

Qatar Airways debuts new onboard theme music



Official Composer of Qatar Airways Group, Dana Al Fardan is debuting her latest onboard theme music

[Qatar Airways](#) is introducing new onboard theme music, from Official Composer of Qatar Airways Group, [Dana Al Fardan](#).

Performed by the Qatar Philharmonic Orchestra members, the song "The Ascent," will be available with Oryx One inflight Entertainment on Qatar Airways flights, as well as all streaming platforms.

"The trilogy captures the evolution in our shared human experience over the last 6 years. Setting itself within the DNA of Qatar Airways, it reflects the spirit that seeks to take flight and constantly ascend to higher fields of knowledge," said Al Fardan in a recent press statement.

Al Fardan previously partnered with the carrier to create the onboard theme music. "The Ascent" marks the trilogy of two previous onboard theme songs, "The Awakening" and "The Dawn." According to the airline, composed of musical instruments such as the piano, violin, viola and cello, Dana's work introduces a fresh blend of Arabic allure masked in classical music. She has achieved this by frequently including the Ney (Arabic wind instrument) and the Rababa (Arabic bowed string

instrument), creating legendary musical pieces.

“As a composer, I really want to capture the sounds from my country and explore the nuances of different Arabic instruments, rhythmic patterns, and flourishes. The idea is to preserve the authenticity of one style of sound and build it into another in a way that fits without one having to accommodate the other by deconstructing itself,” Al Farden added.

“Music is a universal language, and at Qatar Airways we have chosen a theme song that uplifts the passengers and transcends them to a wonderful destination. I am proud of Dana Al Fardan, not only is she showcasing our Qatari culture through sophisticated art, but her onboard music has also become synonymous with Qatar Airways’ brand identity. It is now directly associated with travel, culture, and luxury. It brings me great pleasure to welcome passengers onboard with the rhythms of Dana’s new symphony,” Qatar Airways Group CEO, His Excellency, Mr. Akbar Al Baker, said.