

Art Jameel inaugurates the five-month opening season of Hayy Jameel in Jeddah with a broad range of exhibitions and arts programmes, featuring more than 45 artists and creatives from 20 countries, followed in the spring by new partner creative spaces and Saudi's first arthouse cinema

- Hayy Jameel's opening season unfolds from December 6, 2021 through to April 30, 2022, with each month dedicated to celebrating the creative complex's varied elements
- Hayy Arts' inaugural programmes include international group exhibition 'Staple: What's on your plate?', co-curated by Art Jameel and Delfina Foundation; 'Illuminate: a Noor Riyadh Capsule', featuring major light works by 11 Saudi artists; 'Paused Mirror', a newly-commissioned collection of portraits of Saudi artists by Osama Esid; 'Hayy Jameel: A creative community in the making' by waiwai; 'Tactile Surfaces' by Bricklab; and the inaugural Hayy Jameel Façade Commission, awarded to artist Nasser Almulhim
- The exhibitions and installations are accompanied by a wealth of new interactive community projects, workshops, tours and talks across the five-month season
- Hayy Jameel's opening season includes the opening of Hayy Residents' spaces in January-February and culminates with the opening of Hayy Cinema, Saudi's first bespoke independent audiovisual centre

Jeddah, Saudi Arabia | December 2021 – Art Jameel, the independent organisation that supports artists and creative communities, welcomes visitors to Jeddah's new creative complex, Hayy Jameel, from December 6, 2021 with an opening season that extends to April 30, 2022.

The launch of Hayy Jameel marks 75 years of Jameel family global philanthropy. The opening season celebrates Hayy Jameel's multidisciplinary approach and its role as Jeddah's home for the arts: December 2021 sees the inauguration of **Hayy Arts** and a roster of new exhibitions, commissions, projects and installations revealed across the creative complex, accompanied by **Hayy Learning** and **Hayy Studios** programmes; January - February 2022 has a focus on Jeddah's cultural entrepreneurship with the first **Hayy Residents** moving into their spaces; and in March - April 2022, **Hayy Cinema** is set to open with **Hayy Community**, celebrated through a series of programmes, workshops, screenings and a special Ramadan calendar.

Welcoming the public from December 6, 2021, Hayy Jameel's highly collaborative and innovative inaugural programme focusses on visual arts, steeped in long-term research and marked by participatory, material interventions ranging from sculptures in chocolate through to immersive light works and audiovisual structures. The programme is rooted in the context of Jeddah yet speaks to urgent themes of global relevance, involving more than 45 artists and researchers from around 20 countries and featuring existing and newly-commissioned works by 19 artists from Saudi Arabia.

Hayy Jameel, a 17,000-square-metre cultural complex, is designed by **waiwai**, an award-winning multidisciplinary architecture, landscape, interior, graphic and urban design studio, with offices in Dubai and Tokyo. Hayy Jameel's building design has received **multiple architectural accolades**, including Gold in the Hong Kong Design Awards; Silver in the New York Design Awards; the Honour Award for Exceptional Design by the American Institute of Architects (Middle East chapter); and nominations for the 2A Continental Architectural Award and the London Design Awards. Principal architects **Wael Al Awar** and **Kenichi Teramoto** were recently awarded the **Golden Lion** for their curation of the UAE Pavilion at the 2021 Venice Architecture Biennale; Hayy Jameel is their first major public building.

Fady Jameel, Chairman and Founder of Art Jameel, commented: "The opening of Hayy Jameel on December 6 is a milestone that marks 75 years of Jameel family global philanthropy. Jeddah now has a new destination; a cultural complex designed as a home for a wide range of creative disciplines. Art Jameel has been working towards the opening of Hayy Jameel for more than 20 years. We have envisioned this complex and this opening moment with key cultural collaborators, and always with the community at the heart of our plans. The effort and passion of those who make up the Hayy Jameel community embody our commitment to playing our part in driving positive and impactful change for the city of Jeddah and the arts community across this region and beyond."

Antonia Carver, Director of Art Jameel, also added: "Hayy Jameel's opening season embodies the way we seek to work at Art Jameel -- building programmes that are rooted in a local context with global resonance, that are developed through long-term research and exchange with artists and creative practitioners. Now we finally get to open up this exchange and our Hayy, our neighbourhood, to the public, welcoming visitors to this stunning campus, designed specifically for its context and the needs of the local creative community."

