



Ithra Newsletter

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A Cultural Contemplation

Welcome to the first edition of Ithra's cultural newsletter, a periodic look at our forays across the broad spectrum of culture through diverse events, thought-provoking insights, and initiatives meant to inspire and captivate.

Forward

Dear reader,
The King Abdulaziz Center for World Culture (Ithra) aims to ignite cultural curiosity and inspire creativity through the power of ideas, imagination and innovation.

We empower and inspire our visitors and participants through world-class experiences that bring together culture and knowledge.

Our efforts enrich the cultural landscape of our society with a range of programs, performances, workshops and other offerings for everyone, regardless of age or interest.

We're excited to share all the latest news and updates from Ithra. So join us on our journey and catch up with everything on offer for the Ithra community and from the Ithra community!

Among Ithra's many cultural mandates, the Center exists to provide inspiring experiences, to encourage creativity, and to develop talent. From its facility and components to its carefully curated programming, Ithra has become a preeminent platform for cultural collaboration and knowledge exchange across all its facets.



10 - 26
October
2019

Ready
to play?



+18

Performances

TANWEEN

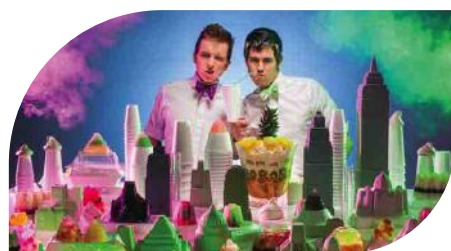
+33

Talks



ADA (a spiked charcoal globe that relies on physical play to mark a room-sized canvas), and PLAY2 (four interactive multi-player games incorporating elements of tennis and obstacle courses).

The season also brings an extraordinary line-up of renowned speakers, experts and innovators to Ithra, strengthening its role as a leading creative and cultural destination in the region.



Tanween is for the curious and the creative; it is for young professionals and students, innovators and entrepreneurs, and the entire family; and above all it is for the community.

Suitable for all ages and interests, Tanween presents the opportunity to experience 'Play' as a powerful catalyst for innovation and creative thinking.

+160

Workshops

Ithra inaugurated the second edition of Tanween, the largest creative platform in the Kingdom, featuring 17 days of inspirational talks, workshops, exhibitions, performances and festivities in October.

+3

Big Moments

This year's edition of Tanween is programmed around the theme of PLAY, a key ingredient in creativity. The outstanding program draws from several creative and knowledge streams offering inspirational talks, workshops, exhibitions and activities covering science, manufacturing and communication.

Taken together, these offerings demonstrate how 'Play' can be 'serious business' by influencing and transforming our thinking.

+3

Unique Food Experiences

'Play' encourages individuals to push their boundaries, experiment without the fear of failure, and be bold in embarking on new journeys of discovery.

+6

Challenges

Tanween features international family-friendly performances such as The Wizard of Oz as well as interactive and immersive activities such as the Luminarium,

5 Reasons to Visit Ithra

The King Abdulaziz Center for World Culture (Ithra) - Saudi Aramco's largest cultural contribution to the Kingdom - ranks high on the bucket list of destinations within the Kingdom

1 Architectural Wonder

Ithra, as a structure, is a collection of stones that symbolizes unity and embodies the resource wealth of the Kingdom, it is built where oil was first discovered. Designed as a chronological expression of time, the underground components represent the past; the ground level marks the present; and the tower is an inspiration for the future.

2 A Hub for Talent Development

Ithra is a destination, where curiosity leads to creativity and its visitors have been inspired by the diversity of its world-class experiences. It is focused on developing local talent by providing aspiring professionals with the resources to advance their skills by offering the space to showcase talent and gain practical hands-on experience.

3 Springboard for Saudi and Arab Art

Ithra's Museum houses four galleries dedicated to contemporary art; Saudi heritage; Islamic art; and the natural history of the Arabian Peninsula and a temporary exhibition. It also holds a growing permanent collection of art that represent many of the world's richest cultures.

4 Tanween

Tanween, Ithra's Creativity Season, is a 17 day event which each year, convenes innovators and industry leaders for a celebration of art, science and technology. From workshops to art installations, Tanween provides an inspiration-fueled environment to audiences of all ages and interests.

5 Unmissable Calendar of Events

From hosting the Saudi Film Festival, to debuting the art works of the world's masters in the region, Ithra champions diversity and encourages collaboration.

