribute to our nation and our leadership. People from all walks of life, Qatari nationals and residents, are contributing to creating this fascinating documentary that will be a true celebration of life in Qatar.

"With #DariQatar, every member of the community can tell their stories and what makes our nation dear to them. From simple, everyday moments to thoughtfully designed videos, the diversity of the submissions makes it truly endearing. As submission closes soon, we urge every resident of Qatar to take part in this unique initiative, demonstrate their love for the nation by contributing short videos and be part of this truly historic initiative."

#DariQatar submissions that Doha Film Institute have received range from footage of everyday moments of life in Qatar to extraordinary showcases of the country that are shot evocatively. The effort that the people have put into the project makes it a compelling showcase of the nation, as seen and experienced by a large cross-section of people.

There are fascinating vignettes of the country's rich cultural heritage and traditions, touristic attractions, modern architectural marvels and more. Doha Film Institute is commissioning a panel of professionals and filmmakers to develop a storyline from the entire footage. The final cut of Dari Qatar will premiere in late 2016.

Doha Film Institute encourages people to depict the stories under six broad themes: Joy, beauty, adventure, nature, tranquility and determination. Each of these themes offers participants to depict life in Qatar in all vividness and diversity – as they see it – making every video a personal story.

Participation in #DariQatar is simple. Anyone can become a #DariQatar filmmaker by shooting videos of life in the country using any equipment – be it a tablet, phone or camera – in a horizontal/landscape format. The imagination is the only limit. These short videos can also be shared on social media.

Everyone can post their films online at <http://dohafilminstitute.com/pages/dariqatar>

#DariQatar is presented by Doha Film Institute and Qatar Tourism Authority with the support of Platinum Partners: Occidental Petroleum Corporation and United Development Company, the developer of The Pearl Qatar.

For more details, log on to: www.dohafilminstitute.com

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Note to Editors

About Doha Film Institute:

Doha Film Institute is an independent, not-for-profit cultural organisation. It supports the growth of the local film community through cultivating film appreciation, enhancing industry knowledge and contributing to the development of sustainable creative industries in Qatar. The Institute's platforms include funding and production of local, regional and international films; skills-sharing and mentorship programmes; film screenings; the Ajyal Youth Film Festival; and Qumra. With culture, community, learning and entertainment at its foundation, the Institute is committed to supporting Qatar's 2030 vision for the development of a knowledge-based economy.

Twitter: @DohaFilm; Instagram: @DohaFilm; Facebook: www.facebook.com/DohaFilmInstitute

About Qatar Tourism Authority (QTA):

Long-recognised by the country's leadership as an avenue to further Qatar's development, tourism has been designated a priority sector by the government. Qatar Tourism Authority's mission is to firmly establish Qatar on the global map as a world-class tourism destination with deep cultural roots. In 2014, QTA launched the Qatar National Tourism Sector Strategy (QNTSS), which seeks to diversify the country's tourism offering and increase the sector's contribution to Qatar's economy by 2030.

QTA works in partnership with public and private stakeholders to achieve this mission by planning, regulating and promoting a sustainable and diverse tourism industry.



As part of its planning efforts, QTA identifies types of tourism products and services that will contribute to the Qatar tourism experience, and works to attract investment for their development.

Regulation efforts involve ensuring tourism sector establishments operate at the highest standards while perpetuating Qatar's culture.

QTA promotes Qatar as a destination around the world, through its destination branding, international representation and participation at trade shows, and by developing a rich calendar of festivals and events. With a growing international presence, QTA's representative offices in London, Paris, Berlin, Milan, Singapore, and Riyadh support QTA's promotion efforts.

Since launching QNTSS, Qatar has welcomed over 7 million visitors, and achieved an average annual growth in arrivals of 11.5% between 2010-2015. The economic impact of the tourism sector in Qatar is becoming increasingly visible with 2014 estimates showing a total impact on Qatar's total GDP of 4.1%.

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