Sara Al-Omran, Deputy Director of Art Jameel, said: "Hayy Jameel is designed to bring together a broad range of creative disciplines in one destination. The first Hayy Residents to join us during the opening season are all partners with Art Jameel in this journey, and they embody the best of the Saudi creative spirit -- all are pioneering enterprises with renewed and compelling new concepts -- from contemporary art and design to performance and culinary arts, through to publishing and design houses."

Hayy Jameel's Opening Season Programming

Hayy Arts

'Staple: What's on your plate?'

December 6, 2021 - April 30, 2022

The **Hayy Arts** "neighbourhood museum" opens with an exhibition co-curated by Art Jameel's **Rahul Gudipudi** and **Delfina Foundation's Dani Burrows**. 'Staple: What's on your plate?' features 21 artworks, including seven new research-based commissions, developed in a "food lab" that has run for the past year. The exhibition draws upon the two institutions' long-standing interest in food futures and the eco-social entanglements of what we eat.

Through a plethora of media that spans chocolate sculptures, beehives, print and audiovisual installations sampled from Jeddah, the exhibition looks at themes of trade, exchange, coloniality, labour, tradition, myth and neo-imperial food production. Engaging with artists and researchers from the wider region, South Asia and Africa through to Europe and beyond, ‘Staple: What’s on your plate?’ is the first exhibition of its kind in the Gulf.

Participating artists include **Leen Ajlan, Moza Almatrooshi, Bricklab x Misht Studio, CATPC** (Cercle d’Art des Travailleurs de Plantation Congolaise), **Annalee Davis, Mohammad Al Faraj, Asunción Molinos Gordo, Mariam Al Noaimi, Pratchaya Phinthong, Sancintya Mohini Simpson, Fatima Uzdanova, Munem Wasif** and **Lantian Xie** with films by **Jonathas de Andrade, Florence Lazar, Franziska Pierwoss, Suha Shoman** and **Zina Saro Wiwa**.

An accompanying robust and interactive public and learning programme includes artists, performers and researchers in addition to a rolling film programme of documentaries; talks; cooking and planting workshops; food tours and pop-ups with local producers. Participating artists include **Mirna Bamieh, Bricklab, Mariam Al Noaimi, Cooking Sections, Salma Serry, Slavs and Tatars, Lantian Xie** and **Raed Yassin** together with **Ute Wassermann**.

‘Illuminate: A Noor Riyadh Capsule’
December 6, 2021 - February 6, 2022

Situated across Hayy Jameel’s first floor is a series of large-scale, immersive light installations on tour and adapted from the inaugural 2021 Noor Riyadh festival organised by Riyadh Art. **‘Illuminate: A Noor Riyadh Capsule’** brings together works by 11 major Saudi artists who have contributed significantly to furthering the technical and social practice of art-making in the Kingdom and the wider region. Participating artists include **Ahmed Angawi, Dana Awartani, Ayman Daydban, Manal Al Dowayan, Sultan bin Fahad, Ahmed Mater, Maha Malluh, Marwah Al Mugait, Nasser Al Salem, Rashed Al Shashai** and **Saeed Gamhawi**.

‘Paused Mirror: The Saudi Artists’
December 2021 - December 2022

Hayy Jameel’s first year is marked by a new commission by artist **Osama Esid** that takes as a starting point his background in portraiture and explorations of historical photography methods. Displayed throughout Hayy Jameel’s three storeys, ‘Paused Mirror’ is a series of artists’ portraits taken using “wet plate collodion” methodology and developed via a collaborative journey through the Kingdom, with Esid setting up field studios in and around Riyadh, the Eastern Province and Jeddah, working with host artists and organisations. The project is intended as a multigenerational tribute to artists, who are at the heart of **Hayy Community**. The textural, hands-on nature of the photographic method also reflects Hayy Jameel’s commitment to the artistic process, and the trust placed in and between artists and the institution.