Some of Ithra's trailblazing events for Saudi audiences include Harry Potter and the Philosopher's Stone™; oud performer Naseer Shamma; and several other memorable performances.

One Million Visitors

On Friday October 18, 2019 the King Abdulaziz Center for World Culture (Ithra) welcomed its one millionth visitor, coinciding with the activities of Tanween's annual Creativity Season.

This significant milestone for Ithra reaffirms the center's position, both within the Kingdom and the wider region, as a leading creative destination for talent development and cross-cultural experiences, drawing in visitors from the Kingdom and abroad.

Commenting on the significance of the milestone, Fatmah Al-Rashid, Ithra's Acting Director said: "This milestone signifies a million enriching experiences in knowledge, creativity and culture delivered to individuals who have walked through our doors, as part of Ithra's promise to broaden cultural horizons and offer new experiences to audiences in the Kingdom and visitors from abroad. This significant achievement is a testament to the growing cultural appetite within the Kingdom, one which Ithra provides a destination for."

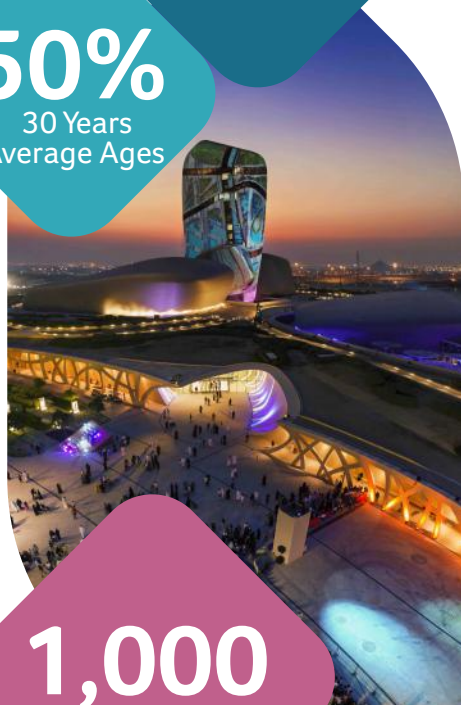
1,000,000
Visitors

83%
Saudi Visitors

50%
30 Years
Average Ages

1,000
Workshops

10,000
Participants



Some of Ithra's most prominent programs include: iRead, The Saudi Film Festival, and Seasonal family-focused events such as Saudi National Day, Eid Al Fitr, Eid Al Adha and more. Ithra's activities have also been an anchor pillar of its collaborations with schools and universities. Ithra has welcomed more than 1,000 school visits to date, reaching more than 50,000 students and teachers.

In addition to the participation of 3000 volunteers with more than 200,000 volunteering hours, Ithra has provided over 40,000 hours of practical training.

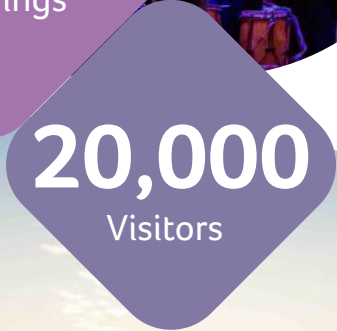
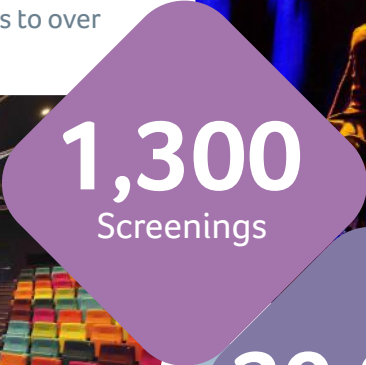
Ithra's Knowledge Tower has hosted over 120 workshops facilitated by international experts to over 1800 participants.



This year marks the second edition of Tanween, Ithra's flagship annual program and the largest creativity festival in the Kingdom connecting audiences with world-class speakers and experts.

Tanween 2019 presents an impressive line-up of headline events and activities around the theme of 'PLAY'. Tanween 2019 continues until October 26 with key events still to come.

[read more <<](#)



Cinema Screenings

Coconut the Little Dragon

Show Day
4 5 14 15 19 28 29 30
October 2019

Ithra Heroes Adventures

Show Day
5 10 12 19 21 24 26 28
October 2019

AlphaGo

Show Day
3 4 5 8 12 16 17 28 28 29
October 2019

Is Sumiyati Going to Hell?

