



# PRESS KIT

The FIFA Museum opened in 2016 and is situated in the heart of Zurich, Switzerland. It has quickly established itself as a major landmark museum in the city with its several main exhibition spaces. With one of the finest collections of objects dedicated to international football it tells how 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 the men's and the women's World Cups. There are showcases dedicated to every FIFA World Cup staged, interactive stations, and audio-visual content. Since the opening of the museum, 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 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.

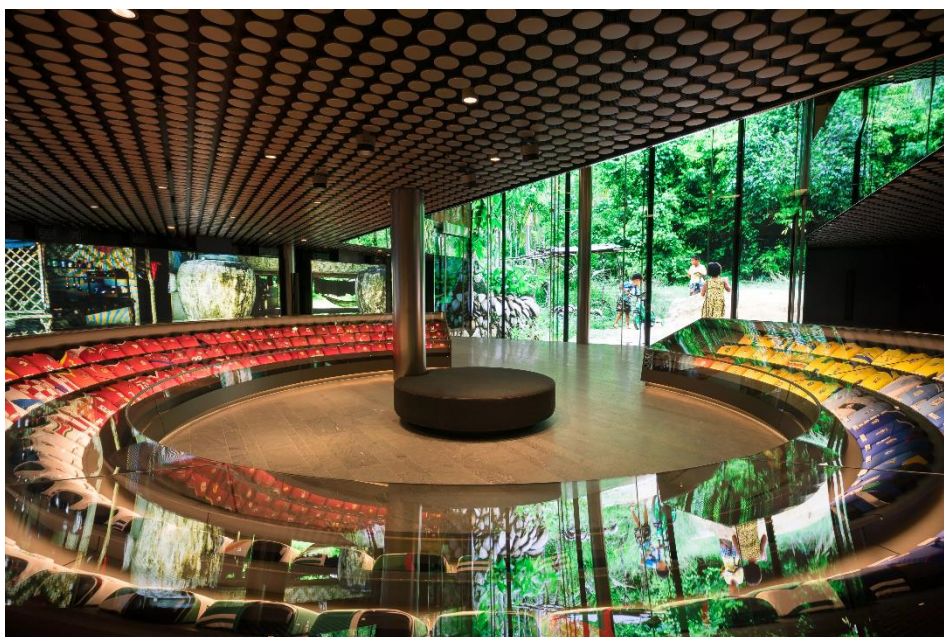


The entrance hall to the FIFA Museum is known as **Planet Football**. The centerpiece of the hall is **The Rainbow**, a spectacular display of all 211 national team shirts of the FIFA Member Associations - a powerful symbol of how football touches every part of the planet while also celebrating the unique 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 a 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.

On the first floor of the museum you will find **The Special Exhibition Space** which tells even more stories from the world of football with carefully curated special exhibitions that change twice a year. On the same floor our permanent **FIFAE** exhibition focuses on the global gaming phenomenon that is eSports. To finish, a giant walk-in football pinball machine invites visitors to test their technical skills.

Through our audio guide you will be able to dive even deeper into each section of the FIFA Museum - it is easily accessible through a QR-Code.





The FIFA Museum is actively engaged with football fans from around the world. Our **Cultural Programme** revolves around lively, passionate and authentic high-quality experiences and events for fans to engage with each other and to get closer to football legends through different formats such as debates and panel discussions. **The Library**, which is open by appointment only, serves as a major hub for football research, boasting the biggest collection of football books, magazines, and documentation anywhere in the world.

The FIFA 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 face. 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 in English every Saturday and in German every Tuesday and Sunday (Start: 11am) at no extra charge. Since the museum's opening, visitors from over 140 different countries have been welcomed at the home of football history.

The museum has a **bistro**, a **sportsbar**, and a **shop** - all of which are accessible without an entry ticket.



**More information:**

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

**FIFA Museum Managing Director:**

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**Opening hours:**

Tuesday to Sunday

10.00 – 18.00

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