The Hayy Jameel Façade Commission

December 6, 2021 - August 1, 2022

The **Hayy Jameel Façade Commission** is a new annual programme that gives an artist 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. The 2021-22 commission was selected by a nomination and rigorous jury process, and has been awarded to Riyadh-based painter and sculptor **Nasser Almulhim**. For the first edition of Hayy Jameel’s Façade Commission, Almulhim has adorned the pedestrian-facing façade with an intricate, sculptural design titled ***Contours on Collective Consciousness***. The piece is inspired by the regional folk tale *The dove, the partridge and the crow*, which recounts the story of birds in a time of famine and hunger. The proposal was developed in partnership with artist and architect **Tamara Kalo**. The Façade Commission is kindly supported by **Lexus**.

‘Hayy Jameel: A creative community in the making’ by waiwai

December 6, 2021 - April 30, 2021

Set in Fena Hayy, a multidisciplinary space for the community, this display charts the making of Jeddah’s new creative complex by **waiwai**, bringing together a display of early architectural sketches, drawings and models of Hayy Jameel. The exhibition unfolds through space in four chapters, following four keywords that anchor the design principles of the complex conceptually and aesthetically: Agora, meaning a *gathering place* and *assembly* in ancient Greek cities; Light, a fundamental formal component within waiwai’s conceptual toolkit; Courtyards, the heart of Hayy and around which all activity is centred; Canvas, Hayy’s facades conceptualised as a ‘blank canvas’ on which to commission public artworks by emerging and established artists and designers.

‘Tactile Surfaces’ by Bricklab

December 6, 2021 - March 30, 2022

Following a global architectural competition launched by Art Jameel in 2019, an esteemed international jury selected the Jeddah-based architecture studio **Bricklab**’s design for Hayy Cinema.

Ahead of Hayy Cinema’s upcoming launch in April 2022, Bricklab’s three-part installation brings together objects, models, videos and archival material that visually map out the architectural studio’s experimental approach to designing the city’s first arthouse cinema. The interactive and tactile installation is based on the body of work produced during the three-year design and research process, focussing on the community-building role of cinemas.

Guest Project

'Red Sea: Immersive'

December 7 - 15, 2021

Saturday to Thursday 11:00 am-11:00pm

Friday 2:00pm to 12:00am

In partnership with Art Jameel and hosted at Hayy Jameel, **Red Sea International Film Festival (RSIFF)** screens a selection of significant and era-defining virtual reality projects curated by **Liz Rosenthal**, curator of Venice VR at the Venice International Film Festival. The programming strand of the Festival brings an alternative and cutting-edge approach to storytelling, featuring projects presented in competition for the **Golden Yusr Immersive Award**, including *Anandala*, *End of Night*, *Genesis*, *Glimpse*, *Goliath: Playing with Reality*, *Kusunda*, *Laika*, *Lavrynthos*, *Le Bal De Paris De Blanca Li*, *Marco & Polo Go Round*, *Reeducated*, *Samsara (Lun Hui)* and *The Sick Rose*.

[Click here for programme and booking details](#)

Workshops and Public Programming

Hayy Learning is a community-focused education platform with a rolling programme that embraces in-person and virtual learning, research and apprenticeships. The three programmes noted below occupy **Hayy Studios** – the production spaces on the top floor of the complex. As part of Hayy Jameel's opening season, the following workshops are available to the public:

'The Hospitable Ear' with Julia Tieke and Zainab Ali Reza

December 6 - 20, 2021

Hayy Jameel's opening month includes 'The Hospitable Ear', a research project and workshop led by **Julia Tieke** and programmed by **Zainab Ali Reza**, and is a collaboration between Art Jameel and the **Goethe Institute**. The extended workshop, attended by Jeddah-based creatives, explores the local soundscapes of the city and the competing rhythms of its sprawling and fast-developing neighbourhoods. Departing from inquiries around the concept of hospitality, our ability to listen and attune ourselves to others and the impossibility of not-hearing, the workshop looks at sound as a community-building agent. The outcomes from this collaborative project will be accessible to the public via a series of open studios and talks.

'A Menu and its Leftovers: Finding the Voices in Jeddah's Food Histories' with Salma Serry

December 8 - 20, 2021

Led by food researcher, writer and filmmaker **Salma Serry**, this series of workshops looks into the unique voice of Jeddah's food culture as materialised in family recipes, generational cookbooks and ephemera,

as well as the collective cultural appreciation for the act and ritual of convening and cooking. The workshops take the form and sequence of a five-course menu: the welcoming coffee and dates, the appetizer, the soup and salad, followed by a main course, and finally, dessert. Together with the participants, Serry unravels the ways that food, history, and culture are interconnected. The programme ends with a collaborative published work, conceived as the “leftovers,” i.e. testaments to the various research threads followed during the sessions.

