

## Art Jameel commissions Riyadh-based artist Nasser Almulhim in a new annual programme designed to develop public work for the 25-metre façade of Hayy Jameel in Jeddah

**Jeddah, Saudi Arabia | January 12, 2022** | Newly launched home for the arts, Hayy Jameel, Art Jameel’s headquarters in Jeddah, announces that Riyadh-based painter and sculptor **Nasser Almulhim** is the winner of the **Hayy Jameel Façade Commission**. The new annual programme gives artists the opportunity to develop a major public work for the 25-metre “canvas” on the front of the building – a feature integral to the architectural intent, designed by multi-award winning architectural studio **waiwai**. The 2021-22 commission was selected by a nomination and rigorous jury process and awarded to **Almulhim**, based on the ingenuity of his proposal, reinterpreting a folkloric anecdote through an intricate design titled ***Contours on Collective Consciousness***. The **Hayy Jameel Façade Commission** is supported by **Abdul Latif Jameel Motors - Lexus KSA**, and part of the brand’s global – and now local, in Saudi Arabia – support for design and the arts.

Inspired by the regional folkloric tale *The dove, the partridge and the crow* and in dialogue with Hayy Arts’ opening exhibition ‘Staple: What’s on your plate?’, ***Contours on Collective Consciousness*** recounts in vivid, primal colours and geometric sculptural compositions the story of birds in a time of famine and drought, employed by their owners to migrate south of the Arabian Peninsula in search of water. The proposal was developed in partnership with artist and architect **Tamara Kalo**.

**Commenting on his work, Nasser Almulhim said:** “This work embodies the importance of collaboration in difficult times and the significance of a harmonious existence to reach collective awareness and achieve a higher goal, the purity of the soul within. It is really honouring and humbling to be one of the first to share this project with our community. I am grateful to Art Jameel and to all those who supported and encouraged me. I know that my participation in Hayy Jameel’s opening season will allow me to explore and push my practice; it is a great opportunity to learn more about and meet a wider circle of creatives. I hope that this work brings joy to the surrounding neighbourhood of Hayy Jameel in Jeddah, and that the colours illuminate those who interact with it.”

**Head of Lexus Marketing Operations, Yousef K. Hussain, said:** “As a global brand with a longstanding commitment and mandate to support design and innovation, we at Lexus see this moment of creative transformation in the Kingdom as a great opportunity to reinforce our values. We are thrilled to bring this incredible project to life. Through the inaugural Hayy Jameel Façade Commission, we look to express a deep-rooted interest in working closely with emerging artists and contribute directly to an exciting and fast flourishing creative economy.”

**On the architectural intent, Wael Al Awar, waiwai design principal architect, commented:** “The façade was conceived as a blank canvas, a space for the art to be in constant conversation with the

neighbours and the city. It allows for the Centre to look and project its activity outwards. In order to keep the dialogue going, it is also meant not as a permanent work of art, but one that changes yearly.”

The main material used for the installation is zincore galvanised steel sheets, along with steel tubes and fibreglass, chosen for their properties that lend longevity, as the sculpture endures the Jeddah climate.

Almulhim’s practice is influenced by De Stijl, the New York school of abstract expressionism and his direct environment. He focusses primarily on the interaction between geometric, organic and non-objective shapes and assumes an intuitive approach to art-making, doubling as a therapeutic act that opens what the artist calls “the gate of self-healing”. Almulhim holds a bachelor’s degree in Studio Art from the University of West Florida in Pensacola, Florida. He is an active member of the Saudi arts community; previous exhibitions include Misk Art, Riyadh (2021), *Shakhabete*, BAWA, Kuwait (2021), *The Secrets of Alidades*, 21,39 Jeddah Arts, Jeddah (2021); *Paradies*, Kleinervonwiese Gallery, Berlin (2020); Atlantic Center for the Arts, 27th Annual University Student Exhibition, New Smyrna Beach, Florida (2016) and many more.

The Hayy Jameel Façade Commission is an annual programme that echoes Art Jameel’s mandate to support and present critical work by local artists. Guided by an annual thematic, the Façade Commission intends to deepen dialogue with Hayy Arts’ programming, framed primarily by Art Jameel’s threads of enquiry and networks of artistic and historical movement. From 2022 onwards, the Façade Commission will be selected by Open Call and launched in the spring.

