



**FIFA WORLD™**  
FOOTBALL MUSEUM

# Press Kit

The FIFA World Football Museum is situated in the heart of Zürich, close to the lake and opposite to Zürich Enge Bahnhof and Tessinerplatz. It opened on 28 February 2016, and has quickly established itself as a major landmark museum in the city. It has one of the finest collections of objects dedicated to international football and it shows how the game of association football continues to connect and inspire people around the world.

At the heart of the museum is ***The FIFA World Cup™ Gallery***, dedicated to the history of both the men's and the women's World Cups. There are showcases dedicated to every World Cup staged, along with interactive stations and audio-visual content. Since the opening of the museum in 2016, it has been the home of the FIFA World Cup Trophy and the FIFA Women's World Cup Trophy. They have pride of place in the gallery and only leave when they are being competed for.

The FIFA World Football Museum has a floor space of 3,000 square meters over three floors and it features numerous other attractions and exhibition areas in addition to ***The FIFA World Cup™ Gallery***. These illustrate the global nature of football and the role it plays in people's lives both today and throughout history. The displays have been designed to appeal to both football fans and those curious to know more about the game; to both young and older visitors; and it reflects the game today as played and watched by both men and women.



The entrance hall to the FIFA World Football Museum is known as **Planet Football**. The centerpiece of the hall is **The Rainbow**, a spectacular display of all 211 national team shirts of the FIFA Member Associations - a powerful symbol of how football touches every part of the planet while also celebrating the unique football cultures that exist in every country. The hall is surrounded by huge LED screens showing scenes from football around the world while the eight-meter **Timeline** presents the highlights of association football since its creation in 1863.

From **Planet Football** you descend to the smallest gallery in the museum - **The Foundations** - which showcases the early years of the game, with the focus on the Laws of the Game and early international competition. The highlight in this gallery is the Jules Rimet Cup, including part of the original trophy made by Abel Lafleur in 1930. Along with **The FIFA World Cup Gallery** on this level is **The Cinema** – a breathtaking 180° panorama movie theater and the ultimate audiovisual football experience.

The third floor of the museum is called **Fields of Play**, which focuses on football and its impact on society - as an inspiration, as an art form and a way of life in all different cultures. To finish, a giant walk-in football pinball machine invites visitors to test their technical skills.

The FIFA World Football Museum app is available and can be downloaded for free. It can also be used as an audio guide as you walk through the museum.



The FIFA World Football Museum is actively engaged with football fans from around the world. The cultural programme has a series of events in which leading players and coaches interact with the public through debates and panel discussions, while there are also book readings, film evenings, special exhibitions and weekly literature consultancies. **The Library** serves as a major hub for football research, boasting the biggest collection of football books, magazines and documentation anywhere in the world.

The FIFA World Football Museum is also actively engaged in education programmes. The formula is simple: Education and mediation through playful learning, ensuring that even the youngest of visitors return home with a smile on their faces! Families, clubs, school classes and other groups can access the museum through these programmes, experiencing football related cultural and social topics through workshops and themed tours.

In addition, public guided tours are offered twice a week (Saturdays and Sundays from 11 am to 12 noon) at no extra charge. In the first two years since its opening, visitors from over 140 different countries were welcomed at the home of football history.

The museum has a bistro, a café-bar and a shop - all of which are accessible without tickets, as is **The Library**.





**More information:**

[www.fifamuseum.com](http://www.fifamuseum.com)

[facebook.com/fifamuseum](https://facebook.com/fifamuseum)

[twitter.com/fifamuseum](https://twitter.com/fifamuseum)

[instagram.com/fifamuseum](https://instagram.com/fifamuseum)

**Opening hours:**

Tuesday to Thursday  
10.00 – 19.00

Friday to Sunday  
10.00 – 18.00

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