

For immediate publishing

Art Jameel’s community education platform Hayy:Learning concludes its inaugural edition, following four months of intensive workshops and online courses

- **Hayy:Learning is a community education programme specifically designed to respond to the needs of the Saudi cultural scene**
- **Titled *Navigating the Contemporary Art Scene*, this first course focused on contemporary art and supported emerging and upcoming Saudi-based artists**
- **The dynamic programme was delivered in Jeddah across four months, including three full, intensive weeks of lectures and workshops, plus guided online learning and mentorship**
- **Sessions were delivered by local, regional and international guest tutors including artists, curators, gallerists and other practitioners, supported by locally-based bilingual Art Jameel tutors**

Jeddah, Saudi Arabia | December 15, 2019 – [Art Jameel](#), an independent organisation that supports arts, education and heritage in the Middle East and beyond, today marks the finale of ***Navigating the Contemporary Art Scene***, the inaugural iteration of **Hayy:Learning**, an educational platform for creatives based in Saudi Arabia. The programme, a combination of intensive weeks of tutor-led workshops and lectures in addition to independent and guided online learning and research, took place in **Beydoun space** in Jeddah, from September through December 7.

In advance of the launch of **Hayy: Creative Hub** in the winter of 2020, *Navigating the Contemporary Art Scene* was designed to respond to the needs of the Saudi arts scene and support emerging and upcoming Saudi-based artists in developing their skills and career-development, and tracing local and regional arts histories. Through a bespoke programme, consisting of lectures, seminars, workshops, site visits and readings, Hayy:Learning encourages participants to:

- **Unpack the development** of recent Saudi art history; explore where the Saudi art scene is today; and debate where it will go.
- **Debate global trends** in contemporary art concepts, curation and thinking, and think critically about the role of artists in the regional and international art scape.
- **Develop essential professional skills**, including writing proposals and artist statements; building and packaging portfolios; developing production plans and budgets; and exploring the possibilities of alternative art spaces and projects.

Art Jameel announced an Open Call for applications in April 2019, inviting Saudi artists to apply; after an overwhelming response, 15 artists were selected for the course, via a rigorous application and interview process. This dynamic, diverse group – from across Saudi, and from a variety of backgrounds and artistic practices – created an enriching, inter-generational and multidisciplinary dialogue. The participants



included: **Ahmed Sofi, Ammar Jimman, Ayman Daydban, Aziz Jamal, Balqis Al Rashed, Bashaer Hawsawi, Daniah Alsaleh, Fai Ahmad, Joud Fahmy, Khaled Al Tubaishi, Majed Angawi, Maysa Shaldan, Meshaal Alzeer, Moath Alofi and Zainab Mumtaz.**

Aziz Jamal, one of the participants, commented, “In art school, critique and discussion only occur intermittently; otherwise we are expected to learn independently. During the first week of Hayy:Learning, I found myself speaking, listening and engaging more than I have ever done so before in a traditional educational environment.”

Another participant, **Maisa Shaldan**, added, “It was not long into the first session of Hayy:Learning that I realised that everything I saw, heard and discussed was going to have a big impact on my ideas and artistic vision. The programme, curated by Art Jameel, presented important topics for discussion or to be read, and lectures, by some of the most experienced and talented practitioners in the art scene. The course structure led to inspiring discussions that empower artists to present their ideas and work for examination, scrutiny and discussion to raise the calibre of their work.”

Hayy:Learning builds on, and is designed to complement, Art Jameel’s established learning programmes, including the one and two-year training programmes delivered at its heritage institutions, **Jameel House of Traditional Arts / Jeddah**, located in Al-Balad and **Jameel House of Traditional Arts / Cairo**, in Old Cairo, focusing on traditional arts and the preservation of heritage in Saudi Arabia and Egypt respectively. Additionally, Art Jameel announced recently that it has partnered with **Factum Foundation** and the **Royal Commission for Al-Ula** to provide a two-week photogrammetry training programme at the Factum Foundation headquarters in Madrid, for two students from Saudi Arabia

Hayy: Learning -- Navigating the Contemporary Art Scene concluded on December 7. Future editions of the intensive learning programme will be delivered at **Hayy:Creative Hub**, Jeddah, once the complex opens late 2020.

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

Art Jameel: Instagram [@art_jameel](https://www.instagram.com/art_jameel) | Facebook [Art Jameel](https://www.facebook.com/ArtJameel) | Twitter [@Art_Jameel](https://twitter.com/Art_Jameel)

Jameel House of Traditional Arts / Jeddah Instagram: [@jhtajeddah](https://www.instagram.com/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.

About Hayy:Learning

Hayy:Learning is an educational platform for artists and creatives based in Saudi Arabia. Through bespoke courses, workshops and public talks, Hayy:Learning nurtures talent, skills and knowledge development, across art, film, theatre, music and beyond. The programme will be delivered at Hayy:Creative Hub, Jeddah once the complex opens in 2020; meantime, in 2019, Hayy:Learning's visual arts strand will be delivered at partner venues in Jeddah.