

A photograph of two women in traditional Saudi attire. The woman on the left wears a black dress with white floral embroidery and a large, ornate gold headpiece with pink roses. The woman on the right wears a gold sequined dress with a floral corsage and a pearl headband. The background is a blurred desert landscape.

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ART & FASHION

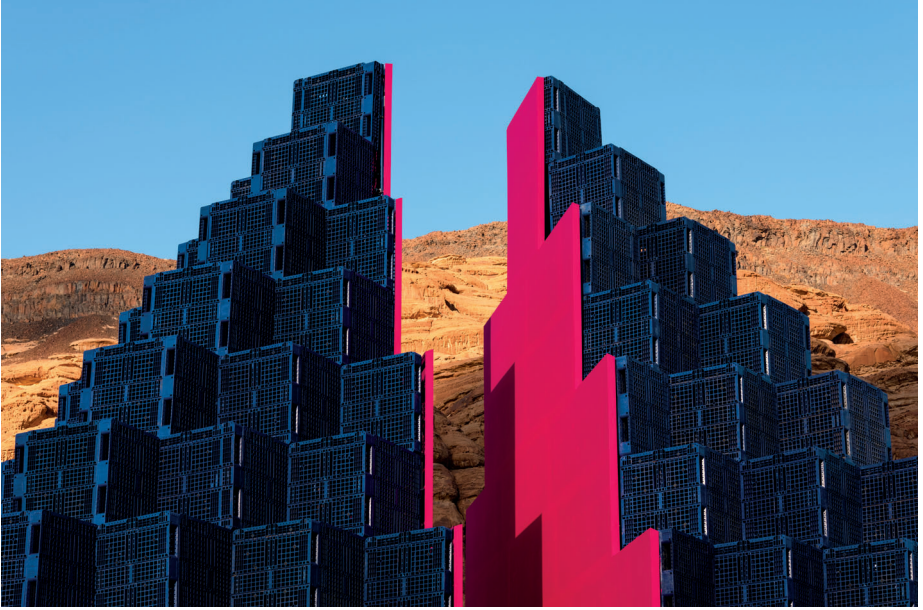
The trailblazing galleries, artists
and designers changing the face of creativity in Saudi

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SAUDI'S ART SCENE

From the artists to the institutions - all eyes are
on Saudi's creativity





SAUDI'S CULTURAL REFORM

How Vision 2030 is changing the face of Saudi's art scene

Saudi has long had an art scene, yet in recent years due to the Gulf nation's massive socio-economic reform agenda, culture and art has been pushed to the forefront of Saudi's means of transformation. Since Crown Prince Mohammed bin Salman (MBS) launched Vision 2030 - Saudi's ambitious national transformation plan - in 2016, focus has been placed on

“Saudi has been on a mission to increase the quality of cultural activities.”

launching more culture and entertainment options in Saudi as a way to decrease the nation's reliance on oil and diversify the economy. Culture, states Vision 2030, is “indispensable to our quality of life.”

Ever since, Saudi has been on a mission to increase the quality and quantity of cultural activities, hosting public concerts, conferences, art exhibitions, opening cinemas, and hosting film

festivals, such as the first Red Sea Film Festival (RSFF) that was staged in December 2021. The development of cultural centers, foundations and public events kicked off even more when Saudi launched its tourist visa in September 2019, a historic decision that opened the Gulf nation, closed off to international visitors since 1979, following the siege of the Grand Mosque in Makkah.

What might seem to many a sudden cultural explosion in Saudi, is just the next stage of development for the country's art scene, where for decades, even during the country's more repressive times, artists have been practicing. While largely self-taught, their work, greatly conceptual in thought and method, draws on Saudi's political, social and religious heritage as well as the immense change that has gripped Saudi in more recent years. To understand the burgeoning cultural scene in Saudi today, it is important to look at its origins and the sequence of events and announcements that has led the current growth of the art and culture scene in Saudi.

In 1965, an exhibition was held for modernist painter and sculptor Abdulhalim Radwi in Jeddah - often considered the first major exhibition in the country. It was followed by a series of student shows, prompting a succession of ones thereafter. That same year the Institute for Art Education for Teachers was established in Riyadh, which would go on to graduate artists and became one of the first institutions in what would become a strong



domestic arts infrastructure, including the Saudi Center for Fine Art, which Radwi set up in Jeddah. At the time, education was a priority for the government, which then also provided generous state-funded scholarships that sent artists to study abroad.

It would also be vital not to forget the important contributions of Saudi's female artistic forerunners, such as Safeya Binzagr and Mounira Mously, who jointly presented their work in one

of Saudi's first public art exhibitions in 1968. There is also the pioneering work of HRH Princess Jawaher bint Majeed bin Abdulaziz who, in 1990, established the Almansouria Foundation - the first art foundation of its kind to champion Saudi creativity.

During the early 2000s a new burst of artistic activity took place, largely within the realm of contemporary art, greatly due to the work of Edge of Arabia, which was co-founded in 2003 by British



“An important milestone came in 2013 when HRH Princess Jawaher bint Majed bin Abdulaziz... founded the Saudi Art Council.”

artist Stephen Stapleton and Saudi artists Abdunasser Gharem and Ahmed Mater - today two of the country's most prominent artists, following a chance meeting at the Al Muftaha Art Village in Abha, a region in the southern part of Saudi. Edge of Arabia (EoA) went on to stage exhibitions throughout the world, placing Saudi and its artists on the world art stage. Today, both Mater and Gharem have their own art studios in Riyadh, which serve

almost as art institutions or community spaces - places for practice and the sharing of ideas.

There is also the cultural powerhouse Art Jameel, founded in 2003 by the Jameel family, originally from Jeddah, responsible for numerous initiatives in Saudi and throughout the Arab world, including the Jameel Art Center in Dubai and the Hayy Creative Hub, which opened in December 2021. The organisation also

stages the Jameel Art Prize in collaboration with the V&A in London, awarding the prize to artists and creatives from across the Arab world.

Another important milestone came in 2013 when HRH Princess Jawaher bint Majed bin Abdulaziz, alongside a group of art patrons, founded the Saudi Art Council. Their annual curated exhibition Jeddah Art Week, later renamed 21,39 after that city's geographic coordinates, has ever since become an important cultural event in Saudi and specifically in Jeddah where other pioneering commercial art galleries - Athr and Hafez - have since been established.

A pivotal establishment in recent years in the Saudi Ministry of Culture. Its origins date back to 1962, when the Ministry of Information was founded to oversee information and media. In 2003, it was renamed the Ministry of Culture and Information and included cultural affairs under its umbrella. In June 2018, it solidified its cultural aims further with the appointment of Prince Badr bin Abdullah bin Mohammed bin Farhan Al Saud, previously the governor of the Royal Commission for Alula, as its new and first minister. Early in 2019 further announcements by MBS, particularly the launch of the Alula tourism project and a major hotel in Saudi's historic district to be designed by renowned French architect Jean Nouvel, signaled that Saudi's cultural sphere was spearheading ahead at lightening pace.

Culture, according to the

Ithra - The King Abdulaziz
Center for World Culture



Ministry of Culture's mission statement, titled *Our Culture, Our Identity*, which was presented to the public at the end of March 2019, outlines how arts and culture projects will support international exchange as well as promote cultural understanding while also contributing to the economic growth and diversification of Saudi's economy.

Initiatives outlined include a culture fund, scholarship programs, residency projects for both foreign and Saudi artists as well as art prizes.

Before the coronavirus pandemic reared its head,

prompting cancellations and postponements around the world, Saudi was on a fast-forward track to social and culturally transform. Festivals began to be held in all areas of Saudi, from the Soudha region in the south to Al Khobar in the east, Al Madinah and Hijaz.

