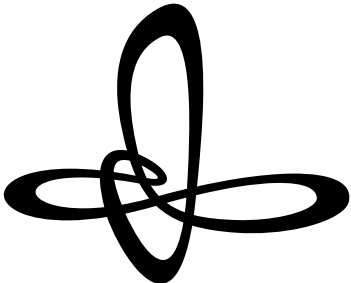


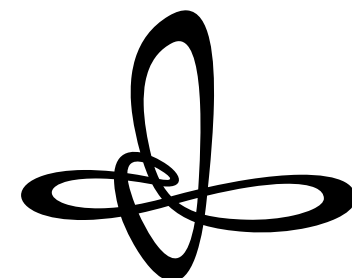


Ithra's
Creativity Conference
November 1 - 4, 2023



Content





About Tanween

Tanween is Ithra's annual creativity conference, uniting design, art, and innovation enthusiasts and experts from diverse backgrounds. Featuring workshops, exhibitions, panel talks and much more, it's a hub for designers to showcase their achievements, exchange ideas, and innovate. Tanween explores design in various fields like architecture, product design, fashion, and more. It thrives on experimentation, cross-discipline teamwork, and fresh design ideas.

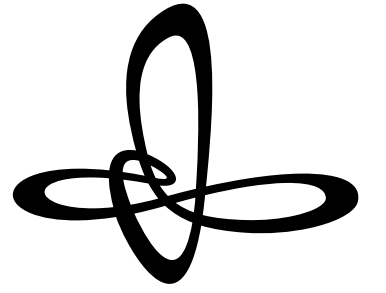
This year, in its **6th edition**, Tanween delves into the theme of **"Scale,"** exploring its dynamic impact on design and its role in shaping the environment. From macro to micro, we uncover innovative solutions by understanding the diverse methods and perspectives of focusing on scale in various design fields.



📅 November 1 - 4, 2023

🕒 9:00 a.m. - 11:00 p.m.

📍 Great Hall

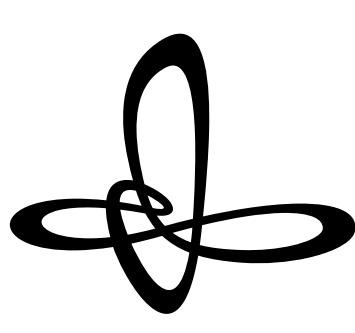


Why Attend Tanween?

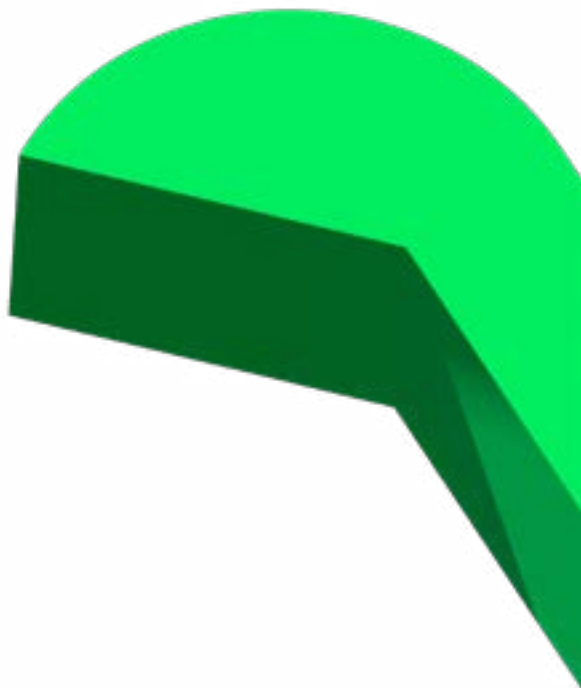
Experience it all at
Ithra's Great Hall!

