

For Immediate Release

## **Art Jameel develops Saudi's first creative arts hub – a major new cultural development for the Middle East**

- **In collaboration with the Saudi General Entertainment Authority, the 17,000-square-metre Jeddah development is set to become the first major centre for the creative industries in Saudi**
- **Opening in 2019, programming includes an incubator for creative businesses, plus art galleries, theatre, comedy, film and restaurants**
- **The centre reflects Art Jameel's commitment to supporting artists, creative communities and entrepreneurship in Saudi Arabia and beyond**

**Jeddah, Saudi Arabia | July 26, 2017** – [Art Jameel](#) has been granted approval from Jeddah Municipality to start the development of the first major centre for the creative arts in Saudi Arabia, in collaboration with the General Entertainment Authority. The hub, developed and funded by Art Jameel, will act as an incubator for creatives, bringing together and nurturing artists, photographers, musicians, filmmakers and creative entrepreneurs.

In 2015, [Community Jameel](#) announced a fund for Art Jameel in Jeddah; over the past two years, the organisation has developed its plans in consultation with the creative community, and sought the necessary government approvals and licences. In July, construction began on the 17,000-square-metre development, located in the north of Jeddah; the centre will feature art galleries, a theatre, rehearsal and events spaces, cafes and a restaurant, plus a central outdoor courtyard for performances and screenings. It has been specially designed for a range of activities, including exhibitions, workshops, educational initiatives, training courses and community markets. The development will also include a not-for-profit arts centre programmed by Art Jameel, featuring world-class exhibitions by Saudi and international artists.

Working alongside its sister organisation Community Jameel, Art Jameel supports and produces a wide range of contemporary arts and heritage initiatives in Saudi Arabia and the wider Middle East. The creative hub in Jeddah is among the first such initiatives in the Middle East. The centre's programme will provide and encourage support for Saudi artists and creative entrepreneurs; it is part of a range of new Art Jameel initiatives designed to enrich the thriving cultural scene in the region and beyond, including a new Arts Centre in Dubai, and a long-term partnership with New York's Metropolitan Museum of Art.

Fady Mohammed Jameel, President of Art Jameel, said: "The news today means we are one step closer to delivering on our promise of developing a unique incubator for creative arts in Saudi Arabia.

"In March we said that Art Jameel is embarking on a new phase of development – strengthening our programmes in Saudi Arabia and across the world. This new incubator in Jeddah – our home – is part of that journey and will be followed, in the future, with other incubators in different cities of the Kingdom.

"We would like to thank Jeddah Municipality, the General Entertainment Authority and all the government authorities for their help in making this happen and their enthusiasm for this landmark project."

## Art Jameel

While international artists and partnerships will be part of the hub's programming, the focus is on nurturing and showcasing homegrown talent – from contemporary artists, actors, writers, photographers, filmmakers and producers, to entrepreneurs and young businesses. The centre is part of Art Jameel's efforts to nurture the creative industries and provide educational opportunities for the public through learning and participation. The centre will complement Art Jameel's current work in Jeddah, including the founding of the Jameel House of Traditional Arts / Jeddah and support for the Jeddah Sculpture Museum.

Further details regarding the creative hub's architecture, partnerships and programming will be announced later this year.

**END**

For more information visit [www.artjameel.org](http://www.artjameel.org) and join the conversation on Instagram [@art\\_jameel](#) | Facebook [Art Jameel](#) | Twitter [@Art\\_Jameel](#)

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### **Art Jameel**

Art Jameel is a not-for-profit organisation that supports artists and creative communities. Current initiatives include running heritage institutes and restoration programmes, plus a broad range of arts and educational initiatives for all ages. The organisation's programmes foster the role of the arts in building open, connected communities; at a time of flux and dramatic societal shifts, this role is understood as more crucial than ever.

Art Jameel's model is collaborative: major institutional partners include the Victoria & Albert Museum, the Prince's School of Traditional Arts and the Metropolitan Museum of Art; locally, the organisation works with individuals and organisations to develop innovative programming that embraces both ancient and new technologies, and encourages entrepreneurship and the development of cultural networks.

Art Jameel is positioned alongside Community Jameel, and complements its sister organisation's work in promoting positive social change, job creation and poverty alleviation across the Middle East, North Africa and Turkey.

[www.artjameel.org](http://www.artjameel.org)

### **Community Jameel**

Community Jameel is a social enterprise organization that operates a wide range of initiatives to promote a positive society and economic sustainability. From individual, community and Arab life as a whole, in Saudi Arabia and beyond, Community Jameel promotes Arab arts and culture in the Middle East and around the world, works against unemployment, enables research for poverty alleviation and food and water security, and provides education and training opportunities.

## Art Jameel

Community Jameel was formally established in 2003 to continue the Jameel family's tradition of supporting the community, a tradition started in the 1930s by the late Abdul Latif Jameel, founder of the Abdul Latif Jameel business, who throughout his life helped tens of thousands of disadvantaged people improve their lives across a variety of fields, including healthcare and education.

[www.cjameel.org](http://www.cjameel.org)