

For Immediate Release

Hayy: Creative Hub – a major new creative complex for Saudi Arabia

- **Art Jameel announces Hayy: Creative Hub, a 17,000-square-metre cultural complex and the first bespoke home in Saudi Arabia for the arts, comedy, theatre and filmmaking**
- **The three-storey dynamic, contemporary development, conceived by award-winning architects ibda design, will act as an incubator for Saudi talent**
- **Hayy: Creative Hub includes spaces for 12 cultural organisations, plus exhibition halls, a theatre, events spaces and artists' studios**
- **The Hub, set to open in the spring of 2019, reflects Art Jameel's commitment to supporting artists, creative communities, and entrepreneurship in Saudi Arabia and beyond**



Central Courtyard top view

Jeddah, Saudi Arabia | January 29, 2018 – [Art Jameel](#), an organisation that supports heritage, education and the arts, today announced fully its new 17,000-square-metre development in Saudi Arabia. **Hayy: Creative Hub** is located in north Jeddah; construction started last year and the complex is due to open next year.



This major new cultural development is named Hayy: Creative Hub – derived from the Arabic word for neighbourhood – referring to the community-oriented nature of the complex, and the ways in which the partner organisations, which include art galleries, digital entrepreneurs, comedy clubs, cafes and more, are working together to present the full diversity of the arts.

Art Jameel commissioned [ibda design](#) to draft Hayy: Creative Hub as a major destination for Jeddah’s cultural community, bringing together a range of cultural experiences in one neighbourhood. The three-storey, dynamic, contemporary complex 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.

Hayy: Creative Hub, developed and funded by Art Jameel, will act as an incubator for creatives and entrepreneurs; it will bring together and nurture Saudi Arabian artists, playwrights, photographers, filmmakers, entrepreneurs and others, along with the enthusiastic audiences that support them.

Programming will include world-class local and international exhibitions of modern and contemporary art; a digital hub for upcoming Saudi Arabian producers and directors; a professional theatre plus performance spaces; and a rolling programme of educational events for all ages.



Hayy: Creative Hub announcement video

Fady Mohammed Jameel, President of Art Jameel, said, “We are delighted to support our home, Saudi Arabia, and its fast-growing cultural scene through the development of Hayy: Creative Hub, which is set to become a base for Saudi Arabian talent, and help nurture a new generation of creatives, in addition to providing job opportunities and training. The concept has been honed over many years: the team at Art Jameel has worked not only with the brilliant architects [ibda design](#), but also a range of community partners to develop the Hub as a truly innovative destination. Hayy: Creative Hub reflects Art Jameel and Community Jameel’s commitment to supporting creativity and entrepreneurship in



Saudi Arabia and beyond, and we look forward to opening the Hub in spring 2019 with our partners in this community-wide initiative.”

In July 2017, Art Jameel announced to the media in Saudi Arabia that it was breaking ground on a creative hub, and thanked **Makkah Principality**, **Jeddah Municipality**, the [General Entertainment Authority](#) and all the **government authorities** for their support and enthusiasm in bringing about the landmark project. With today’s global announcement, Art Jameel reveals the architectural design and details of the project, and updates on its construction. Over the coming months, further details will be released of the partners joining the **Hayy: Creative Hub** community, and of the programmes being readied for the grand opening in the spring of 2019.

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Further information on **Hayy: Creative Hub** architectural design, its facilities and architects ibda design is included on the accompanying **Hayy: Creative Hub: Architectural Brief** document. Further plans and renderings of the complex are available on request.

For the rendered images, please find below:

- [Hayy: Creative Hub | street view](#)
- [Hayy: Creative Hub | Central Courtyard top view](#)
- [Hayy: Creative Hub | Central Courtyard detail](#)
- [Hayy: Creative Hub | gallery space](#)

For more information visit www.artjameel.org and join the conversation on Instagram [@art_jameel](#) | Facebook [Art Jameel](#) | Twitter [@Art_Jameel](#)

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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.

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

In 2018-2019, Art Jameel is set to open two new cultural centres: [Hayy: Creative Hub](#), a major new complex for the creative industries in Saudi Arabia, and the [Jameel Arts Centre](#), a contemporary arts institution in the UAE.



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.

www.artjameel.org