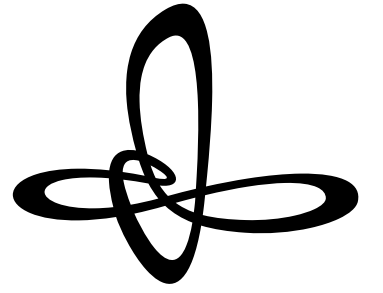
- Opportunities to **meet and connect** with top leaders in the creative industry from around the world.
- Learn in an **interactive environment** alongside other like-minded people.
- Uniquely curated **exhibitions** that highlight innovation design solutions and thought-provoking ideas within the design industry.
- Opportunity to design a real-life solution and make a **tangible impact** through the Mega Challenge.
- Various **learning opportunities** through talks, panel discussions, workshops, and exhibitions.

There are no fees required to attend the conference, except for the Tanween Workshops and “A Day with an Expert” programs.



Tanween Offerings

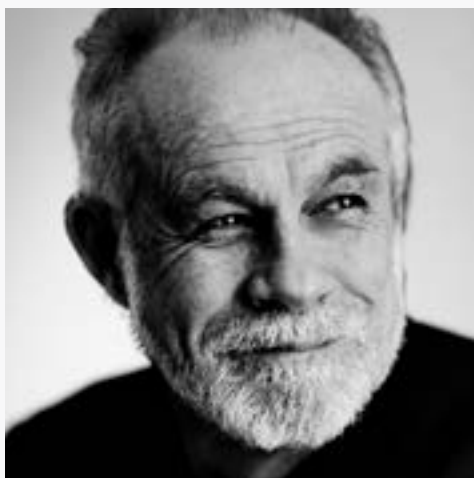




Tanween Opening

We've invited global experts to share their insights and creative approaches to "Scale" in their innovations and projects. The Tanween Opening will explore pressing issues in today's world, emphasizing the **vital role of the creative economy** in fostering innovation.

Talks



Carlos Moreno

Urban Designer,
Sorbonne
University
Professor



Dan Goods

Creative Director

Panel Discussion



Manu Parakesh

Professor of
Bioengineering
at Stanford
University



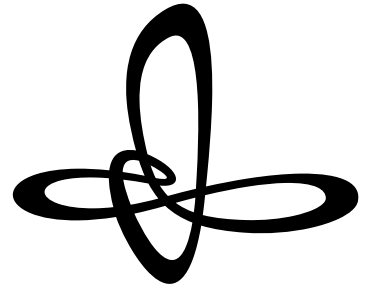
Adwa Aldakheel

Volunteer with
UNHCR

 November 1, 2023

 10:00 a.m. - 1:00 p.m.

More speakers coming soon.
Stay updated by visiting Ithra's website.



A Day with an Expert

Experience more than just lectures and workshops with our "A Day with an Expert" program. **Spend a day with a top expert**, share your passions, and delve into their success secrets. Each program is **uniquely designed**, offering interactive experiences, advisory sessions, site visits, and group projects.

Meet the Experts



Mohamed Samir

Multidisciplinary
Designer



Carmelo Zappulla

Architect, Founder of
External Reference
Architects



Nada Debs


Designer

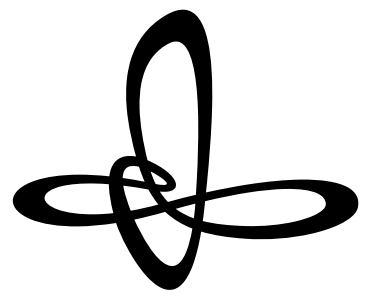


Ramsey Naja

Regional Executive
Creative Director of
DDB ME

 November 2 - 3, 2023

 2:00 - 9:00 p.m.



Tanween Workshops



Plastic-Woodturning

📅 November 1 - 4, 2023 ⌚ 5:00 - 8:00 p.m.

📍 Plaza, The Factory



Creative Connections

📅 November 2 - 3, 2023 ⌚ 5:00 - 8:00 p.m.

📍 Ithra Tower, Level 7



Building Camera Obscura

📅 November 3, 2023 ⌚ 4:00 - 8:00 p.m.

📍 Ithra Tower, Level 8

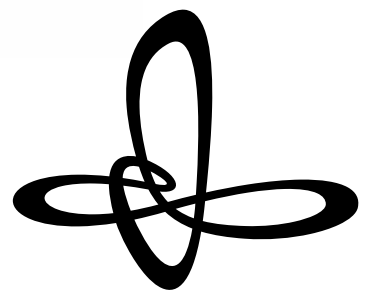


Break the Design Standards!

