

Doha Film Institute's Geekend Returns October 1–3, Celebrating Qatar's Creative Community

- *Three-day pop-culture celebration brings together artists, gamers, creators and fans, with expanded opportunities for creative expression, collaboration and community*
- *Geekend Market showcases local and international artists and vendors alongside gaming, cosplay, board games and interactive experiences*
- *Highlights include the Catan Championship Regional Final, live art with Salah Abu Idris and a Japan-Qatar illustration contest with the Japanese Embassy*

Doha, Qatar; September 29 , 2026: Geekend, the region's premier pop-culture event by Doha Film Institute (DFI), returns from October 1 to 3 at the Geekdom Building in Lusail Boulevard, bringing together Qatar's artists, creators, gamers and pop-culture communities for three days of creativity, connection and shared passion.

This year's edition expands Geekend's creative programming, placing Qatar's vibrant artist community at the heart of the experience while continuing its signature gaming, cosplay, board game and community activities. Through its platform for artists, creators, entrepreneurs and emerging talent, Geekend reflects the growing contribution of pop culture and creative expression to Qatar's wider creative economy.

Abdulla Al Mosallam, Deputy Chief Executive Officer of DFI and Founder of Geekdom, said: "Geekdom was created to give Qatar's creative community a space to connect, create and grow, and Geekend brings that vision to life. What began as a celebration of pop culture has evolved into a platform that creates opportunities for artists, makers, gamers and emerging entrepreneurs to showcase their work, build communities and find new pathways into the creative economy. By investing in these communities and giving them a space to thrive, Geekend is helping shape a more diverse, dynamic and connected creative ecosystem in Qatar."

Across the three-day programme, Geekend will bring together communities from across Qatar through dedicated zones including the Geekdom Café and Geekdom Lounge, a main performance stage and the Board Game Station operated by Majlis Shabab, offering games for all ages and skill levels.

The **Geekend Market** returns with Qatari and international artists and vendors, providing a platform to discover original creative work while connecting audiences directly with the people behind it. Interactive sponsor activations will add to the experience throughout the venue.

Competitive gaming and community challenges include the **Catan Championship Regional Final**, a board game competition where the winner will qualify for the **2027 World**

Championship. Geekend Trivia, sponsored by Snoonu and hosted by the Nakama team; and **Geekdom Games**, sponsored by Store974, a fast-paced interactive gaming challenge on the main stage.

Creative programming takes centre stage throughout the weekend. **Salah Abu Idris** will lead a live art workshop, *Capturing Facial Expressions*, on the final day, while **Geekdom Draw-Off**, sponsored by Qatar Calendar, challenges artists to create within a different theme each day, with winners announced on social media. Three **Karaoke Nights** will celebrate music from anime, films and video games, while *Recruit Madness*, a “Made in Qatar” live social board game, brings strategy and competition to the stage.

The **Japanese Embassy** will present a cultural activation featuring cosplay photography, a kimono experience and traditional activities, alongside a **Japan-Qatar illustration contest**, with the winners announced on the final day in the presence of the Japanese Ambassador.

Additional experiences include a racing simulator by QRC; the escape room *The Fading Masterpiece*; daily **Geekdom Side Quests**, challenging visitors to solve clues across the venue; and **Geekdom Wall**, sponsored by Qatar Calendar, a community canvas inviting attendees to leave their mark on the festival.

Through its year-round activities and events such as Geekend, Geekdom continues to create accessible spaces for creative participation, encouraging Qatar’s emerging talent and connecting communities across gaming, illustration, animation, cosplay, design, technology and other forms of contemporary pop culture.

Geekend’s **Guild Master sponsors** are Snoonu and Qatar Calendar, with Store974 as **Clutch Player sponsor**, BadrGo as the event’s **Official Mobility Partner**, and Art of Cardz as **Power-Up sponsors**.

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