

## Hayy: Creative Hub

### Architectural Fact Sheet



**Hayy: Creative Hub** is a major new complex for the creative industries in Saudi Arabia. Set to open in the spring of 2019, the 17,000-square-metre centre will act as an incubator for creatives and entrepreneurs. It will bring together and nurture artists, playwrights, performers, photographers, filmmakers, entrepreneurs and others, along with the enthusiastic audiences that support them.

#### A NEW CREATIVE HUB FOR JEDDAH

Name	<b>Hayy: Creative Hub</b>
Location	<b>Hayy: Creative Hub</b> is located in Al Mohamadeyah, a popular mixed-use north Jeddah neighbourhood
Architectural design	<b>ibda design</b>
Design Overview	The Hub has been designed with internal openness, flexibility and connectivity in mind. The volume and interiors of the Hub are developed around a spacious central courtyard that acts as both the heart of the community and additional events and performance space. Further, the courtyard connects to the terraces above, linking

the central space to the multiple levels and programs. This scheme, typical of Middle Eastern traditional architecture, allowed the architects to maximise the interaction between all the spaces of the hub, as well the flow of people inside and outside the complex.

The three-storey, dynamic, contemporary Hub features open internal courtyards surrounded by shaded terraces and walkways. Shared facilities include a theatre and events spaces designed for a range of activities – from performances and exhibitions to conferences and community markets.

The design of the exterior facade responds to the need to maintain privacy while allowing natural light to flood into interior spaces. The scale of the stepped volume relates in a friendly way to its context and provides a subtle perception of the building from the outside.

The facade facing the main access road is designed as a 'blank canvas', suitable for artists' projections and installations.

Size / Functions

17,000 square metres overall, comprised of:

- 500-square-metre arts centre run by Art Jameel
- Four two-storey independent art and design galleries
- Multi-purpose exhibitions and events space
- Theatre
- Rehearsal studio
- Performance space
- Four artists' studios
- Entrepreneurship and co-working space
- Digital studio
- Café
- Restaurant
- Central outdoor courtyard (for performances, events and screenings)

Layout

Three storeys high, plus basement visitor parking for 127 cars

Facade Material

Pearl white aluminum panels

Construction Started

July 2017

Building Opening

Spring 2019

Architects

**Hayy: Creative Hub** was designed by the award-winning **ibda design**, led by **Wael Al Awar** and **Kenichi Teramoto**. **ibda design** is an international architecture, urban and interior design practice based in Dubai with collaboration offices in Beirut and Tokyo. The firm was founded in 2009 by Wael Al Awar, who moved back to the Middle East after spending several years in Tokyo, collaborating with renowned Japanese architects and designers on various scale projects in Japan and around the world. In 2012, Wael Al Awar was joined by Kenichi Teramoto as a partner. Both Principal Architects / Designers had worked closely in Tokyo on several international projects. **ibda design** has a multi-disciplinary approach to design,

addressing the social, environmental, economic and technological aspects of each project in order to tailor a highly specific concept to the given context. **ibda design** develops projects of varying scale and programme, approaching each in a unique manner, with the ultimate aim of delivering distinctive and high quality design. For further information: <http://ibdadesign.com/>

#### Programming

- Art Jameel-run arts centre: world-class exhibitions of modern and contemporary art; touring international exhibitions; locally-produced solo and group shows; displays of works from the Art Jameel Collection; commissions and projects
- Independent galleries: rolling exhibitions of local and international art and design
- Film screenings, theatre performances, comedy nights
- Workshops, talks, mentorships and courses across entrepreneurship and the arts
- Rolling programme of educational events for all ages, plus training, mentoring and employment opportunities

#### Partners\*

Commercial galleries  
Design and fashion studios  
Comedy and performance clubs  
Creative businesses  
Eateries  
Entrepreneurship incubators

*\*Partners to be announced in full over the coming months*

Image caption: **Hayy: Creative Hub**, commissioned by Art Jameel and designed by ibda design