‘This is an Edible Gold’ designed and facilitated by Hayy Learning and Beeways
December 11, 14, 18, 2021

In collaboration with local apiary **Beeways** and part of artist **Moza Almatrooshi**’s commissioned work on view at **Hayy Arts**, *There is an Edible Gold*, this workshop series hosts beehives from nomadic apiaries as they make their seasonal journey south from Al-Jawf Province to the Asir region, southwest of Saudi Arabia. Taking an interdisciplinary approach to the rich lives of bees, the three-part series allows for opportunities to study an observation hive and contemplate bees beyond their capacity for honey-making, learn about traditional methods of beekeeping, engage in honey-tasting sessions from a wide spectrum of native flora, and finally, offer an introduction to urban beekeeping. Together, the series touches on topics ranging from historical and cultural encounters with bees to pollination and the importance of bees in maintaining ecosystems on a local and global level.

Registration is now open [here](#); capacity is limited.

Hayy Field Guide
December 6, 2021, onwards

Part of Hayy Learning’s family-oriented initiatives, the **Hayy Field Guide** is a customisable journal designed for children and young adults to record their adventures at Hayy Jameel, whether they are visiting the exhibitions at **Hayy Arts**, watching films at **Hayy Cinema**, or participating in workshops at **Hayy Studios**. Through thought-provoking exercises, an interactive map and unique collectable stamps, the Hayy Field Guide invites young audiences to reflect on their experiences, turning every visit into a fun and didactic journey. Complementing Hayy Arts’ opening exhibition ‘Staple: What’s on your plate?’, Hayy Learning is also introducing an activity-packed learning kit which playfully narrates the exhibition for young learners.

Hayy Residents
January - February, 2021, onwards

Hayy Jameel’s opening season sees the first wave of homegrown partner-tenants, **Hayy Residents**, move into the forthcoming creative complex, built to bring together the broadest range of creative disciplines in one destination. The Residents are like-minded pioneering enterprises from Saudi Arabia that have each shaped their respective fields, and join Hayy Jameel with renewed and compelling new concepts – from contemporary art and design to performance and culinary arts, through to publishing and design

houses. The first Residents include: **Athr, AlComedy Club, Al Mohtaraf, Aysh Academy, Homegrown** and **Riwaq Dahr**. More spaces are expected to launch following Hayy Jameel's opening season.

Hayy Cinema

April, 2022, onwards

This independent audio-visual centre includes a 165-seat theatre, a community screening room and a multimedia library and educational space. Imagined as a year-round home for the Saudi film community and local cine-enthusiasts, the cinema is designed by Jeddah-based architectural practice **Bricklab** and awarded through a highly competitive international design competition run by Art Jameel. The full Hayy Cinema programme will be announced in the coming months.

Additional Art Jameel-run spaces include **Fenaa Hayy**, a multi-purpose space for performances, workshops and talks, and **Saha**, the community courtyard, with landscaping rooted in concepts of sustainability and adaptability year-round, both serving as platforms for wider engagement with the community through hosting talks, performances and workshops.

Hayy Jameel is located in Al Mohammadiyah area. Open to the public from December 6, 2021, Hayy Jameel offers free entrance to all. Opening hours are:

Sunday-Thursday: 10:00am – 6:00pm

Friday: 2:00pm – 10:00pm

Saturday: 12:00pm – 8:00pm

Tuesday: Closed

-End-

For more information visit hayyjameel.org.

Join the conversation on Hayy Jameel's social media channels, using the hashtag #hayyjameel

#hayysayshi #fromjeddahtojeddah

Instagram [@HayyJameel](https://www.instagram.com/HayyJameel)

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About Hayy Jameel

[Hayy Jameel](#) is developed and managed by [Art Jameel](#) as a dedicated arts complex and creative hub for Jeddah, Saudi Arabia. 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 an 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](#). **Fenaa Hayy**, a multi-purpose space for performances, workshops and talks opens onto **Saha**, a central community courtyard underpinned by philosophies of sustainability and adaptability.

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.