

DUNE INTERNATIONAL

Sands of Tomorrow

Qatar

A FAMILY MUSICAL ADVENTURE

A national-host opportunity for Qatar National Convention Centre.



Remember who we are. Imagine who we can become.

One GCC. Many proud stories.

Qatar helps lead the next chapter.

Not simply a show visiting Qatar. Sands of Tomorrow is a major family event created with Qatar - placing national pride, cultural heritage and the country's future at the heart of a shared GCC adventure.

01 **National pride**

Qatar's identity, achievements and future celebrated centre stage.

02 **Cultural heritage**

Local stories and traditions become the clues that drive the adventure.

03 **For the community**

Schools, families, teachers, artists and partners share one uplifting event.

04 **Connecting the GCC**

One regional journey, with every host country given its own proud chapter.

A signal is lost. A country becomes the key.

When SKYLAB E33 loses its signal home, Professor Scrumpo, Karim, Pip and Glitch set out to repair it. Qatar's pearl-diving and seafaring heritage, dhow traditions, desert landscapes, museums and modern achievements become the clues that save the day. Heritage is not a lesson added after the fun: it is how our heroes save the day.

MAXIMISING VENUE VALUE

Qatar National Convention Centre

Al Mayassa Theatre - 2,300 seats

School matinees activate the venue by day. Evening and weekend performances bring families and the wider community together - one production, one setup and multiple audiences.

Bring Qatar's chapter to the GCC celebration.

This is a national-host opportunity to own Qatar's chapter, engage schools, convene the community and lead a positive regional story. Dune International brings the complete production, creative team, proven touring experience, localisation framework, technical planning, school-engagement materials and campaign-ready marketing assets.

THE OPPORTUNITY

Own Qatar's chapter. Engage the schools. Bring the community together. Lead a positive GCC-wide story from Qatar National Convention Centre.

Start the conversation

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