During the summer of 2019, Saudi inaugurated its permanent national pavilion at the Venice Biennale, participating for the second time in the preeminent international art event and the first time in eight years (the first was in 2011 showing the work of Saudi sisters Raja and

Shadia Alem).

There were big plans for film festivals, and music concerts, like the first MDLBeast concert which was held at the end of 2019, and blockbuster art exhibitions, as well as pioneering new institutions such as The King Abdulaziz Center for World Culture, also known as Ithra, located in Dhahran in the eastern province, opened in 2018, powered by Saudi Aramco. Set out as a pioneering institution for the advancement of creativity, the intention to create the center - a modern institution centered around

social progress through cross cultural exchange and education.

At the end of January 2020, just before the world went into lockdown, the first edition of Desert X Alula, the biennale of monumental Land Art was held in Coachella Valley, California. For the first time ever, the ancient desert lands and dramatic rock formations played host to contemporary art - art that was specially commissioned to speak to the land, its past and present.

Since Saudi reopened its borders and kickstarted business once again, Saudi's cultural plans, aligned with Vision 2030's aims, have raged stronger than ever.

In March 2021, the first edition of Noor Riyadh, an annual festival of monumental artworks dedicated to the subject of light took place

despite border restrictions and pandemic closures, with the capital city of Riyadh lighting up with dozens of large-scale artworks made by Saudi and international artists. At the end of 2021, Saudi held its first international biennale in Riyadh, the Diriyah Biennale staged by the Diriyah Art Foundation, once again drawing in a crowd.

While Saudi is sprinting into its future through numerous cultural and artistic initiatives, taking place at breakneck speed, how will it maintain its ancient and rich heritage? Saudi is home to some of the earliest traces of human civilisation as well as six UNESCO World Heritage sites. The Royal Commission of Alula (RCU) is dedicated to preserving such sites as well as implementing programming that safeguards historic and archaeological

sites and objects in Saudi.

The same is being implemented in Jeddah's historic Al Balad district and in other places in Saudi such as Al Baha and the Red Sea port town of Yanbu, where the house where Lawrence of Arabia once lived between 1915-16 was restored in 2020 - the first mark of the government's commitment to reviving the historic downtown area.

Saudi is undergoing a cultural and artistic renaissance, propelled by the government's belief in creativity to move the country forward socially and economically, and by the talent and passion of the many Saudi creatives, thirsty for new avenues of expression, exploration and intellectual adventure. Undoubtedly an exciting time for culture in Saudi.

Jax District in Diriyah



MUHANNAD SHONO



The Teaching Tree (2022)

One of Saudi's rising stars at the moment is Muhannad Shono (born in 1977) who recently represented Saudi at the 59th Venice Biennale with his 40-metre-long large-scale installation titled *The Teaching Tree*.

The organically formed structure is covered in black palm fronds and ever so slightly moves, powered by pneumatics. It represents, "the embodiment of a living imagination, the resistance and resilience of the creative mind," says Shono.

Sustaining the work is Shono's recurring investigations into the drawn line - which is seen as the

origin of his Venice Biennale work, and the basis for all aesthetic forms as well as the written word.

Shono's work reflects the multiplicity of his life experiences and explores questions on the evolution of the human species. From studying architecture to working in advertising and then comic book illustration, Shono's work has led him to become an avid storyteller. He has shown his work throughout the Arab world, Europe and in Latin America at Bienalsur. Shono's work was acquired by The British Museum in 2017 and the Art Jameel Foundation in 2018.



Muhannad Shono

SARAH BRAHIM

At the root of Sarah Brahim's (b. 1997) practice is movement. Since she was three years old Brahim studied dance - an education which she says was a fundamental preparation for her career as visual artist, which she explores through her mixed media installations where she couples photography and video, often of dancers and choreographed movement. Brahim attended the San Francisco Conservatory of Dance, and in 2016, she

graduated from the London Contemporary Dance School (LCDS) with a BA Honours in contemporary dance.

She then studied, choreographed, performed, and taught jazz, contemporary, ballet, and tap, and directs movement professionally across the United States, Europe, and the Arab World. Her performances and filmworks touch on themes of culture, loss, identity, veiling, race, and migration.

She recently showed her

work at the first Diriyah Biennale in Riyadh, Saudi, and is showcasing at the Lyon Biennale at the end of 2022.



Soft Machines/Far Away Engines, (2021)

ZAHRAH AL-GHAMDI

The breathtaking site-specific large-scale sculptural works that harken a likeness the Land Art movement, constitute the work of Zahrah Al-Ghamdi (b. 1977).

The first artist to represent Saudi in its permanent place at the 58th Venice Biennale, Al-Ghamdi's work explores memory and history through traditional architecture in both medium and assemblage.

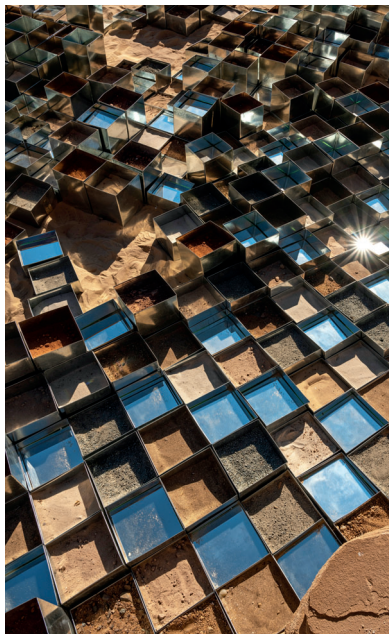
Her site-specific work sees the laborious and meticulous process in which she assembles particles of earth, clay, rocks, leather, and water. Both medium, and her process of making, draw on the notion of embodied memory that serve to explore, translate and delineate themes of cultural identity,

memory and loss.

Al-Ghamdi grew up in Al Bahah in the southwestern region of Saudi. She then moved to Jeddah where she completed her undergraduate's degree in Islamic Arts from King Abdulaziz University.

She holds a Master's degree in Contemporary Craft from Coventry University in England, where she also obtained her Phd in Design and Visual Art.

She is now a faculty member of the Islamic Arts Department at King Abdulaziz University. Her work has been exhibited throughout the Arab world, Europe and in the United States where she showed her work at Desert X in Coachella, California.



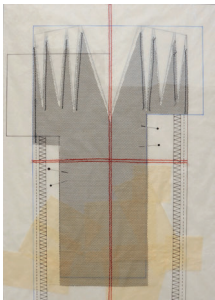
*Glimpses of the past,
on display at Desert X AlUla*

FILWA NAZAR

The work of multimedia artist Filwa Nazer (born in 1972) ranges from digital prints to collage, textile and photography, and explores questions pertaining to emotional identity in relation to spatial and social contexts. Nazer likes to think of her work as an investigation into inner spaces and the layers, or the metaphorical “skins”, that people create in order to protect themselves. Nazer began her creative journey as a fashion designer and graduated from Marangoni School of Fashion and Design in Milan. Her work straddles the genres of fashion and visual art.

After embarking on interdisciplinary courses at Central Saint Martins in London, Nazer became more interested in Conceptual art and started to incorporate her feelings and ideas into her process of creation.

She has since exhibited throughout the Arab world, the UK and Europe and most recently showed her work during the first Diriyah Biennale in Riyadh in December 2021.



Five Women



MANAL AL DOWAYAN

One of Saudi's foremost contemporary female artists, Manal Al Dowayan works in a variety of mediums with a particular embrace of traditional craft-based techniques. Through her work she pays tribute to both the struggles and the triumphs of Saudi women. Her work navigates the realm where the personal and the political collide, showcasing intimate encounters that resurrect remembrance of past collective and personal events, encounters with social justice and ideas relating to tradition, heritage and what happens when and if we forget our past.

