



FUTURISTIC QATAR: FUSING TRADITION & MODERNITY - A JOURNEY INTO A SUSTAINABLE FUTURE

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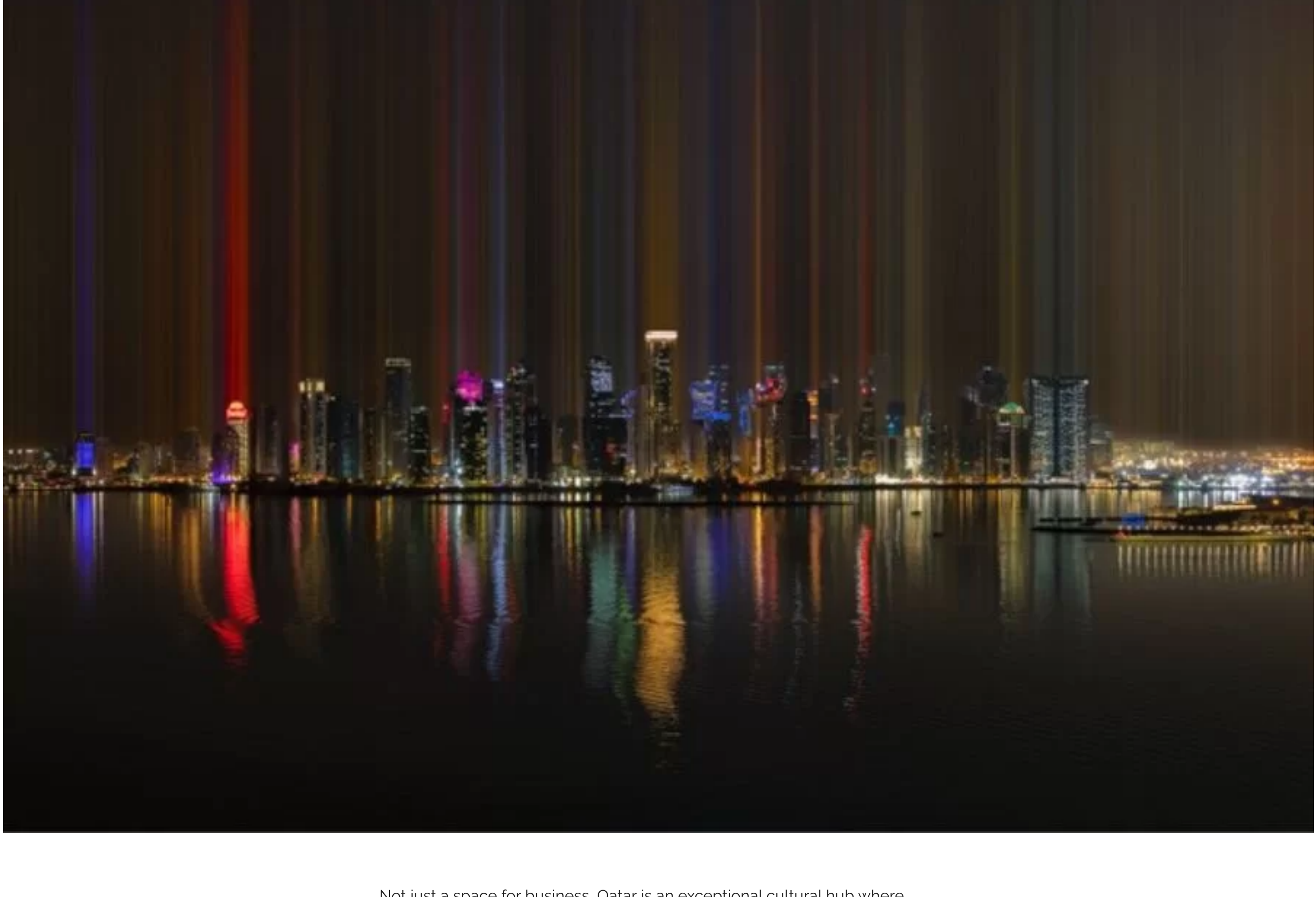
