

For immediate publishing

Art Jameel participates in Saudi Design Week 2019, exhibiting works by Jameel House alumni

- **Art Jameel will participate in Saudi Design Week for the first time, showcasing works of contemporary design, inspired by traditional craft, by five Saudi-based artists**
- **Asma Saud Alarifi, Angham Abdulaziz Munshi, Nuha Abdullah Alamoudi, Nour Abdullah Gary, and Sarah Abdulrahman Aljehani, all graduates of the Jameel House in Jeddah, will have their works exhibited**
- **Exhibition is open to the public from November 6-9, from 9am to 5pm**

Jeddah, Saudi Arabia | November 3, 2019 – [Art Jameel](#), an independent organisation that supports arts, education and heritage in the Middle East and beyond, today announced its inaugural participation in [Saudi Design Week](#) 2019, with a showcase of works of contemporary design inspired by traditional craft by five Saudi-based artists: **Asma Saud Alarifi, Angham Abdulaziz Munshi, Nuha Abdullah Alamoudi, Nour Abdullah Gary** and **Sarah Abdulrahman Aljehani**. All five are graduates of the [Jameel House of Traditional Arts in Jeddah](#), Art Jameel’s centre for artisanship, architectural discourse and heritage preservation. The diverse works on display draw on Jeddah’s rich history of craft, material use, and artisanal excellence and include ceramic panels, paintings and a coffee table, all crafted with traditional materials and techniques. Malak Masalati, also a graduate of the Jameel House in Jeddah, is participating in Saudi Design Week with a solo exhibition. The Art Jameel exhibition is open to the public at the Saudi Design Week venue in Riyadh Front, from November 6 to 9.

Fatima Mazeh, Senior Programmes Manager (Heritage) at Art Jameel, said: "Art Jameel is supporting the new wave of Saudi designers inspired by traditional craft. Emerging practitioners include these five alumni of the Jameel House in Jeddah, whom we are proud to be displaying at Saudi Design Week. We hope this will be an opportunity for these designers and craftspeople to showcase their talent and engage with new audiences."

Saudi Design Week, launched in 2014, is a festival for design and visual culture with a programme divided into curated exhibitions, workshops, a design forum and a design market. The 2019 edition’s theme, *Designing Happiness*, explores how design is shaped by emotion, and its potential to influence happiness and a sense of belonging within society.

Asma Alarifi, one of the artists shown in the Art Jameel display at the festival, said: "I chose to present a coffee table as it represents the centre, both of the living space and of the relationships of the family that gathers around it. As an artist and designer, I am delighted to be given the opportunity to engage with my target audience through Art Jameel’s display at Saudi Design Week."

The Jameel House of Traditional Arts in Jeddah opened in 2015 and the following year launched the one-year traditional arts programme. The programme, which aims to imbue participants with a deep



understanding of both the principles and practical application of the traditional arts is designed and delivered by the [Prince's Foundation School of Traditional Arts](#), in partnership with the **Saudi Arabian Society for Culture and Arts**.

2019 continues to be a year of expansion for Art Jameel's programming in Saudi Arabia. The [Project Space Art Jameel in Jeddah](#), a creative space for collaborations with contemporary and traditional artists, designers and creatives, which complements the Jameel House, opened earlier this year. The Jameel House hosted a number of events and exhibitions including a graduation exhibition for its 2018/2019 class in May; a collateral exhibition alongside the Saudi Art Council's annual [21,39](#) art week; and [a programme of workshops](#) focusing on traditional arts for craftspeople of all ages and experiences during the Ministry of Culture's Jeddah Season and the inaugural 21,39 Summer. Taking place now, Art Jameel is showcasing the works of alumni of the Jameel House at the [fourth MNWR exhibition](#) at Madina Arts Center, in collaboration with Hafez Gallery. It is the first group show of Jameel House alumni outside Jeddah, and displays works from the 2019 Jameel House annual exhibition. The exhibition is on view until November 20.

Art Jameel's display at Saudi Design Week is open to the public from November 6 to 9, from 9am to 5pm each day.

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For more information, visit www.artjameel.org and join the conversation:

Art Jameel: Instagram [@art_jameel](#) | Facebook [Art Jameel](#) | Twitter [@Art_Jameel](#)

Jameel House of Traditional Arts / Jeddah Instagram: [@jhtajeddah](#)

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About Art Jameel

Art Jameel 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.

[Jameel Arts Centre](#), an innovative contemporary institution in Dubai, UAE, opened on November 11, 2018; [Hayy: Creative Hub](#), a major complex for the creative industries in Jeddah, Saudi Arabia, is set to launch in 2020.



Art Jameel's model is collaborative: major institutional partners include [Delfina Foundation](#), [the Metropolitan Museum of Art](#), the [Prince's Foundation School of Traditional Arts](#) and [the Victoria and Albert Museum](#). 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.