Her earlier practice was driven largely by bold black and white photographs of working Saudi women in her *I Am series* (2005). A more research-driven work can be found in *Crash* (2014) in which she documented the media silence around fatal car accidents in Saudi, involving commuting female school teachers.

Al Dowayan's multimedia installations similarly regularly examine important issues pertinent to both women in Saudi and internationally, seen in her participatory installations *Suspended Together* (2011) and *Esmi-My Name* (2012), the result of

workshops offering channels for thousands of women in Saudi to address unjust social customs.

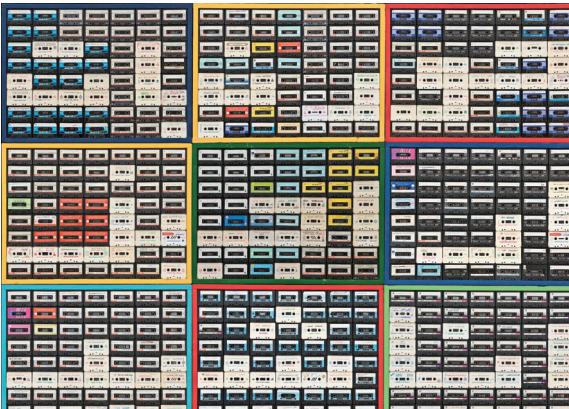
Al Dowayan's works are housed in permanent collections around the world, including in the British Museum, the Jordan National Museum of Fine Art, the Delfina Foundation in London, the Abu Dhabi Authority for Culture and Heritage (ADACH), the Nadour Foundation in Germany, and the Barjeel Foundation in Sharjah.

She also recently showed her work in the first Diriyah Biennale in Riyadh, which was held in the JAX district.

MAHA MALLUH



*Food for Thought All-Muallaqat No.IV, (2016);
Below: Food for Thought - 13000*



A Riyadh-based artist, Maha Malluh is one of Saudi's pioneering female creatives. Her conceptual work, that can be found at art fairs, galleries and exhibitions around the world, is greatly inspired by her connection to the historic region of Najd, known for its strong religious and cultural heritage, coloured patterned fabrics and old architecture - all elements that have greatly influenced her work.

Malluh received a BA

degree in English Literature from King Saud University in Riyadh, and a certificate in Design and Photography from De Anza College in California. She has been exhibiting both in Saudi and internationally since 1976.

Her works are known for the emblematic and cultural symbols of Saudi's history, particularly during a moment of great change. Malluh's work, which often incorporates found objects

such as local fabrics, cutlery and photographing traditional buildings, draws from the rich ancient and present heritage of her country.

Her work is included in several important museums and private collections around the world, including the British Museum and Tate Modern in London, Center Pompidou in Paris, the Louvre in Abu Dhabi, and San Francisco Museum Of Modern Art in the United States.



Capital Dome, (2012)

ABDULNASSER GHAREM

Known the world over for his groundbreaking conceptual art, Abdulnasser Gharem's multimedia work has challenged the perception of art and visual culture in Saudi and abroad.

A former lieutenant colonel in the Saudi army, he maintained his art practice in his spare time. A co-founder of Edge of Arabia alongside fellow artist Ahmed Mater and British artist and entrepreneur Stephen Stapleton - an organisation that would soon galvanize the country's nascent contemporary art scene - in just a few years Abdulnasser would also

go on to found grassroots organisations in Saudi, such as Gharem Studio, that support young artists. His work, while largely conceptual in nature, also at times incorporated performances such as his early work *Siraat (The Path)* (2011), where he spraypainted the title across a collapsed bridge. The work pays tribute to a tragedy that happened there 20 years prior. In other works, like *Don't Trust the Concrete series* (2014), he questions why people trust blindly in manmade structures that ultimately fail them. In other pieces, he explores

the aftermath of 9/11. In 2011, his large-scale work of a wood and copper dome titled *Message/Messenger* sold for US\$842,500 marking a world record for the artist. In 2013, he moved to Riyadh where he set up Gharem Studio, which soon attracted fellow artists, photographers and creative minds. His work has been exhibited regionally and internationally, including at major fairs such as Art Basel.

It can also be found in the collections of the British Museum, the Victoria & Albert Museum, the Los Angeles County Museum of Art and the Saudi Ministry of Culture.

ALI CHAABAN

Lebanese artist Ali Chaaban, who was born and raised in Kuwait and is now based in Riyadh, is known throughout the Arab world for his powerful symbolism and edgy creations drawn from contemporary society, which bridge the realm of high art and popular culture. Arab culture and tradition are the themes most visible in the artist's work.

The artist is often dubbed a "pop culture analyst" and

frequently collaborates with international and local fashion brands such as Nike and Saudi designer Arwa Al Banawi. Examples of his recent work include *I fought the Internet and the Internet won I* (2019), revealing a depiction of superman silkscreen print on a Persian carpet and his *Twelve pm class* (2019), a sculpture of a large Persian carpet on plywood folded as if it were an origami airplane.

Through his art, Chaaban often reflects on his childhood memories and incorporates them with elements from pop art and contemporary culture, always with an Arab aesthetic in mind. He then uses media such as poster stickers on his carpet works, for example, to reveal superheroes in a playful yet timeless manner. As ever, Chaaban's work mixes seriousness with humour and laughter to comment on our world today.





AHMED MATER

The physician-turned-artist, Ahmed Mater, born in Tabuk in 1979, is one of Saudi's most sought-after and recognisable cultural voices documenting the rapidly changing realities of contemporary life in Saudi. Mater's practice involves a complex mapping into the social and historical fabric of Saudi, uncovering

and recording unofficial histories. His mediums include calligraphy, painting, installations, performance and photography. Several of his works, including the early *Illuminations* series and the *Evolution of Man*, use X-ray prints, which both penetrate the nature of man and recent Saudi history and its

relationship with oil. Mater's work is research-based and conceptual in practice and has been the subject of major exhibitions in Saudi, the Arab world and internationally, including at the British Museum, the Brooklyn Museum, the Smithsonian, and Los Angeles County of Museum of Art.



A Concise Passage at Desert X AlUla

RASHED ALSHASHAI

The power of signs and symbolism come into play in the work of Rashed AlShashai, who was born in Saudi's Al Baha region in 1977, before basing himself out of Jeddah, where he now resides. Working primarily with found objects and appropriated imagery, AlShashai, who holds a Master's of Visual Arts degree from Umm Al-Qura University, explores signs of the everyday often in what he describes as the "semantic field" - a place where he can pose philosophical questions regarding human existence

and the social structures of society. AlShashai's art is playful and often emanating natural or artificial light, taking cues from the environment and whims of society around him.

His thought-provoking, large-scale artworks, such as *A Concise Passage* installation seen at the first Desert X AlUla, or *Cultural Wall* (2021) seen at the first edition of the Diriyah Biennale, probe the intricacies of human life finding the beauty and mystery within.

AlShashai is also a founding

member of the Saudi Fine Arts Society and the Art Education Society, and is also the Founder and Director of the Tasami Center for Visual Art, where he has lectured and trained in visual art.

His work has been widely exhibited in the Gulf and abroad, including at the Palais de Tokyo for Saudi Cultural Week in Paris, The Kennedy Centre in Washington D.C., Winter at Tantora in AlUla, the Islamic Arts Festival in Sharjah, and The Utah Museum of Contemporary Art in the US.

MARWAH ALMUGAIT



The work of Marwah AlMugait, born in Al Khobar in 1981 and now living in Riyadh, straddles the genres of performance, installation, photography and conceptual art. After receiving a BA in Business Administration from King Saud University, she pursued a Masters in Photojournalism from the University of Westminster. Her work, conceptually layered and often involving sound and text, portrays

intimate portraits of her protagonists and subjects, providing the audience a confidential glimpse into a private moment.