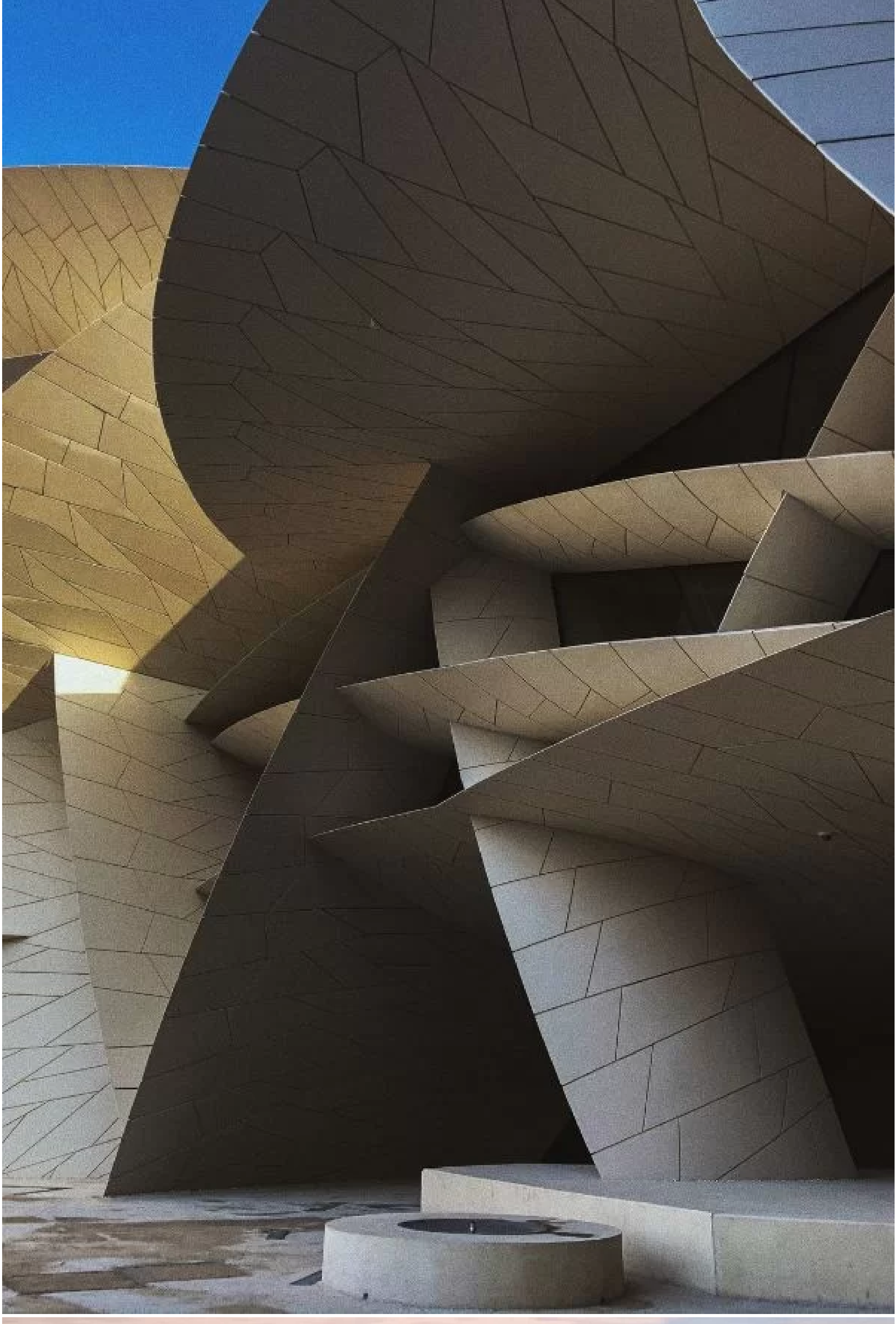
LUXURY, CULTURE AND ADVENTURE, THE EMIRATE QATAR UNVEILS ONE OF THE MOST FUTURISTIC STATES TO ITS TRAVELLERS