Show Day
1 2 3 4 5 14 15 19 28 29 30 31
October 2019

The True Story of King Tut's Treasure

Show Day
1 2 11 12 13 14 15 16 25 26 27 28 29 30
November 2019

The Investor

Show Day
2 7 8 11 12 13 14 15 16 21 22 25 26 28 29
November 2019

A Mouse Tale

Show Day
2 11 12 13 14 15 16 25 26 27 28 29 30
November 2019

Kikoriki - Legend of the Golden Dragon

Show Day
7 8 9 10 11 12 14 15 19 28 29
October 2019

Champions vs. Legends - The True Winter Sports Heroes

Show Day
1 2 3 4 5 7 8 9 10 11 12 14 15 19
October 2019

Sadeya Sabt Sultan

Show Day
4 5 7 8 9 12 14 15 19 28 29
October 2019

Ithra Heroes Adventure

Show Day
1 4 8 9 11 16 18 23 25 29 30
November 2019

50 Thousand Photographs

Show Day
1 4 5 6 7 8 9 14 15 18 19 20 21 22 23 27 28 29 30
November 2019

Apolo 11: The Untold Story

Show Day
1 4 5 6 7 8 9 18 19 20 21 22 23
November 2019

Rediscovery

Show Day
4 5 6 7 8 9 18 19 20 21 22 23
November 2019

Reflections



Art is a pillar of Tanween’s offerings. Each year, Ithra’s Great Hall and the Center’s other components host interactive exhibitions that inspire and communicate creativity as part of Tanween’s offerings.

But how and why does art intrinsically fit within the creative realm? While often subjective, art is unequivocal expression. Across its many forms and styles, at its base it is an expression of creativity

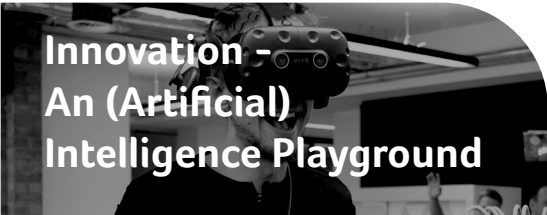
[read more <<](#)



We often fear the dark only to find when we enter it, there is nothing to fear on the other side; but once there we can discover a brand-new perspective.

In the absence of one sense, it is believed that the other senses become more enhanced to compensate. When our sense of vision is taken, we must rely on our other senses and our own resourcefulness

[read more <<](#)



The second edition of Tanween, Ithra’s annual creativity season, is programmed around the theme of PLAY, a key ingredient in creativity. The season has opened to much success with global pioneers, leaders and experts interacting and engaging with our curious and creative Saudi participants.

Saudi’s creative talent has the potential to make significant contributions to the Kingdom’s creative and knowledge economy, by leveraging the promise of design, innovation and technology.

Equipping the Visionaries of Tomorrow

This year, Tanween offers visitors the opportunity to explore their skills and channel their creativity through the complexities of balancing the rise of AI and the well-being of people and the environment at the Creative Intelligence workshop. It is designed to engage and introduce young Saudi minds to practical methods that can help them understand a future they can survive and thrive in.

[read more <<](#)

Memorable Moments



Behind the Scenes

The Luminous Columns in the Library

As you ride the escalator that leads to the third floor of the Ithra Library, you will undoubtedly notice the 51 illuminated columns that stand tall like sentries guarding the wealth of knowledge and culture contained within these walls.

The first column to greet you is engraved with an Arabic verse from the Holy Quran, “Say: If the sea were ink for [writing] the words of my Lord, the sea would be exhausted before the words of my Lord were exhausted, even if we brought the like of it as a supplement.”

Each of the other Library’s columns are carefully engraved with the unique verses of 50 Arab poets from different eras and features different styles of Arabic calligraphy. Together, the columns pay tribute to the richness and depth of the Arabic language and literature, from the verses of the famous Mu‘allaqāt (The Hanging Poems) to modern poetry.



Exhibition



A showcase of artistic talent and conceptual creativity, Zamakan: Notions of Time and Space Complexity is a unique exhibition that introduces the different ways in which 11 contemporary artists explore space and time. This exhibition, notable as being Ithra's first to consist solely of Saudi and Saudi-based artists, uses art to ponder universal questions of where we came from, what is the future and how space and time shapes our individual viewpoints.

An example of this is evident via a prominent fixture of the exhibition - Saudi Photographer Moath Alofi. Follow Alofi as he documents the urban, architectural human and cultural transformations of Medina. The documentary encompasses the changes in the holy city amongst its borders, forgotten villages, and barren terrain surrounding the radiant City.