Her work reveals both fluidity and turbulence, drawing light on narratives or moments that people often overlook or discard. Her work encompasses a wide variety of subjects but embodies the desire to explore the gap between different ways of communicating.

By drawing from a wide range of technologies and a heightened sense of awareness, coupled with performance work where she regularly collaborates with dancers, AlMugait forces her audience to pay attention to the subtle pauses in human interaction.

She has shown in Saudi and in Europe, notably at the first Diriyah Art Biennale and the Delfina Foundation in London.

JEDDAH

ATHR GALLERY

Founded in 2009 by Hamza Serafi and Mohammed Hafiz, Athr has become known as one of Jeddah's, and Saudi's, leading commercial spaces for contemporary art. A platform for emerging and established artists, both local and international, the gallery has hosted numerous exhibitions over the past eight years featuring artworks in various mediums, from photography to drawing, installation to sculpture, video and film.

Athr represents a



rich roster of Saudi artists, including Ahmed Mater, Sarah Abdu, Sarah Abu Abdallah, Nasser Al Salem, Muhammad Shono and Mohammed Al Faraj, among others.

In addition, the gallery has participated in numerous

international art fairs, including Frieze and Art Basel. The gallery will soon open a second space in the JAX district in Riyadh.

Free. 5th Floor, Office Tower Serafi Mega Mall, Jeddah, (+966 12 284 5009)

HAFEZ GALLERY

Established in 2014 by Qaswa Hafez, through its exhibition spaces and programming Hafez Gallery has acted as a catalyst for

the careers of numerous emerging and established Saudi artists.

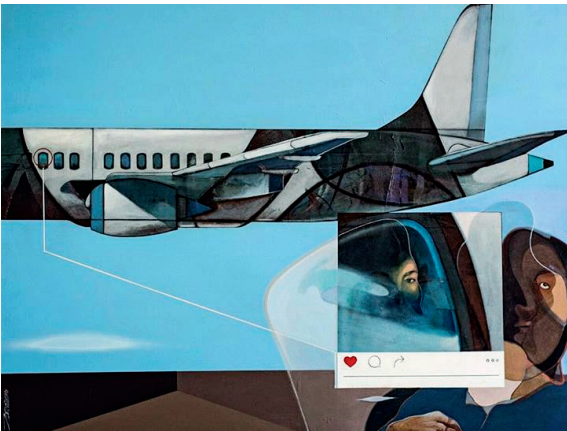
Its mission has been to highlight the Saudi art scene at home and abroad, as well

as encourage and facilitate more local talent. Its roster includes artists not just from Saudi, but from across the Arab world, including names such as Ali Chaaban, Ahmed Nawar, Filwa Nazer, Ibrahim ElDessouki, Jason Seife and Lulwa AlHomoud.

The gallery also fosters collaborations with international artists to bridge the gap between Saudi and the global art community.

Since its inception, it has regularly taken part in international fairs, including Art Dubai, India Art Fair, Abu Dhabi Art and Frieze.

Free. Ahmad Ibn Abbas Ar Rawdah, Jeddah, www.hafezgallery.com, (+966 55 551 7000)



HAYY JAMEEL

Art Jameel's new centre in Jeddah, situated in a vibrant edifice designed by multi-award-winning architectural studio waiwai and conceived as a dynamic, creative, community hub opened its doors in December 2021 and marks 75 years of the Jameel family's philanthropic missions. It is located in the residential north Jeddah area of Al Mohammadiyah.

Its building responds to its surroundings through tall façades that recreate the privacy of a home while allowing for openness and lots

of natural light. The name of the 17,000sqm creative complex, with its catchy colourful façade designed by Riyadh-based painter and sculptor Nasser Almulhim and architect Tamara Kalo titled "Contours on Collective Consciousness," is derived from an Arabic word for

neighbourhood, to denote its mission as an accessible, communal and collaborative space for Saudi and beyond. Inside are exhibition spaces, lecture rooms, a cinema and artist studios.

Al Muhammadiyah District, Jeddah, www.artjameel.org



DARAT SAFEYA BINGZAGR

Revered Saudi female artist Safeya Bingzagr, known as one of Saudi's pioneers in modern art, opened her own gallery and museum space in 2000. Built to be a permanent exhibition space for her own work, as well as those of other Saudi artists, and a place to celebrate Saudi and Hijazi cultural heritage.

In 1968, Bingzagr made history when she and fellow female artist Mounirah Mosly decided to host an exhibition.

At the time, Saudi was void of art galleries and places for showcasing art, but they found a girls' school in Jeddah to host it.

King Abdullah Rd, Al-Baghdadiyah Al-Gharbiyah, Jeddah, (+966 12 657 1030)



NESMA ART GALLERY

Since opening in 2014, Nesma Art Gallery has become a popular gallery in Jeddah for local artists and visitors to the Red Sea city to view local and international art.

Hosting regular exhibitions presenting work by local Saudi artists - regularly supporting

the work of female Saudi artists - the gallery fosters art appreciation among the local Jeddah community. Featured artists include Abdullah Hamas and Ghada Al Muhammedi.

Free. Darwish Kayyal, AR Raudah District, Jeddah, www.nesmaart.com, (+966 55 162 4842)

OPENING SOON IN SAUDI

The Red Sea Museum is scheduled to open in the historic Al Balad district of Jeddah in late 2022.

It will feature over 100 artworks as well as other attractions that will celebrate Red Sea culture, geology and maritime navigation, among other attributes.

In 2023, the multimedia collective teamLab will open a digital art museum in Jeddah that uses the latest technology to create interactive spaces.

THE SAUDI CENTER FOR FINE ARTS

For over 30 years, the Saudi Center for Fine Arts has contributed to the local Jeddah and wider Saudi community by offering a range of art courses, including photography, pottery, ceramics, calligraphy, oil painting as well drawing and digital art. All staff members are bilingual in Arabic and English enabling visitors to participate in the workshops as well as easily peruse the ongoing exhibitions.

The Saudi Center for Fine Arts, Tahlia Street, Jeddah, (+966 53 144 7888)

RIYADH

NAILA ART GALLERY

This two-storey independent art gallery in Riyadh hosts regular exhibitions of work by Saudi and international artists, alongside art workshops and symposiums. Endowed with high ceilings and a modern interior, the galleries two rooms show works by Saudi artists including Abdulrahman Soliman, Tagreed AlBagshi, Nahar Marzooq, Najla Al-Saleem and Ghada AlHassan.

The gallery's mission is to be a platform for art, culture and critique, offering regular



events that bring the Saudi art scene together over art and other important subjects relating to culture.

Al Takhassousi, Al Mathar Ash Shamali, Riyadh, www.gallerynaila.com, (+966 11 880 5352)



MONO GALLERY

Opening its doors in February 2018, Mono Gallery is one of the latest additions to the blossoming art scene in Riyadh. It comprises three gallery spaces that host a variety of exhibitions dedicated to artists from Saudi and

across the Arab world. Exhibitions, which change seasonally, have included shows on the work of painter Abdulaziz Al Najam, Emirati painter Abdul Qader Al Rais as well as Iraqi sculptor and painter Sabah Arbilli.

The gallery was founded by Momen Al-Moslimani in

the hopes of cultivating more interest in art, creative expression and art education in Saudi. In addition to exhibitions, the gallery also hosts workshops and seminars. *Hittin, Riyadh, www.mono.gallery.com, (+966 55 636 3672)*

L'ART PUR GALLERY

Founded in 1999 by Princess Adwa bint Yazid Al Saud, this Riyadh-based gallery is one of the largest in the country. It is designed in the style of a museum, with a spacious exhibition area divided over three halls, each equipped with lighting and sound systems.