📅 November 4, 2023 ⌚ 4:00 - 8:00 p.m.

📍 Ithra Tower, Level 7

The Tanween Workshops inspire creativity in both professionals and amateurs. Explore new design aspects, enhance creative thinking, and spark innovation. These hands-on workshops **boost professional development** and technical skills through interactive experiences.



Maggie Catherine Jonk



Hernan Hoentsch



Nikolas McGashan



Genis Senén Gilabert

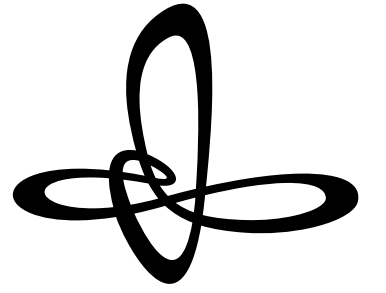


Hashim Abdulazeem Al-Towailib

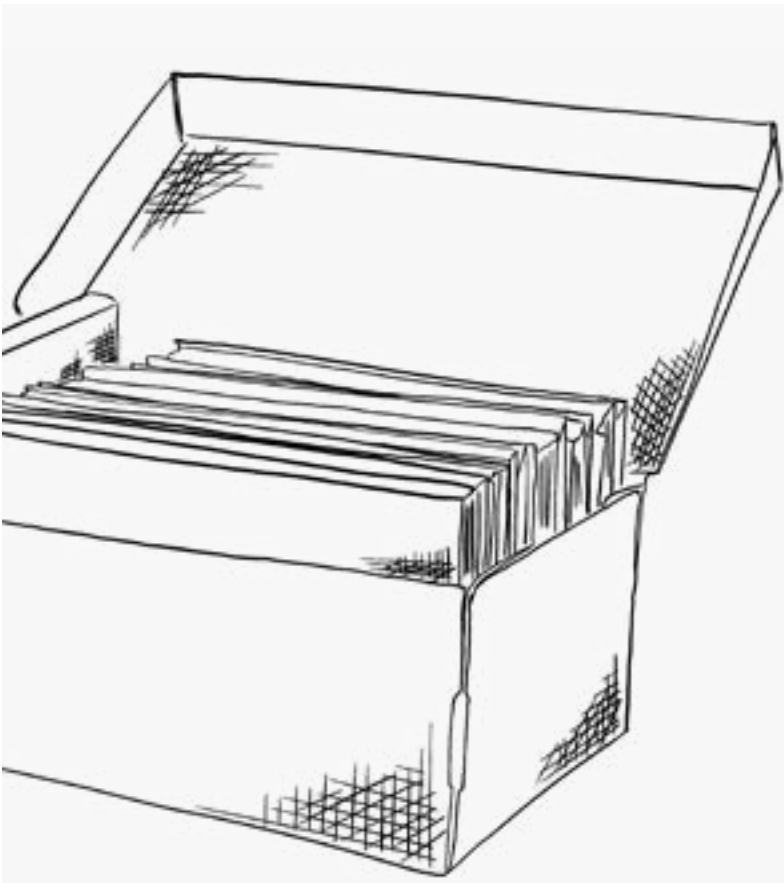


Christian Huizenga

Meet the Workshop Facilitators



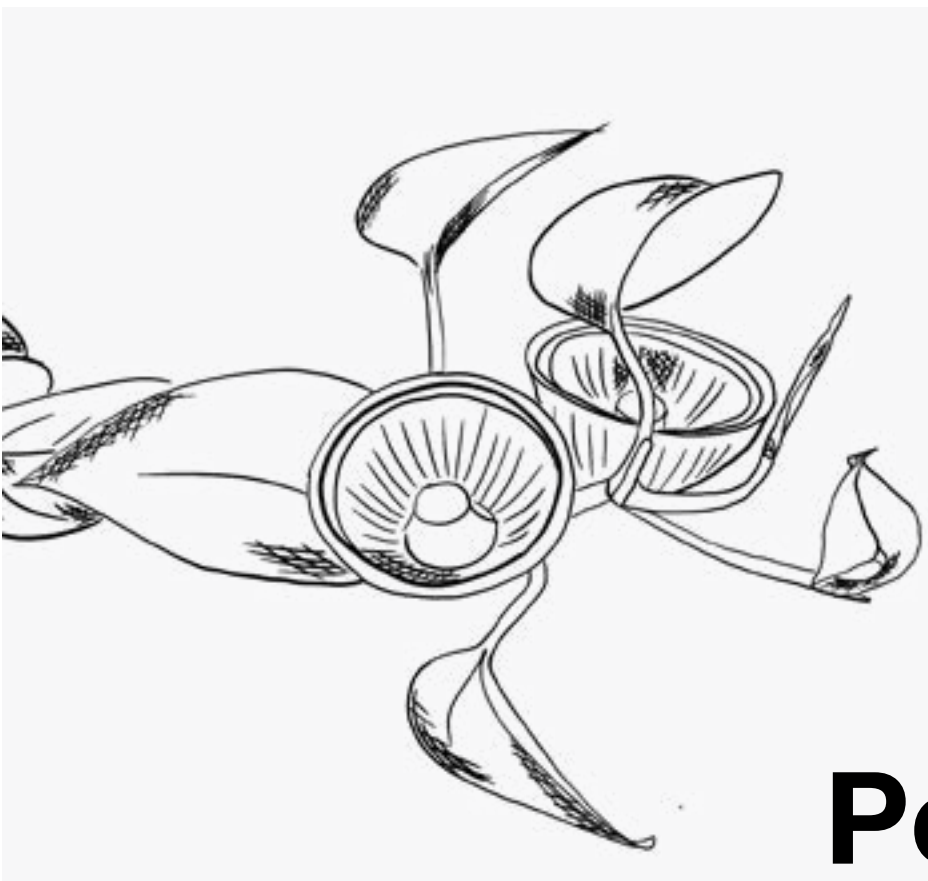
Tanween Mega Challenge



Education



**Food
Security**



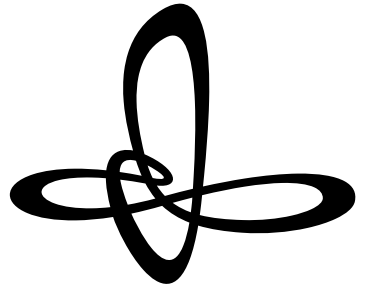
Power

Inspired by a global humanitarian mission, Tanween's Mega Challenge calls innovators worldwide to **create sustainable solutions for refugees' well-being.**

The Mega Challenge will focus on three tracks.

 November 1 - 4, 2023

 9:00 a.m. - 11:00 p.m.



Hosted by Waleed Shaalan with
other creative experts every day.

Tanween Panels

We've curated panels, each delving into a specific area—fashion, architecture, product design, and more. Seize this chance to question, discuss, and discover alongside experts who share your passion for design and innovation. Immerse yourself in performances, exhibitions, interactive games, and music.

Please note that seats are limited. We recommend arriving early to secure your spot.

📅 November 1 - 4, 2023

🕒 7:00 - 9:00 p.m.



