Ithra hosts Saudi Arabia’s first and largest creativity festival, gathering the world’s leading innovators, creators and makers. FULL DETAILS INSIDE
Saudi Arabia’s First and Largest Creativity Season Gathers World’s Leading Innovators, Creators and Makers

HUMANITIES RESPONSE TO DISRUPTION 11-13 OCT

OCT 11
H.E. Prince Faisal bin Abdullah Al Saud, the Vice-President for Planning, Saudi Arabian General Sport Authority - Designing a culture of sport and sport innovation. Moderated by Nora AlAbdulaziz, Founder Director of Ithra: A Culture of Creativity.

OCT 12
Ming Meng; Meng: The Founder Studio-Megathrough Failure Thinking.

OCT 13

OCT 19
Andreea Lazarescu: The Creative Director, Google Brand Studio - Experience Design: The New Marketing Mix.

OCT 20
Rafa Qotan: The Professor of Digital Arts at University of the Arts London - What is Immersive? (III Edition).

FASHION & TECHNOLOGY 25 - 27 OCT

OCT 26
Dr. Justin Coatney, The Associate Dean for Technology Strategy at Carnegie Mellon University - Teaching, Technology, and the Culture of Creative Innovations.

OCT 27
Jonah Altshuler, Lasha Spalding, Lucas Jerron, Mona Shami, Joseph McCallum, Laura Emily Vent, and Tarek Atrissi Studio - How to Engage the Public?

www.ithra.com

About King Abdulaziz Center for World Culture (Ithra)

Since its inception, Saudi Aramco has actively contributed to the betterment of the Kingdom and its society, including the dissemination of knowledge. Today, we are inspiring imagination, encouraging creativity, and leveraging new technologies to activate the creative power of our people.

From arts and culture to science and innovation, this bold Saudi Aramco initiative promises a continuous journey of enrichment to energize the next knowledge economy of Saudi Arabia.

A purpose aligned with the objectives and ambitions of the Kingdom’s Vision 2030, in which learning, culture, and entertainment are central elements for enhancing the quality of life in Saudi Arabia. Ithra is an incubator of creativity and knowledge that aims to activate human potential by nurturing a love for knowledge, creativity, and cooperation.

TEDx

The Source of Creativity “TANWEEN”

Eng. Fatimah Al-Rashed, Head of Advisory and Strategy

Creativity is an important part of our life, even in our most quotidian activities. How we approach things, practice, or even work, the car is so creatively is the process of bringing something new into being, a simple innovation could be as important or more than a complex scientific one.

As such, King Abdulaziz Center for World Culture “Ithra” aims to inspire and encourage creativity by organizing the creativity season “TANWEEN” a 17-day event, Oct. 11-27. An annual event that explores creativity in different destinations such as art, science, film, theatre, literature, gastronomy, and heritage are the heart of Saudi culture.

Disruption sheds light on new discoveries and ideas in those disciplines, “TANWEEN” is a platform that gathers influencers and passionate creative people altogether to engage and impact four main disciplines: Humanities, Communication, Manufacturing, and Fashion.

“TANWEEN” is an Arabic word for disruption, a written letter accent that is made of a pair of ”Harakat”. It adds another diversion to the voice and shape of a given thing. And “TANWEEN” expresses how the event affects “TANWEEN” gives people the opportunity to see and things in a new way, and to explore where "DISRUPTION" will take them.

The reason is an annual platform for experimentation, exploration and dialogue about creatively inspired conceptual approaches. This year’s theme will make us surprised, to see common things in a new way and to explore how they can be disrupted to make a positive change in their environment and empower others. And get the very best ideas and new points to change things and others that disrupt event is radically transformed.

“TANWEEN” aspires to become the force of creativity, a part of the future of our Kingdom. “Ithra” is working to create an unprecedented space that promotes creativity, spreads knowledge, and opens a dialogue with the world through culture and creativity.