The gallery is part of the L'Art Pur Foundation and is associated with the Arts and Skills Institute, both which support and promote the growth of Saudi artists and creative talent in Saudi.

Alongside art exhibitions, the gallery also hosts fashion and design shows and events, as well



as a diverse program of talks, workshops and seminars - often in collaboration with various art institutions and embassies.

Past exhibitions include shows on Spanish master

Joan Miró as well as other Saudi artists such as Tarfa Fahad, Zaman Jassim and Abdullah Hammam.

At Takhassusi Branch St, Al Olaya, Riyadh, www.lartpurgallery.com



LAKUM ARTSPACE

This new contemporary art gallery, positioned over two floors, opened in

December 2021 and offers a multifunctional contemporary art venue with a mission of engaging the local and

international art community.

Founded by Neama Al-Sudairi, who also sits on the board of the Misk Art Institute, the venue opened with a show by renowned Saudi artist Ahmed Mater.

Designed with the community in mind, and as a "space for all," on the second floor of the gallery there is a concept store selling locally-made abayas, perfumes and candles, among other creative items, to support home-grown brands.

Nearby is also a café where visitors can come, relax and also discuss the art and culture that they see around them.

Al Urubah Branch Rd, Umm Al Hamam Al Gharbi, Riyadh, www.lakumartspace.com, (+966 92 001 2083)



AHLAM STUDIO

This contemporary art gallery has a mission to put local Saudi talent first, with a focus on emerging talent from Saudi.

The space, which has become a popular venue to discover young Saudi artists, has hosted several

exhibitions that focus on works on canvas by some of Saudi's most promising names. It has also shown works by international artists such as Spanish artist Jessica Massanet.

Most recently, the gallery staged an exhibition featuring a group of artists

from the eastern region and Riyadh, including Mohammed Majrashi, Muner Alhaji, Bebe Alherz, Arif Algamdi and Mahdih Al-Talib. *Anas Ibn Malik Road, An Narjis, Riyadh, @ahlam_studio_gallery, (+966 55 914 4488)*

HEWAR ART GALLERY

If you're desiring to give your children an early exposure to art, then this gallery provides ample opportunities.

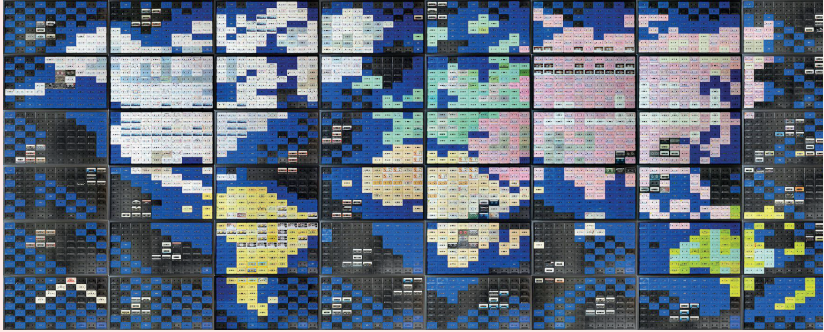
In addition to offering regular shows of work from artists in Saudi and across the Arab world, Heward also provides various courses and workshops for children to learn to draw and paint.

These workshops, usually which take place in four-week intervals,



conclude with a special exhibition of children's art. *Heward Art Gallery, 52nd floor, Kingdom Tower,*

Al Urubah Road, Al Olaya, Riyadh, @hewardartgallery, (+966 55 800 0077)



DIRIYAH BIENNALE FOUNDATION (DBF)

Established in 2020 by the Saudi Ministry of Culture, the Diriyah Biennale Foundation opened its doors in Jax district in December 2021 with the first Diriyah Biennale, Saudi's first contemporary art biennale. The foundation will host a second biennale in 2022 focused on Islamic arts.

The Diriyah Biennale Foundation intends to foster global dialogue between the growing and diverse art communities in Saudi and across the world. DBF's mission is for the biennale to provide a platform for



discovery and connection to Saudi's burgeoning cultural scene and creative

communities, while promoting it to the world.
www.biennale.org.sa

JAX DISTRICT

An industrial area with over 100 warehouses in Diriyah outside of Riyadh, Jax district is also home to the Diriyah Contemporary Art Biennale, Saudi's first international contemporary art biennale.

OPENING SOON IN SAUDI

The Saudi Museum of Modern Art is scheduled to open in the near future, thanks to a collaboration between the Saudi Ministry of Culture and the Diriyah Gate Development Authority. To be located in the Al Bujairy neighbourhood of Riyadh, the museum will serve as a cultural centre for creative artistic expression. The completion date has not been announced, so keep an eye out for this new art museum.

AL KHOBAR

DAWI GALLERY

Founded in 2015 by Madawi bint Mansoor Al-Baz and based in Al Khobar in the eastern province of Saudi, the gallery has hosted many cutting-edge exhibitions, and represents a roster of

emerging and culturally significant artists. Al-Baz, an active member of the Saudi Association of Art and Design (PNU); Etijahat Artist Group, and a founding member of the Bilsan Centre for Fine Art, has a mission through the gallery to not only host

art exhibitions, but also encourage art practice among children and people with special needs.

Dawi Gallery has frequently held photography exhibitions and workshops.

King Saud St. cross 22nd St.,
Al Khobar Al Shamalia,
(+966 13 802 7412)

DHAHRAN

ITHRA

The King Abdulaziz Center for World Culture, also known as Ithra, has become one of the most groundbreaking institutions of its kind for art, culture and technology. It was built by Saudi Aramco and inaugurated by King Salman bin Abdulaziz on December 1, 2016 on the location where the first commercial Saudi oilfield was founded in March 1938.

Operated by Saudi Aramco, its focus is on fostering cultural activities, exhibitions and cross-cultural activities in Saudi, the wider Arab world and internationally. Ithra houses a museum, where it has shown works by contemporary artists, as well as blockbuster shows of works by Vincent Van Gogh and Edvard Munch, as well as a children's museum, library, cinema, theatre, and exhibition halls. It was designed by the Norwegian architectural firm Snøhetta and opened with the unveiling a new permanent sculpture by renowned Italian artist Giuseppe Penone titled *Source of Light*.

Free. 8386 Ring Rd, Gharb Al Dhahran, Dhahran,
(+966 800 122 1224)



ANNUAL CALENDAR

SHARA ART + DESIGN FAIR

This annual art and design fair takes place each year around December and features a host of local art galleries and artists, and is supported by the Al Mansouria Foundation, established by HRH Princess Jawaher bint Majed bin Abdulaziz to support creativity in Saudi. www.thesaudiartcouncil.org

21,39 JEDDAH ARTS

Named in reference to the geographic coordinates of Jeddah, and launched in 2014 by the Saudi Art Council, 21.39 was founded to create a platform for local artists and institutions and provide them local and international visibility, the exhibition takes place annually around the end of January or February. www.thesaudiartcouncil.org



WINTER AT TANTOURA

Alula's annual six-week cultural celebration taking place in December each year filled with exhibitions, performing arts and music in Saudi's ancient desert region.