Where ultra-modern skyscrapers rise from desert sands and futuristic properties command the landscape, visitors can discover an enticing mélange of tradition and modernity characterising this fascinating country. As an ever-evolving trade centre and financial hub, the Middle-Eastern nation Qatar certainly sets the tone for conducting business and offers myriad opportunities to occupy your time off. From art exhibitions and architectural wonders to golfing and off-grid exploration, Qatar deserves more than just a stopover of your time. Passione Lifestyle unpacks this intriguing destination to glimpse what Qatar offers for both work and leisure.

Despite its celebrated technological advancements, business culture in Qatar is distinguished by an affinity for more traditional face-to-face contact and communication, and there is a noticeable parallel between personal and professional lives. However, more than 85% of Qatar's population comprises expatriates, and the country has a highly diverse workforce, so business etiquette can vary. Qatar's influx of ex-pat families from across the world comes as no surprise given the quality of lifestyle and its educational institutions, which include several international schools offering foreign curricula.

There is plenty to explore in Qatar beyond a business meeting. And it all starts with the Hamad International Airport, which is consistently ranked among the best in the world. This is the most luxurious terminal complex of any airport and has garnered attention for its environmental commitment. Sustainability initiatives here range from architectural features – such as solar-reflective terminal walls – to waste-management schemes, in keeping with the country's ecological values that place sustainable development at the core of its economy. Qatar is investing in a sustainable future through initiatives such as the promotion of electric vehicles and the construction of environmentally friendly properties. In a country where temperatures can top 50C (122F), it is important to incorporate measures to preserve cool temperatures without excessive energy-consuming air conditioning.

Just northwest of Doha, visitors can discover the tranquil **Heenat Salma Farm**, an ecological permaculture centre dedicated to a renewable, home-grown food supply nurtured by holistic agricultural, architectural, and community initiatives. The farm's guiding philosophies are wellbeing, climate, and agriculture; they aim to support all three through educational activities, a wellness spa and knowledge exchange. Heenat Salma Farm grows fruit and vegetables that contribute to local food production and inspire innovative agricultural techniques. The produce is also part of the establishment's farm-to-table dining experience, featuring nourishing and seasonal meals prepared by the in-house chef. Each week, a new set menu delights a mixture of sweet and savoury dishes, such as slow-cooked lamb chops with date molasses and grilled pineapple with camel milk ice cream.



Not just a space for business, Qatar is an exceptional cultural hub where traditional design meets the wonders of modern architecture. Take the **National Museum of Qatar**, designed by French architect Jean Nouvel to look like a desert rose, a distinctive crystal cluster that can be found across the deserts of the Middle East. Constructed in 2019 around the site of Sheikh Abdullah bin Jassim Al Thani's original palace, the museum's shape reflects Qatar's relationship with its desert terrain, flora and fauna, and nomadic people. The country's long-standing history is symbolised through innovative design but accompanied by modern amenities and contemporary exhibition spaces. Visitors to Doha should also consider adding the Museum Of Islamic Art and the Katara Cultural Village to their itinerary.

While Doha offers a cosmopolitan experience of luxury and comfort, the off-grid Qatar's desert landscape is equally rewarding.

No journey to Qatar is complete without visiting the "Inland Sea" - the Khor Al Adaid - a UNESCO Heritage site in southeast Qatar, where serenity meets the visual beauty of dramatic dunes. It is one of the only three places of Lagoona in the world where the sea encroaches into the desert. Traverse the sand dunes, marvel at the towering rock formations of the Zekreet Peninsula, or embark on a desert safari that can be combined with adrenaline-filled activities such as sand boarding or falcon hunting. After some exploration, dust the sand from your shoes and journey north to the **Zulal Wellness Resort** by the world-famous Chiva-Som for an immersive wellness experience characterised by traditional Arabic and Islamic medicine. Here, guests are encouraged to focus on their physical, mental,