Javier Pena Ibanez



Leonid Slonimskiy



Tim Gill



Rania Elkalla



Claudia Pasquero



Mohammed Alhawas



Ala'a Ali



Ibrahim Shams



Bayan Al Barrak Kanoo



Omar Nagati



Ryan Mario Yasin



Nina Gbor



Nadia Danhash



Herwig Baumgartner



Serena Cangiano



Carlos Montana



Nelly El Sharkawy



Ahmed Baageel



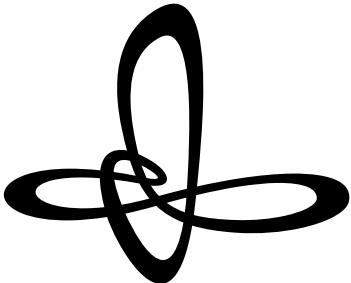
Kholoud Attar



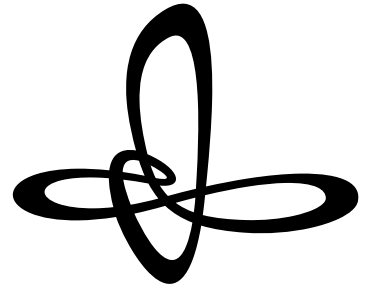
Victora Chivaz



David Habchy



Meet the Panelists



Tanween Exhibitions

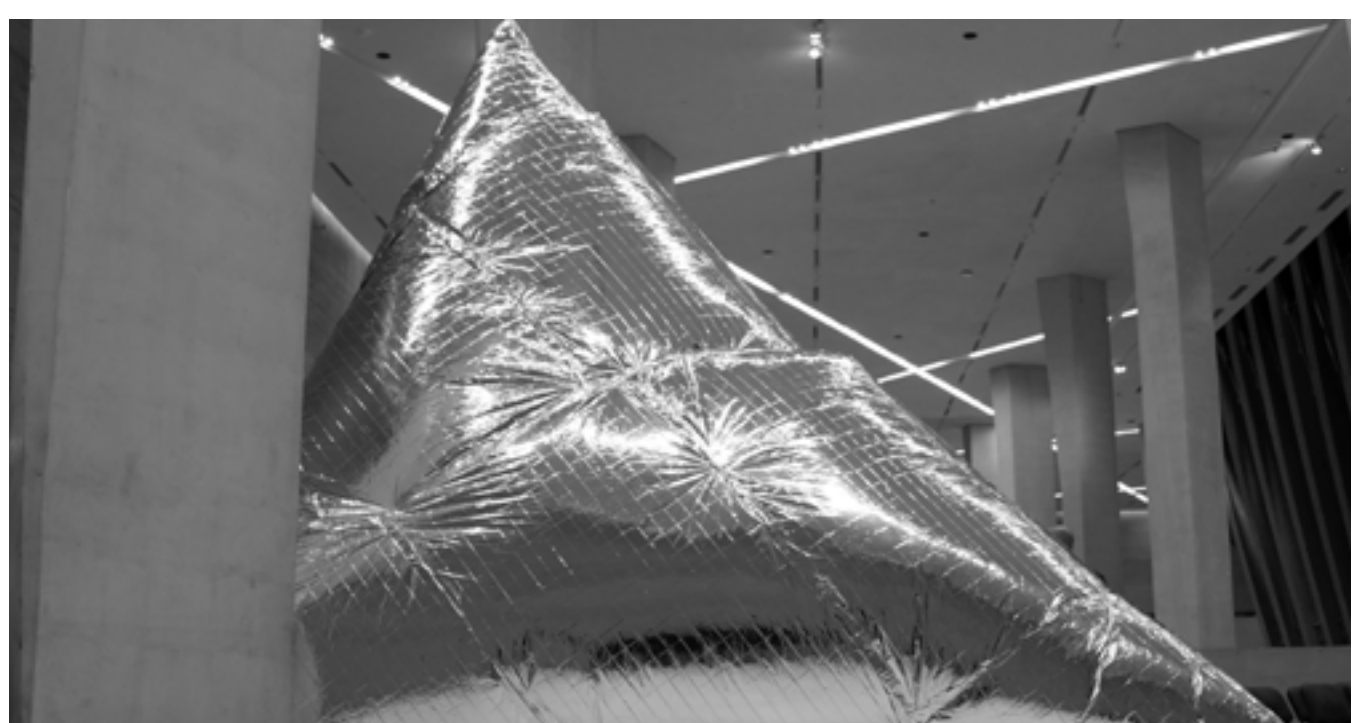
Tanween returns with a number of exhibitions that celebrate design and creativity in different contexts, taking you on an **interconnected journey through four spaces** that simulate different paths of design.



