2022 THE YEAR AHEAD

The Gulf’s Roaring Twenties

The Kingdom and the wider region are experiencing a veritable cultural renaissance despite the pandemic setbacks.

New technologies, from smartphones to wireless networks, link the consumer market, and a new era for life, evident in such fields as music, art and interior design, replaced the dreariness and conservation of the pre-war age.

The phenomenon was viewed as a reflection of a pent-up desire to make up for lost time—a feeling perhaps best captured by E. Scott Fitzgerald’s 2012 novel, “The Great Gatsby.”

A century on, as the world enters its first tentative steps out of the gloom and turmoil of the COVID-19 pandemic, many are already drawing parallels between this remarkable period of cultural, economic and technological blossoming and the somewhat delayed promise of the 1920s.

The sudden rise in music, fashion and the arts is a warm-up for the world to rediscover itself and, until recently, the Gulf’s cultural corridors were only beginning to open up.

The new opportunities were welcomed with open arms, as the region’s arts and cultural sector remained dormant due to the pandemic.

“The cultural renaissance is the wave of the future,” said Dubai-based artist and curator Mona Al-Mahroos.

“This is not just a moment of opportunity, but also a moment of change, as the region’s artistic community is beginning to explore new possibilities and experiment with new forms of expression.”

The region’s cultural renaissance has been driven by a combination of factors, including increased funding for arts and culture, as well as a growing appetite for cultural events and activities.

The excitement and energy of the Gulf’s Roaring Twenties have been palpable, as the region’s artistic community has embraced new ways of working and exploring new forms of expression.

“Despite the challenges of the pandemic, the region’s artists and cultural organizations have continued to innovate and adapt, showcasing the resilience and determination of the Gulf’s cultural sector,” said Al-Mahroos.

The Gulf’s Roaring Twenties are a testament to the region’s artistic community and their ability to adapt and thrive in the face of adversity.

**Facts**

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- Dubai aims to become a global creative economic engine by 2025

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**Vision 2030** propels us ahead, opening the doors to Saudi Arabia, the GCC and beyond. The Kingdom and the wider region are experiencing a veritable cultural renaissance despite the pandemic setbacks.

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- Major cultural experiences in the Kingdom
- Saudi Arabia
- Kuwait
- Qatar
- Oman
- Bahrain

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