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Edutainment theme park 'KidzMondo Doha' to open in August

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The Peninsula

DOHA: KidzMondo Doha, one of the largest indoor edutainment theme parks in Qatar, is gearing up to open its doors in August this year. The company yesterday announced a partnership agreement with Qatar Airways to support the interactive fun and learning experience for young minds at the facility.

Located in the Mall of Qatar, KidzMondo is an awareness and educative indoor theme park for playful learning developed on 'learning by doing' principle. It has been designed for children aged between two and 14 years and their parents. It's a miniature replica of a real city where children will get to role-play as adults in over 60

occupations and professions. It is an ideal forum where social rules and values are promoted and ingrained in children to prepare them to behave as good adult citizens would in real life.

This was announced at a press conference attended by Ali Kazma, Chairman of KidzHolding S.A.L. and Founder of the KidzMondo concept, Nabil Barakat, General Manager, KidzMondo Doha, Salam Al Shawa, Senior Vice-President, Marketing and Corporate Communications, Qatar Airways, and Ehab Amin, Senior Vice President Commercial - Qatar, Qatar Airways.

Through their partnership with Qatar Airways, KidzMondo Doha will offer children an opportunity to enact their dream roles as pilots and cabin crew, and get an understanding of the functioning of the world-class airline within a specially adapted



Senior officials at the KidzMondo Doha event in Doha yesterday. Pic: Abdul B/The Peninsula

real aircraft model. Children will be able to explore the plane, examine its

different parts, and become familiar with the daily tasks required of Qatar

Airways pilots and crew as they lead the global air space.

Kazma said: "We are looking to create awareness in children through playful learning, to unleash their imagination and creativity. Qatar has always been a strategic market in the GCC region and through this partnership with Qatar Airways, we expect to achieve immense success."

Al Shawa (of Qatar Airways) added: "Through the partnership with KidzMondo Doha, we believe that it is never too early to ignite passion for a challenging and rewarding industry like the airlines."

Built around the concept of the 'City of Education and Entertainment', KidzMondo Doha features an interactive small-scale city developed for and managed solely by children. The self-sufficient city includes over 80 real life simulation activities across

diverse business environments, and allows children to dress up and role-play realistic tasks in a safe, interactive and meaningful environment. The entertainment park, with its own economy and currency, has been designed to provide a holistic experience to support physical and mental development amongst children, and help improve their self-esteem and confidence. Built on a total indoor area of about 8,000 square metres, KidzMondo Doha will partner with more than 60 brands that will sponsor various activities in the kids' city and will open its doors in 2016 in the Mall of Qatar.

KidzMondo is actively present in Beirut and Istanbul, with expansion plans across the GCC including the UAE, Kuwait, Azerbaijan, Jordan, Saudi Arabia, Egypt, Morocco and Algeria among others.