Routes to Roots



Challenges Exhibition



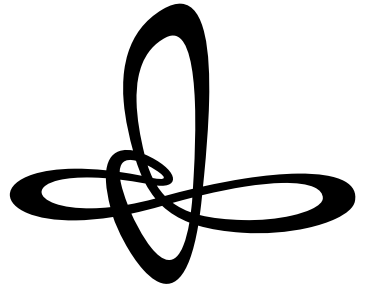
From the Lab



Grad Expo

📅 November 1 - 4, 2023

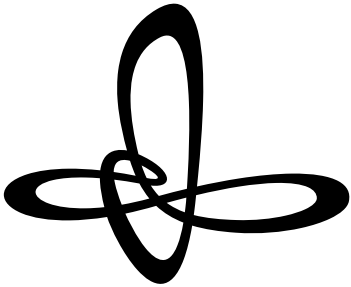
🕒 9:00 a.m. - 11:00 p.m.



Tanween Agenda

Ticket is required and available to purchase on Ithra's website and at the Center's box office



Free Ticket is required and available to purchase on Ithra's website and at the Center's box office



Day 1





Tanween Opening

-  10:00 a.m. - 1:00 p.m.
-  Great Hall





Tanween Exhibitions

-  1:00 - 11:00 p.m.
-  Great Hall





Plastic-Woodturning Workshop

-  5:00 - 8:00 p.m.
-  Plaza, The Factory





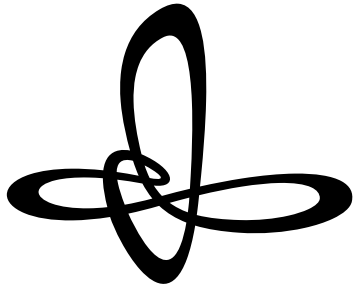
Mega Challenge

-  5:30 - 11:00 p.m.
-  Great Hall



Tanween Panels


-  7:00 - 9:00 p.m.
-  Great Hall




Day 2




Mega Challenge


 9:00 a.m. - 11:00 p.m.

 Great Hall




Tanween Exhibitions


 9:00 a.m. - 11:00 p.m.

 Great Hall




A Day with an Expert


 2:00 - 9:00 p.m.

 Great Hall




Plastic-Woodturning Workshop


 5:00 - 8:00 p.m.

 Plaza, The Factory




Creative Connections Workshop


 5:00 - 8:00 p.m.

 Ithra Tower, Level 7

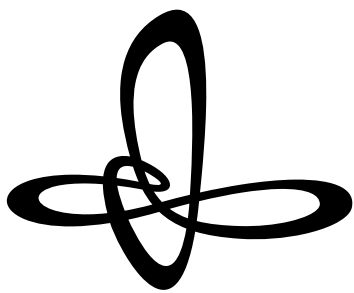


Tanween Panels

 7:00 - 9:00 p.m.

