

Groundbreaking ceremony held for KidzMondo edutainment city

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KidzMondo ambassadors pose for a group photo.



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KidzMondo Doha recently held a groundbreaking event where it symbolically laid the foundation stone for its upcoming miniature edutainment city in Qatar.

Partners and VIP guests attended the event, which was held under the patronage of HE the Minister of Education and Higher Education Dr Mohamed Abdul Wahed Ali al-Hammadi.

During the event, the KidzMondo Doha team introduced the edutainment brand to the audience, while children symbolically laid the theme park's first stone on stage and raised its flag, to the tune of KidzMondo's theme song.

Represented by Fawzia Abdulaziz al-Khater, director of the Education Institute at the Ministry of Education and Higher Education, at the event, HE the Minister expressed happiness and pride at the groundbreaking event for KidzMondo and said its inauguration in Qatar comes at the perfect time given the constant pressure and stress people endure on a daily basis despite technological advancements.

On her part, al-Khater said: "The city will be a centre of joy for Qatar's population in general and specifically for children - a city where education will surpass its traditional learning format by using edutainment as a method of learning and thus providing students with a fun educational experience."

Ali Kazma, chairman of KidzHolding and founder of the KidzMondo concept, said: "KidzMondo Doha is a project driven by pedagogical fascination, focusing on academic benefits for children while providing them with a mental and physical voyage of investigation, exploration and adults' role play."

KidzMondo Doha general manager Nabil R Barakat took guests on a 3D virtual tour of the city, illustrating how KidzMondo enables children to enact dream roles through an array of activities that span more than 80 professions, in a dynamic and safe surrounding.

Ahmed al-Mulla, CEO of Mall of Qatar, said: "The event which we are witnessing today with KidzMondo city is only a confirmation of the promise we delivered, as this edutainment concept offers a unique learning and educational experience."

The key attractions at the indoor theme park include a bank, aircraft, a fire station, gas station, police station, hospital, driving institute, race track, university, car wash, barbershop, TV, radio, perfume shop and an oil & gas refinery, among others.

To date, KidzMondo Doha has teamed up with local and regional brands to develop some of its indoor establishments, including Qatar Airways, QIIB, Abdul Samad Al Qurashi, UrbaCon Trading & Contracting, LBDI Holding companies Crepe & More and Mister Pizza, and Ooredoo.

The KidzMondo Doha team thanked HE the Minister for endorsing the educational concept that the edutainment park is introducing to families and children in Qatar.