Hayy Jameel opened to the public on December 6, 2021, with a five-month season that includes a broad range of exhibitions and arts programmes featuring more than 45 artists and creatives from around 20 countries.

Each month through the season celebrates Hayy Jameel’s varied elements: December’s focus is on visual arts, accompanied by **Hayy Learning** and **Hayy Studios** programmes; January - February 2022 is marked by Jeddah’s cultural entrepreneurship with the launch of the first **Hayy Residents’** spaces; and March - April 2022 sees the opening of **Hayy Cinema**, and a celebration of **Hayy Community** through a series of programmes, workshops, screenings and a special Ramadan calendar.

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For more information visit [hayyjameel.org](https://hayyjameel.org)

Join the conversation on Hayy Jameel’s social media channels, using the hashtag #hayyjameel #hayysayshi #fromjeddahtojeddah

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**About Hayy Jameel**

[Hayy Jameel](#) is developed and managed by [Art Jameel](#) as Saudi Arabia's dedicated arts complex and creative hub. Hayy joins [Jameel Arts Centre](#) in Dubai – which opened in 2018 – in its efforts to build culture-oriented, connected communities. Designed by [waiwai](#), *Hayy* references the Arabic word for *neighbourhood*, denoting the convivial and collaborative nature of the complex and its intent on bringing together a wide range of creative disciplines in one destination. Alongside the museum **Hayy Arts**, education platform **Hayy Learning** and **Hayy Studios** is **Hayy Cinema**, Saudi's first independent audiovisual centre, designed by Jeddah-based architects [Bricklab](#). **Fena Hayy**, a multi-purpose space for performances, workshops and talks opens onto **Saha**, a central community courtyard underpinned by philosophies of sustainability and adaptability.

Exhibitions currently on view at Hayy Jameel include; *'Staple: What's on your plate?'*; *'Illuminate: A Noor Riyadh Capsule'*; *'Hayy Jameel: A creative community in the making'* by waiwai; *'Paused Mirror: The Saudi Artists'* by Osama Esid; *'Tactile Surfaces'* by Bricklab; the inaugural Hayy Jameel Façade Commission 2021 by Nasser Almulhim titled *Contours on Collective Consciousness*.

The Art Jameel-run, not-for-profit spaces are joined by **Hayy Residents** – a set of pioneering, homegrown creative enterprises that range from contemporary art and performance to design and publishing, culinary institutes, new cafes and eateries.

The launch of Hayy Jameel in 2021 is in line with Vision 2030 and comes to fruition with a new era for the arts and creative sector across the Kingdom.

**About Art Jameel**

[Art Jameel](#) supports artists and creative communities. Founded and supported by the Jameel family philanthropies, the independent organisation is headquartered in Saudi Arabia and the UAE and works globally. Art Jameel's programmes – across exhibitions, commissions, research, learning and community-building – are grounded in a dynamic understanding of the arts as fundamental to life and accessible to all.

Art Jameel's two institutions – [Hayy Jameel](#), a dedicated complex for the arts and creativity in Jeddah, Saudi Arabia, and [Jameel Arts Centre](#), an innovative contemporary institution in Dubai, UAE – are complemented by digital initiatives plus collaborations with major institutional partners and a network of practitioners across the world.

Art Jameel and the Jameel family are currently celebrating three quarters of a century of philanthropy; this journey is marked through [the 75 Years / 75 Voices / 75 Stories](#) project, which engages key figures from the worlds of business, arts, academia and philanthropy, including [HRH Prince Sultan bin Salman bin Abdulaziz](#), Chairman, Saudi Space Commission; [HRH Princess Adela bint Abdullah bin Abdulaziz Al-Saud](#), Chairwoman of multiple Saudi charitable societies; [Lubna S. Olayan](#), Chairwoman of Olayan Saudi Holding Company; [HE Noura Al Kaabi](#), UAE Minister of Culture and Youth; [Tristram Hunt](#), Director, V&A; [HRH The Prince of Wales](#); [Max Hollein](#), Director at the Metropolitan Museum New York; and [L. Rafael Reif](#), President, MIT.