SAUDI'S DISTINCT STYLE

Taking heritage influences into contemporary design





SAUDI'S FASHION REVOLUTION

A new generation of young designers are bringing Saudi fashion to the forefront of the global stage

When one first thinks about fashion, cities like London, Paris, New York and Milan come to mind, but there's a new kid on the block that is revolutionising the way contemporary fashion is viewed in the Arab world and that is Saudi, particularly the capital of Riyadh. With the many recent changes taking place in Saudi, notably for women, designers are now experimenting more than ever with reflecting a contemporary avant-garde style that merges traditional clothing - abayas, long-sleeve ankle-length robes, for women and thobes, a long, ankle-length, flowing robe-type garment usually coloured white or found in

darker colours, for men - with contemporary cuts, colours and styles. Since 2018, women can drive, places of gathering are co-ed and there's a concerted push to place more women in leadership positions. On the collective level, there are now public music concerts, performances and cinemas are open around Saudi. And fashion, as it does everywhere, moves with the times and has reflected Saudi's fast-forward moving drive into its new future.

Women now have a choice to wear an abaya, headscarf or niqab, or dress in western clothing like pants, shirts and dresses. Current fashion preferences continue to mix traditional and western attire but in a way that is uniquely Saudi - abayas in a range

of cuts, patterns, materials and colours are often paired with jeans, black pants or dresses and while for men coloured thobes and ones in different cuts and fabrics are all the rage - sometimes worn with a kaffiyeh, the Saudi male headscarf, which is traditionally folded and held in place by a camel's hair cord known as an iqal.

Over the last six years, since Vision 2030 was announced in 2016, Crown Prince Mohammed bin Salman's reform plan for Saudi that focuses on diversifying the economy, the Saudi fashion scene and market has been witness to great change.

In April 2016, the same week that Vision 2030 was announced, *Vogue Italia*

staged the first Vogue Fashion Experience Jeddah, co-hosted alongside Rubayiat, one of Saudi's leading luxury retailers. Ten of the emerging brands selected through Saudi Talents Scouting included Haal Inc, Charmaleena Jewellery, Daneh, Haifa Fahad, Mashael AlRajhi, Chador, Arwa Al Banawi, Atulier, Badawiah, and Fyunka. They were selected for their cutting-edge designs, merging traditional Arab and Saudi dress with inspiration drawn from Middle Eastern artworks and architecture.

"I feel fortunate to be living in such an opportune time in Saudi that truly feels like a cultural renaissance, there really is a growing sense of community and we're now seeing so many initiatives and projects that are starting to flourish, as well as all the inspiring creative potential of Saudi and region increasingly taking place," says Riyadh-based designer Mohammed Khoja, founder of the label HINDAMME.

For Khoja, like for many Saudi designers, inspiration comes from mixing Saudi heritage with contemporary culture. "My inspiration largely comes from my surroundings and community, and my drive to highlight and integrate elements of my culture to audiences locally and globally and contribute to a contemporary Saudi design identity through HINDAMME," he adds.

In April 2018, Saudi witnessed its inaugural Saudi Fashion Week, where prominent figures in the fashion world flew into

Riyadh. It was founded by Her Highness Noura bint Faisal Al Saud, also the great granddaughter of Saudi's founder, King Abdulaziz, and advisor to the Ministry of Culture and founder of the Saudi Fashion Community who is often dubbed the "face of Saudi fashion." The week revealed bold female suits, whimsical dresses and eveningwear, flowy silhouettes, and street style with lots of embellishments. Designers such as Razan Al-Azzouni and modestwear brand Sotra made appearances. The fashion week was organised by the Arab Fashion Council, a non-profit in Dubai with an office in Riyadh. High-profile international designers such as Jean-Paul Gaultier and Roberto Cavalli flew in and top regional designers such as Lebanese Tony Ward, also participated.

Although it was Saudi's

"There are so many great young Saudi designers now that are incorporating heritage elements but modernising them."

first official fashion week, private fashion shows have long taken place within Saudi behind closed doors - and for women only. The booming fashion industry in Saudi has been taking place alongside the loosening of Saudi's once conservative regulations. Moreover, according to GCC Personal Luxury in 2021: A Story of Early Recovery and Growth released by Chalhoub Group, in Saudi, personal luxury grew by 19 per cent to US\$2.2 billion in 2021, driven by repatriation spend, female empowerment, a booming retail landscape, events and activities, and the e-commerce boom. The comprehensive report was released at Riyadh's Retail Leaders Circle Summit and takes a deep dive into Saudi's fashion and retail landscape in collaboration with the Fashion Commission of Saudi's Ministry of Culture. Most recently, numerous events and workshops set to nurture Saudi fashion have also been launched. One example is the Chalhoub Groups' creation of Saudi's first Fashion Lab in 2021, set to identify innovative and disruptive local brands and support and mentor creative designers on their road to becoming successful entrepreneurs and business owners.

Most recently, in June 2021, the Saudi Ministry of Culture partnered with *Vogue Arabia* to launch Saudi 100 Brands program. The initiative invests in 100 domestic fashion brands over the course of a one-year program to support designers' global ambitions through mentorship programs with experts from fashion



powerhouses such as Chanel, Valentino, Bulgari, LVMH, Kering and Swarovski.

In December 2021, Hia Magazine unveiled Hia Hub, a series of art, culture and creative activations, lectures and exhibitions in JAX District in Diriyah, Riyadh. During the launch Naomi Campbell took part in a panel discussion with Princess Noura bint Faisal titled "Diversity and Inclusion in the Fashion Industry."

The participation of such stars from the international fashion community spells moments of change for the rising fashion scene as it breaks into the global market.

Heritage with a Contemporary Twist

Saudi designers today are increasingly going back

to their heritage to marry traditional elements with contemporary designs. The aesthetic of the moment is a desire for more androgynous styles. Saudi currently has one of the youngest demographics in the world, with approximately 50 per cent of its population of 34.2 million under 25 years old.

The focus in fashion is on the youth. "Gone are the days of the 'tangum' set wearing male and their formal male counterparts," says Marriam Mossalli, founder of the Saudi Style Council and Niche Arabia, Saudi's premier luxury communications agency.

In Riyadh, adds Mossalli, "you can find a more active lifestyle, with more women entering the workforce, and this has influenced local fashion." In Jeddah and

Khobar, Saudi's other major cities, fashion is taking on more coastal sensibility," she says.

"Riyadh is the more formal city - the Washington D.C. or New York - and Jeddah is more like Los Angeles where you have the linens, the bohemians, the tie-dye," she continues. "In Jeddah and the coastal cities people are combining different ethnic styles into their dressing. You used to go to the shops, and it used to be all black abayas, but now you are seeing that there is a more open code of dressing - girls are expressing themselves more which goes hand-in-hand with women entering the workforce. They aren't just women who lunch anymore."

Heritage also plays a big role throughout Saudi's fashion - even in the creations of contemporary designers.

"There are so many great young Saudi designers now that are incorporating heritage elements but modernising them," says fashion designer Hatem Alakeel, founder of Authenticite, a consulting and creative production agency, specialised in bridging Saudi culture with the world.

Orchestrated by Alakeel, Authenticite brings together a vast range of conceptual, communications and production specialists, to guide and enhance the efforts of inspirational artists, fashion designers and brands from the Arab world and the international scene. "The scene has completely changed from when I started and my designs were avant-garde for the time," he adds.

"There is now a younger generation of Saudis wanting to create and innovate, and who are progressive with their fashion. There is a new Saudi pop culture scene that is demanding innovation and pushing the mantle of traditional dress and merging it with contemporary fashion."

Street style is also very much on-trend these days with sneakers and casualwear often accompanying elements from traditional Saudi dress. Take for example, Galag, which means "nuisance" in Arabic, a collaborative collection from young Saudi entrepreneurs Sultan and Talal bin Mohammad that excels in easy-to-wear, multi-occasion pieces such as T-shirts, hoodies, accessories, and shirts, all-encompassing a cutting-edge vision.

There's also Mazrood, a Riyadh-based designer all about streetwear launched by Saud Alakako in New York in 2018, that fuses fashion and cultural commentary with fun, casualwear in bright bold colours and fabrics.

