

King Abdulaziz Center for World Culture (Ithra)

Ithra is a destination for meaningful cultural engagement and enriching experiences

Overview

The King Abdulaziz Center for World Culture, known as Ithra (Arabic for “enrichment”), is an Aramco CSR initiative dedicated to enriching people’s lives through knowledge based cultural & creative engagement.

Since opening in 2018, it has offered visitors a wide range of cultural and educational programs, exhibitions, performances, workshops, and conventions, fostering cross-cultural exchange and celebrating human potential.

Designed by the Norwegian firm Snøhetta, Ithra is an architectural landmark that blends innovation and tradition. Its façade of 360 km of bent steel pipes envelops interiors crafted with rammed earth, showcasing how tradition and innovation can meet sustainably. Located beside the historic “Prosperity Well,” the Kingdom’s first commercial oil site, Ithra has earned global recognition, including being named by TIME magazine as one of the “World’s 100 Greatest Places to Visit.”

Spanning 80,000 sq.m, Ithra houses the Idea Lab, Library, Theater, Museum, Cinema, Great Hall, Energy Exhibit, Children’s Museum, and Knowledge Tower, offering spaces that inspire exploration and connection. Since opening, Ithra has welcomed more than 6.5 million visitors and built an active membership community exceeding 7,000.

Ithra also leads in volunteer development, cultivating youth commitment to society and the cultural sector. Accredited by the Ministry of Labor and Social Development, it was the first entity in Saudi Arabia to design and manage professional volunteer programs. Since 2018, Ithra has engaged volunteers who have contributed over 1 Million hours of service.



Vision

To be a global beacon for culture & creativity.



Mission

To enrich people’s lives through knowledge based cultural & creative engagement.

+ 6.5 Million

Visitors since opening



Since 2015, the Saudi Film Festival has been hosted in partnership with Ithra. The 2025 edition awarded seven Golden Palms, featured international juries, and distributed over 2.5 million SAR in grants through its Production Market.

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Ithra's Components

- **Ithra Library:** Is one of the largest public libraries in the region, and Saudi Arabia's first digitally integrated library with a collection of around 400,000 paper volumes in Arabic and English arranged across four floors.
- **Ithra Museum:** The Museum features 5 galleries dedicated to contemporary art, Islamic culture and natural history. The Museum has welcomed 435,944 visitors since 2019 and hosts dynamic programs within and outside the center.
- **Idea Lab:** An innovation facility where aspiring creators, inventors and entrepreneurs transform ideas into prototypes and products. The Idea Lab is home to major programs including Tanween..
- **Ithra Theater:** The 900-seat Ithra Theater hosts a diverse program of Saudi and international productions, performances, ceremonies, conferences and talks.
- **Ithra Cinema:** A 300-seat cinema, offers a venue catering to the interests of Ithra's diverse audiences. Ithra also supports film production in the Kingdom, with more than 23 Ithra supported films screened at 90+ global festivals and winning over 30 international awards.
- **Great Hall:** The 1,600 square meter Great Hall hosts traveling exhibitions, major events, conferences and installations.
- **Ithra Tower:** Offers a wide range of educational facilities from boardrooms and laboratories to multimedia and art studios and even a state-of-the-art immersive lab.
- **Energy Exhibit:** Established by Aramco in its original form as a traveling exhibit during the 1950s, the Energy Exhibit explores discoveries in energy science through interactive displays, advanced technologies and multimedia.
- **Children's Museum:** The first museum in the Kingdom for children up to the age of 12 and their caregivers. The Museum includes the Cave of Creative Stories, a section dedicated to Islamic arts, a hands-on environmental laboratory, and a mezzanine floor where young visitors up to the age of five years can play, learn and explore.



Visitor enjoying the opening of Tanween, Ithra's annual design event, which to date has united 160+ global creatives from 22 countries through workshops, courses, exhibitions, and competitions driving industry impact.