



Press Release

TÄTÄRÄ entertains at the Qatar International Food Festival 2017

Doha, Qatar; April 4, 2017: After the first successful weekend of this year's Qatar International Food Festival (QIFF) at the Hotel Park the Embassy of the Federal Republic of Germany and the Goethe-Institut Gulf Region bring the Hamburg music success "TÄTÄRÄ" to Doha. The participation of the German musicians and entertainers in the program of the popular festival is part of the Qatar Germany 2017 Year of Culture.

HE Hans-Udo Muzel, Ambassador of Germany to Doha, comments, *"After the first weekend with German folk music from the South of Germany we bring you this weekend a German brass band from the North – Tätärä from Hamburg, a true sensation of funky brass and handmade music. And of course you can also enjoy the 'Curry Wurst' at the German 'Wurstbude' this weekend."*

Hassan Al Ibrahim, Chief Tourism Development Officer at QTA, said *"QIFF invites everyone to come together and enjoy various expressions of Qatar's diversity and multiculturalism. The prominent presence of German musicians, artists and performers in the Festival's lively entertainment schedule has undoubtedly enhanced festival-goers' experiences."* He added, *"QTA is honoured by the opportunity to leverage QIFF as a platform to promote bridges of understanding between the two countries for the Qatar-Germany 2017 Year of Culture."*

TÄTÄRÄ considers itself the most mobile band of the world and they will jam at the festival daily in the evenings from 6 to 8 April 2017. Tätärä's trademark is handmade and funky brass music. Sax, trumpet, trombone, flute, tuba and a strong team of percussionists create a strong and energizing sound. Tätärä plays not only to the audience, but with the audience who become part of the show. The band travels with a cast of eleven musicians to Doha. They play their exciting mix of styles such as rock, jazz, beat, groove, swing, Britpop, funk, punk up to classic.

More entertainment offers magician Werner Link who will bewitch the Doha audience with his tricks. He has been performing as a magician since 2000, and over the years he also included balloon art and medieval juggling performances into his repertoire. Today he combines magic tricks with a historic form of art, appearing as a medieval magician at historic festivals all over Germany since 2004. In 2016 he was invited by the Goethe-Institut to show his historical magic trick show during the Janadriyah Festival in Riyadh. He will perform at Qatar International Food Festival from 4 to 8 April 2017 during the evening hours.



If you have not tasted the popular Berlin “Curry Wurst” snack yet, then pass by the food stall “Wurstbude” of the Doha-based German event agency Premium Entertainment.

Qatar Germany 2017 Year of Culture is a year-long program designed to deepen understanding between nations through the mutual exchange of arts, culture, heritage and sport, developed by Qatar Museums in partnership with the Goethe-Institut Gulf Region, the German Embassy in Doha and the Embassy of Qatar in Germany.

All events of the festival program are free and open to the public. The festival area is open to the public on weekdays from 2pm to 10pm and on weekends from 2pm to 11pm. Please refer to our website for a schedule of the German program acts. The Hotel Park carries four levels of underground parking with over 2,500 spaces that makes the venue easily accessible for thousands of visitors to enjoy the festival with ease and comfort.

-ENDS-

About The Goethe-Institut:

The Goethe-Institut is a world-wide organization working to promote German language and culture. With a network of 159 institutes in 98 countries around the world and 12 institutes in Germany, the Goethe-Institut acts on behalf of the German Government to implement its cultural relations policy. The Goethe-Institut Gulf Region offers German language courses and organises cultural events in the Gulf Region. Together with the Embassy of the Federal Republic of Germany the Goethe-Institut Gulf Region arranges the programs of Qatar Germany Year of Culture 2017.

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About Qatar International Food Festival (QIFF):

Qatar International Food Festival (QIFF) is a multicultural festival that celebrates the country’s diverse food, beverage and hospitality offerings. Held over a course of several days during spring, the Festival invites residents and visitors to enjoy special culinary experiences in scenic outdoor spaces.

QIFF forms a part of QTA’s strategy to grow and diversify the country’s tourism offering, particularly in the area of family and urban entertainment. Thanks to the collaborative efforts of partners in both the public and private sector, it has grown since its first edition in 2010 to become one of the most-anticipated events in Qatar’s growing calendar of annual festivals and events.

www.qifoodfestival.com
Instagram: @QIFF.QA
Twitter: @qiff

About Katara Hospitality:



Katara Hospitality is a global hotel owner, developer and operator, based in Qatar. With more than 45 years' experience in the industry, Katara Hospitality actively pursues its strategic expansion plans by investing in peerless hotels in Qatar while growing its collection of iconic properties in key international markets. Katara Hospitality's portfolio has grown to include 34 owned and / or managed hotels and the company is now focused on achieving its target of 60 hotels in its portfolio by 2026. As the country's flagship hospitality organisation, Katara Hospitality supports Qatar's long term economic vision.

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