"Anything that has a traditional, yet contemporary edge goes today," says Alakeel. "The younger generation have brought back traditional elements and made them relevant and cool."

Examples can be found in designs by Honayda Serafi, Nora Al Shaikh, Reem Alkanhal, Samah Khashoggi, Razan Alazzouni, Ashi, Yasmina Q and HINDAMME by Mohammed Khoja, with the latter for men and women. Men's brands include 1886, a Riyadh-based brand mixing tradition with modernity



through garments inspired by urban minimalism. "The ethos of the Saudi fashion designer is no longer attached to just the abaya or the thobe," says Alakeel.

Future Vision

Designers and thought leaders in the Saudi fashion industry, like Alakeel, believe Saudi is entering into a new era - also in terms of content, photography, and styling. Khoja similarly emphasises that he is "confident and envisions an extremely bright future for the Saudi and regional design industry," stating how he feels that Saudis will probably achieve anticipated goals in quicker time than we imagine." While the fashion scene is moving fast into the future, designers like Khoja stress that there is still a lack of manufacturing capabilities

and frameworks that need to be, and are now, as he says, "being increasingly addressed." There are now also enough buyers and retailers who are "investing in our local designers."

This, he says, the importance of opening communication channels and creating collaborations that are meaningful and authentic within Saudi, and the rest of the world, through fashion and creativity and that is where the future lies for Saudi fashion: innovation and increasing collaborations with the global community.

As Khoja adds: "My hope is that we have a more established framework that allows designers to thrive, and more structure that will help designers know how to start and how to progress and grow both creatively and business-wise."



SAUDI SARTORIAL STYLE

Traditional dress across the Gulf is very elegant to behold. For most people who do not live in the Gulf or are not from the region, traditional clothing for Khaleeji men and women can at first look the same. There are, however, major differences and those differences are also influencing how contemporary fashion is evolving in each nation. For example, the Dishdasha, the traditional dress worn by men in Kuwait, changes colour based on the season. In the summer men wear lighter colours to avoid attracting the heat whereas during the winter months they wear darker shades. In Oman, the Dishdasha is distinguished by the lack of collar and the small, often colourful tassel on the top left of the garment. In Saudi, men wear what is called the thobe, characterised by its two button collars and noticeable cuff links.

While styling might differ, Saudi men tend to wear a red ghotra also called a shemagh, a red and white checkered cloth. In Bahrain, while men also wear the thobe, it is distinguished from the Saudi version by its side pocket and the wearing of the ghotra is also more casual as it is worn easily to the back or to either side. In the UAE, the white robe men wear is called the kandura, and it is different from that of other Gulf countries as it has no collar but a long loose tassel that hangs from the middle of the upper part of the garment. Emirati men wear both the white and red ghotra underneath the agal. It has a black tassel attached that drapes down the back. In Qatar, on the other hand, traditional clothing is known as the thobe. It has buttons down the front and a pocket on the side. The major difference is the way Qatari's wear the ghotra - known as a cobra, it is pleated in the middle and inspired by the snake look, with a pointy front.

SAUDI DESIGNERS



ASHI STUDIO

Saudi-born fashion designer Mohammed Ashi has been making great strides over the last few years in the world of haute couture through his elaborate gowns with their bold cuts and embellishments that often hark back to an Old-World style of glamour, favoured by his VVIP clientele. His gowns have been worn by the likes of Queen Rania and Priyanka Chopra.

His meticulously hand-crafted designs resonate fairy tale visions, as if taken from a fantasy, allowing the wearer and the spectator to dream and experience grandeur in equal measure.

www.ashistudio.com



HONAYDA



The eponymous fashion brand of Honayda Serafi, who is known for embracing her Saudi heritage through her contemporary designs, comprises empowering, feminine silhouettes made in a wide range of materials, such as a long white pleated gown ideal for the summer season or slim-fit long evening gowns, often finished with an elegant sash tied around the waist.

In 2021, Serafi was appointed by the Saudi Ministry of Culture's Fashion Commission to take part in the event's campaign.

Her dresses have been worn by Priyanka Chopra, Hend Sabri and Lupita Nyong'o, among others. www.honayda.com

REEM ALKANHAL



REEM ALKANHAL

Founded in 2010, Reem Alkanhal has long been at the forefront of Saudi fashion, adopting a modular cutting-edge approach to modest fashion, boasting clean lines with draped curves, strong structures with a focus on simplicity and an all-round more modern approach to modestwear. Alkanhal has stayed true to her mission to not follow trends or fashion cycles, but present pieces that allow women to honour “the self” meaning that the co-creator of the look is the wearer. The brand has been worn by the likes of Man Repeller as well as local style icon, Deena Aljuhani. www.reemalkanhal.com



SAMAH ABAYA

This Saudi-based abaya label combines tradition and modernity within its various abaya designs encompassing a wide range of materials, including lace and silk into a basic fabric.

Founded by Samah Khashoggi who first began by designing gowns for her friends, the label uses



the traditional abaya as a base to explore a range of bold and innovative iterations such as gown-like abayas, black jacket inspired designs with a prominent collar, and sleek cuts for every day, plus a contemporary take on eveningwear abayas. samahabayas.com

YASMINA Q

Taking a more relaxed and whimsical approach to her designs, Saudi label Yasmina Q is focused on sustainability and female empowerment.

Founded by Saudi designer Yasmina Qanzal, and based out of Jeddah and London, all her fabrics are sustainably sourced and feature FSC certified

EcoVero viscose and deadstock materials.

A label deeply inspired by nature, Qanzal's designs are simple, elegant and deeply feminine, with long flowy enchanted dresses in a variety of cuts and often with simple ties, embroidery and in patterns such as vintage-style flora and fauna. www.yasminaq.com



ARWA AL BANAWI



One of Saudi's best known ready-to-wear designers, Arwa Al Banawi's eponymous label offers an eclectic mix of east-meets-west attire that strives to bridge the gap between high fashion and streetwear.

A former investment banker, Al Banawi launched her brand after seeing a gap in the market for clothes that were both professional and avant-garde. She launched her eponymous label in 2015 after studying at the London College of Fashion in Dubai. Her label features urban-tailored suits, statement t-shirts with Arabic slogans as well as wrap jackets - all blending the realms of high and street fashion.

www.arwaalbanawi.com



DAZLUQ BY SALMA ZAHRAN



Saudi designer Salma Zahran's fashion brand DAZLUQ by Salma Zahran offers a modern dress code for the region on the verge of change, featuring big pants, flowy dresses and shirts in stripes, monochromes and diverse cuts.

A graduate of Miami International University of Art & Design, Zahran's flowy suits with pants and long bell-shaped sleeves, among other ensembles, show a woman that is bold, intelligent and adventurous with her sense of style. A thoroughly modern Saudi woman.

www.dazluq.com



RAZAN ALAZZOUNI

One of Saudi's best known fashion labels, Razan Alazzouni is well-known for her modern, feminine and ethereal designs that have garnered her fans around the region and the world, from Saudi royalty to an array of American celebrities.

Her intricately embroidered gowns, chic sometime minimalist kaftans and elegant dresses merge local Saudi heritage with contemporary cuts and colours in a graceful and alluring fashion, and have attracted the eyes of fashion

icons such as the late Franca Sozzani, long-time editor-in-chief of Vogue Italia and have been worn by celebrities such as Emma Roberts, Kendall Jenner, Elizabeth Banks and Paris Hilton.

www.razanalazzouni.com

HINDAMME BY MOHAMMED KHOJA



This label, founded by Riyadh-based Mohammed Khoja, caters to fashion for both men and women.

Khoja is dedicated to telling stories through wearable works of art, resulting in a luxe and contemporary approach to ready-to-wear that is inspired by the concept of

east-meets-west and his own personal experiences.