 Great Hall

📅 November 3, 2023



Day 3



Mega Challenge

🕒 9:00 a.m. - 11:00 p.m.
📍 Great Hall



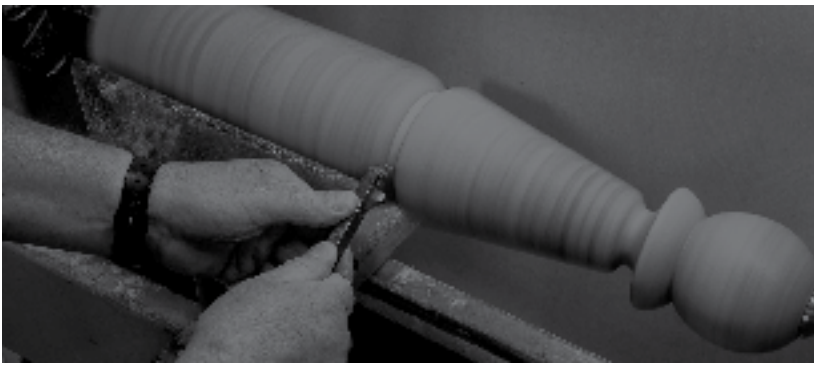
A Day with an Expert

🕒 2:00 - 9:00 p.m.
📍 Great Hall



Tanween Exhibitions

🕒 3:00 - 11:00 p.m.
📍 Great Hall



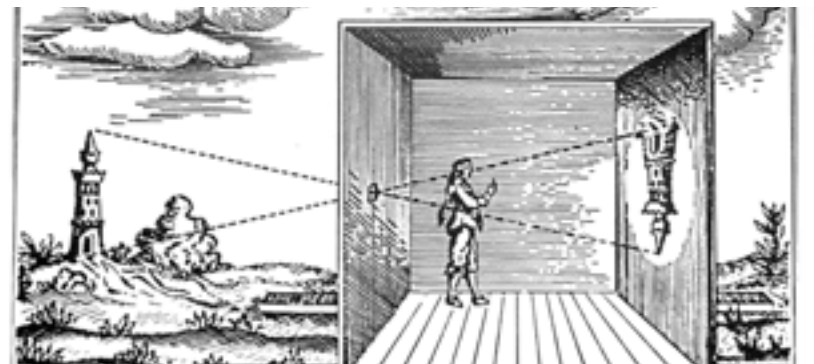
Plastic-Woodturning Workshop

🕒 5:00 - 8:00 p.m.
📍 Plaza, The Factory



Creative Connections Workshop

🕒 5:00 - 8:00 p.m.
📍 Ithra Tower, Level 7



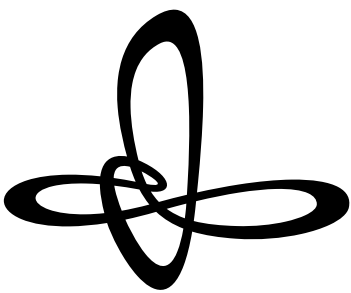
Building Camera Obscura Workshop

🕒 4:00 - 8:00 p.m.
📍 Ithra Tower, Level 8



Tanween Panels


🕒 7:00 - 9:00 p.m.
📍 Great Hall




Day 4




Mega Challenge


 9:30 a.m. - 11:00 p.m.

 Great Hall




Tanween Exhibitions


 9:00 a.m. - 11:00 p.m.

 Great Hall




Plastic-Woodturning Workshop


 5:00 - 8:00 p.m.

 Plaza, The Factory




Break the Design Standards Workshop


 4:00 - 8:00 p.m.

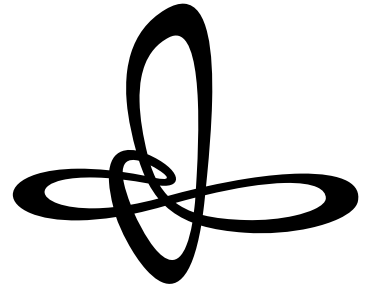
 Ithra Tower, Level 7



Tanween Panels

 7:00 - 9:00 p.m.

 Great Hall



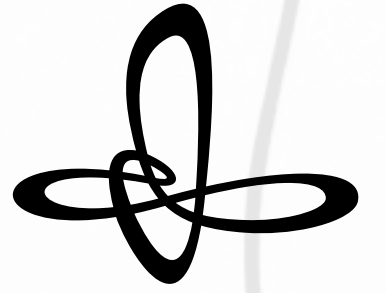
Strategic Partners

هيئة فنون العمارة والتصميم
Architecture and Design Commission



GiB
بنك الخليج الدولي

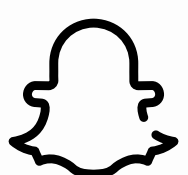




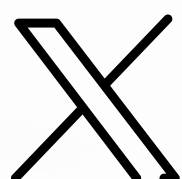
Are you ready for Tanween?

See you there!

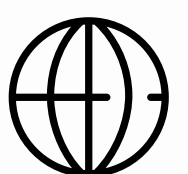
Keep in touch!



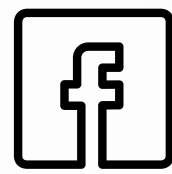
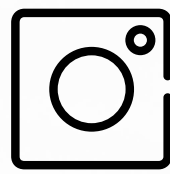
ithra.live



visitithra



www.ithra.com



ithra