

July 10, 2019

## **BALL CONCEPT FOR FIFA WORLD CUP - QATAR 2022**

*Legal notice: All content contained in this document is strictly confidential and is the intellectual property of Amin Morshedzadeh, Elham Morshedzadeh and Jeff Joiner (contact info on last page of document). The information and ideas depicted herein may not be printed, copied, shared, re-transmitted, disseminated, or otherwise revealed without the express, written consent of the persons listed above. Any use of this content by persons or entities other than the owners of this design is strictly prohibited by law and may subject them to criminal or civil liability.*

The following concepts were designed for the 2022 FIFA World Cup's ball in Qatar by Amin Morshedzadeh, Elham Morshedzadeh. The Middle East is a region with such great diversity in cultures and religions. Three religions Christianity, Islam and Judaism with a great number of followers has emerged from the Middle East. But unfortunately, because of its geopolitical condition, this area and its people have been suffered greatly from numerous wars and conflicts between nations. FIFA World Cup's message is "peace and solidarity" and Qatar 2022 is creating a great opportunity to spread this message all over the world and promote a greater image from the Middle East and their hospitality. The ball is the most unique object in this tournament and it needs to be carefully designed and created. With all these in the mind, our goal in this design for the "ball" is to promote unity especially in this region within diversity.

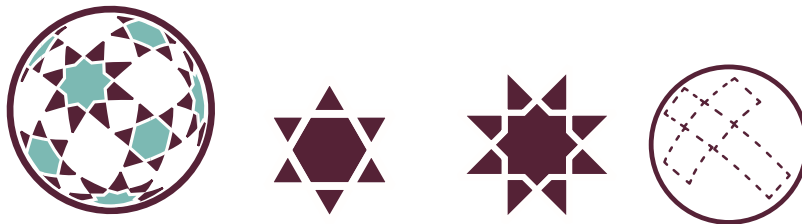
One of the strongest designs of the current football's ball is the UEFA (Union of European Football Associations) Champion League Ball (Image on the right). This design is representing the UEFA logo and is the interconnected lines that collide at 36 degrees, and with their collision, the stars of the 5 fairies have beautifully shaped the ball structure.



Considering this structure and principle and combining it with geometric shapes (inspired by the regional culture) our design team created a ball that not only is scientifically producible but is also represent the beautiful patterns embedded in the Middle Eastern art and culture.



Besides the technical and cultural aspects, we were committed to promoting the “Peace and Unity” message through this event especially for the Middle East unique circumstances. As you can see in the image below with the combination of the two stars (6 points and 8 points) and the cross as the three major religions (Islam, Judaism and Christianity) in the Middle East and interlocking these pattern on the sphere we created a sophisticated ball design that encompasses several messages related to this event.



Following we presented several color combinations of this design that show cases the versatility of this idea. In the first design, the Qatari flag iconic colors also have been represented.



*This page: Design and illustration ©2019 Amin Morshedzadeh and Elham Morshedzadeh. All rights reserved.  
Legal notice: All content contained in this document is strictly confidential and is the intellectual property of Amin Morshedzadeh, Elham Morshedzadeh and Jeff Joiner (contact info on last page of document). The information and ideas depicted herein may not be printed, copied, shared, re-transmitted, disseminated, or otherwise revealed without the express, written consent of the persons listed above. Any use of this content by persons or entities other than the owners of this design is strictly prohibited by law and may subject them to criminal or civil liability.*



*This page: Design and illustration ©2019 Amin Morshedzadeh and Elham Morshedzadeh. All rights reserved.  
Legal notice: All content contained in this document is strictly confidential and is the intellectual property of Amin Morshedzadeh, Elham Morshedzadeh and Jeff Joiner (contact info on last page of document). The information and ideas depicted herein may not be printed, copied, shared, re-transmitted, disseminated, or otherwise revealed without the express, written consent of the persons listed above. Any use of this content by persons or entities other than the owners of this design is strictly prohibited by law and may subject them to criminal or civil liability.*

## **BALL CONCEPT FOR FIFA WORLD CUP QATAR 2022**

### CONTACT INFORMATION:

Amin Morshedzadeh  
Co-founder, President and Design Director  
Negargan Company Kerman, Iran  
aminmorshedzadeh@yahoo.com

Elham Morshedzadeh, Ph. D.  
Assistant Professor of Industrial Design  
School of Architecture + Design  
College of Architecture and Urban Studies  
Virginia Tech  
Blacksburg, Virginia, USA elham.morshedzadeh@gmail.com

Jeff Joiner  
Assistant Professor of Graphic Design  
School of Visual Arts  
College of Architecture and Urban Studies  
Virginia Tech Blacksburg,  
Virginia, USA  
jeff.joiner@gmail.com