His brand HINDAMME launched in 2016 and couples traditional Saudi fashion design elements with avant-garde cuts, fabric and designs from present day contemporary culture.

His creations also often combine his love of

contemporary art, film and music into high fashion.

Several of his ready-to-wear pieces have already been acquired by institutions such as the Victoria & Albert Museum in London, and the National Museum for World Cultures in The Netherlands. Certainly one-to-watch. www.hindamme.com

KAF BY KAF

KAF BY KAF

This Saudi luxury label founded by Kawthar Alhoraish aims to revolutionise outdoor through the creation of strong patterns and cuts on traditional abayas and accessories. Bold creative designs, like artworks, can be found emblazoned on the brand's multitude of robes.

Alhoraish, who studied architecture, says the structures and forms influenced her to endow her designs with more layering, sharp cuts, ample structures, airy silhouettes, prominent forms, as well as her unique use of materials, including tightly knit and pleated fabrics as well as satin, among others.

www.kafbykaf.com



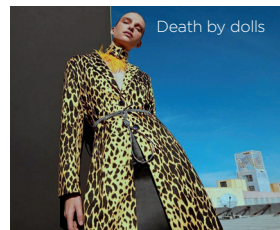
DEATH BY DOLLS

Founded by Sara Al-Saud, a Saudi national who was born and raised in London, this label is dedicated to the empowerment of women and to the idea of not just breaking the rules, but making them through its avant-garde selection

of couture dresses, furs, jewels and glamorous dresses finished with lots of embellishment.

The aesthetic is bold and adventurous, designed for a woman who doesn't fit stereotypical conventions.

www.deathbydolls.com



Death by dolls

WHERE TO SHOP

The on-trend concept stores and boutiques to know now

Saudi is home to some of the most talented fashion, jewellery and accessories designers in the Arab world.

As the most populous Gulf nation jets forward into the future, concept stores featuring the most innovative, up-and-coming fashion, design and jewellery brands are opening across Saudi.

Here are an edit of 20 of Saudi's coolest concept stores and boutiques found in cities such as Riyadh, Jeddah, Dammam and Khobar.



RIYADH

1. PERSONAGE

The brainchild of Her Royal Highness Princess Deemah Bint Mansour Bin Saud Al Saud, this multifaceted boutique is considered one of the first concept stores in Saudi and features a carefully curated display of fashion, perfume, home and lifestyle products by up-and-coming and established Saudi designers

such as Mazrood, Not Boring, Ragail Jewellery and RealSelf alongside a selection of international big name designer brands.

The store is located in an industrial-style space and is sectioned into various "zones." The first level is named Vim and features a specially curated selection of accessories, perfumes, jewellery and apparel.

The second level, which is called Ooze, is in the form of an exclusive lounge where shoppers can relax with food and drinks, and the third level is called Scheme, and is an open space that is available for a variety of meetings, shows and private events.

Riyadh, www.personage.sa, (+966 53 332 3345)

2. LIFE

This fashion and lifestyle concept store has branches in Riyadh and Jeddah, and features a cool selection of fun, playful and stylish offerings.

Products are selected from around the world and boast up-and-coming labels in the form of quirky dresses, hoodies, slogan t-shirts, accessories, gadgets and innovative furniture. These are positioned next to offerings of home-grown Saudi brands, with Life committed to fostering the creative scene in Saudi. Brands offered include Y3, Stussy, Adidas Originals, Selfmade, Insomniac, Departure and Comme Des Garçons, among others.

Riyadh Nojoud Mall, www.life.com.sa,
(+966 11 441 4439)

4. SUM+THINGS

This restaurant-cum-concept store features a variety of delicious dishes amid a stocked library, and features predominantly homeware products and cutting-edge interior items.

The space is visually indulging and will have guests mesmerised by the plush sofas and wooden furnishings that play host to a chocolate bar, a restaurant, lounge and library sitting in among the expertly curated items on display, sourced from around the globe.

The Boulevard, Riyadh,
(+966 11 445 5223)



3. PATTERN

This Riyadh-based concept store offers a curated selection of art, fashion and lifestyle products featuring clothing by over 50 of Saudi's designer brands in addition to labels from across the Arab world, including Bouguessa, 1886, Deem, Mazrod, L'Ambiance and Epta, among others. The boutique also houses a luxury line-up of exclusive perfumes, oud and hair mist.

Prince Abdulaziz Ibn Musaid Ibn Jalawi St, Riyadh, www.pattern-store.com

5. NUMBER NINE CONCEPT STORE

This innovative and fun concept store presents a range of local Saudi brands that are rarely found in shopping malls. What's more is that it is part concept store and part art gallery, making it a top place in Riyadh to buy one-of-a-kind gifts for family and friends from a range of products, including bespoke leather brands, abayas, artwork, perfume, and more.

Takhassusi St, Al Mohammadiyah, Riyadh, www.shopcno9.com

6. LE GRAY BOUTIQUE

This sleek men's multi-brand boutique was founded in 2012 by Mr. Alamri and features a hybrid of up-and-coming brands and labels including Acne Studios, Maison Margiela and Raf Simons.

Tahyiah Street Al Degaiher Centre, Riyadh, www.legrayfashion.com



KHOBAR

7. BEIGE

A concept store with a mission to provide for the modern, independent Saudi woman, this fascinating boutique offers a hub for skincare, perfume, jewellery, kaftans and accessories, as well as a large selection of stylish modestwear made by local Saudi talent and international designers alike.

Al Bandariah Center Khobar, @beige.ksa, (+966 55 462 2567)

JEDDAH



8. HUB27.1 BOUTIQUE

This multi-brand boutique, with locations in both Jeddah and Riyadh, is known for its selection of oriental perfumes, high-end jewellery and fashion labels representative of the numerous rising designers in Saudi.

With a focus on fun and eclectic local streetwear brands, selling hoodies, sweats and jackets. Designers offered include Loser and Whitty, among others.

Prince Saud Al Faisal, Jeddah, www.hub-27.com

9. HOMEGROWN MARKET

This Jeddah-based concept store offers an enticing platform for brands from the local Saudi and Arab market with a mission to disseminate the creative talent of the region at home and abroad.

You can find a range of products here from fashion, accessories, beauty, homeware, stationary, gifts and food - all made by local Arab talent. The store was founded in 2014 and now houses more than 150 brands from the region.

*Ar Rawdah, Jeddah,
www.homegrownmkt.com,
(+966 50 307 7540)*



10. BOUTIQUE 7

This multi-brand boutique combines streetwear with high-end fashion brands and features local Saudi and Arab names alongside international labels in an ambiance decorated with contemporary art and innovative design pieces.

*Al Ghaidah Tower,
Khalidiyyah Dist, Jeddah,
www.boutique7.co
(+966 12 221 2910)*

11. RUF STORE BOUTIQUE

For beauty lovers desiring locally-made skincare products, this store is the place to go. It also offers a variety of handmade jewellery pieces and fragrances as well as stylish stationary.

*3358 Al Imam Malek,
8744, Jeddah,
(+966 55 355 1066)*



12. MAKEEN SPACE BOUTIQUE

Located inside Al Khayyat Center, this stylish concept store offers innovative designs by local Saudi designers as well as a variety of household items.

The carefully-curated boutique is a design and furniture lovers paradise - with a unique selection of local Saudi and regional brands to choose from. Whether it is fashion, design, jewellery or perfume, it offers a treasure chest of great finds to take home.

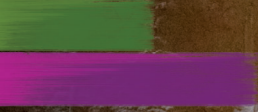
*Al Andalus, Jeddah, www.makeenspace.com
(+966 12 284 0798)*



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visitsaudi.com



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