

Media Release

‘Match Mixer’ football and art project to fight for human rights during World Cup

14 Nov 2022

Melbourne event and marketing agency, Football Music Culture (FMC), is using the power of the FIFA World Cup 2022 being held in Qatar during November and December to bring attention to human rights abuses associated with the event.

FMC’s **Match Mixer** aims to smash together the most popular game in the world, art, and social justice in order to raise funds for the families of workers who tragically died building the stadiums and infrastructure in Doha, so that Qatar can host world’s most popular event.

The **Match Mixer** project features live and delayed screenings of world cup matches at FMC’s custom-fitted studio in Fitzroy, Melbourne, while fundraising through sales of merchandise featuring provocative designs from Melbourne artists.

Artwork will be printed onto sustainably produced T-Shirts and are available for purchase in-store and online to local and global audiences.

Proceeds from fundraising activities will be distributed to the families of people who died during the construction of World Cup venues in Doha, Qatar, via trusted avenues who have direct links to families.

Former Soccerroo, broadcaster, human rights activist, and current NSW Australian of the Year, Craig Foster AM, is supporting the project.

Foster said, “I urge football fans to think about members of our own community around the world whose rights are being abused every day such as migrant workers, women and the Qatari LGBTI community. As global citizens, we can ensure that the World Cup provides visibility for affected groups and as we watch the games, and simultaneously can continue to call on Qatar, and all football-loving countries including Australia, to treat people according to basic human rights principles.”

Group stage matches, which kick off at 9pm Melbourne time, will be shown live at FMC’s studio with some artworks being produced live by Melbourne artists during the games.

The **Match Mixer** is also open from midday daily throughout the month-long tournament to screen match replays, showcase fundraising artworks and educate people about the cause.

FOOTBALL MUSIC CULTURE

FMC founder, Shane Boyle, was torn at the prospect of engaging in Qatar's World Cup due to its human rights controversies. "We thought about this a lot as a small business operating in the 'sport and art for good' space. We had two options, 1) boycott the event and say nothing; or 2) Do something about it. Art and music can influence the way football fans respond and engage with the issues."

"With **Match Mixer**, we can bring in the art element, and still enjoy the biggest show on earth while giving back."

The venue is equipped with a bar for fans who like to keep refreshed during screenings, as well as an eye-catching indoor grandstand built from discarded stadium seating.

Bookings for 9pm live screenings can be made [here](#)

Fundraising merchandise can be purchased [here](#)

Venue: 61a Leicester Street, Fitzroy, Victoria, Australia
Project dates: 21 November-19 December 2022

Media enquiries

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Social media

Facebook: www.facebook.com/FootballMusicCulture

Instagram: [@footballmusicculture](https://www.instagram.com/footballmusicculture)

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