# ARAB NEWS

*The Voice of a Changing Region*

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ithra hosts Saudi Arabia's first and largest creativity festival gathering the world's leading innovators, creators and makers FULL DETAILS INSIDE

ithra

# Saudi Arabia's First and Largest Creativity Season Gathers World's Leading Innovators, Creators and Makers

TANWEEN, annual 17-day event,
hosts more than 40 creative festivities

In the fields of art, culture, science,
design, technology, fashion and entrepreneurship

Offers talks, workshops, demos, shows and panels

More than 50 International Speakers:
top professionals, experiential designers,
material researchers, innovative surgeons and cognitive scientists

Opportunity to explore curated exhibits,
installations and tours, featuring groundbreaking technologies

Curated as family-friendly, the incredible
line-up of shows is led by: **Slava Snowshow**

**Popular TV presenters and YouTubers** will
also create live experiments, simulate demos and
experiential pop-up labs to round up the exciting events schedule.

Site-specific installations such as **Sketch Aquarium**

25 outstanding examples of work from
the world of art, technology, science and fashion -
including a **Tilt Brush interactive experience**
**by Google, Drifter Installation**
and **Silent Fall Installation**



## The Source of Creativity "TANWEEN"

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

**Creativity is an important part in our life, even in our simplest routines, how we approach things, practice, or even think. As creativity 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, music, film, theater, science, literature, cultural heritage and entrepreneurship through the concept of "DISRUPTION".**

**Disruption sheds light on new discoveries and ideas in those disciplines. "TANWEEN" is a platform that gathers influencers and passionate creative people all together to engage and impact under four main disciplines: Science, Communication, Manufacturing and Fashion.**

**"TANWEEN" is an Arabic word for Nunation, a written letter accent that is made of a pair of "Harakat". It adds another diversion to the voice and shape of a given word, it solidifies the meaning and intent. Nunation changes the form of a word, and "TANWEEN" express how the event affects us. "TANWEEN" gives people the opportunity to see and try things in a new way, and to explore where "DISRUPTION" will take them.**

**The season is an annual platform for experimentation, exploration and dialogue about creativity beyond conventional approach. This year's theme will make us surprised, and create a feeling of fear or loss. Through "DISRUPTION" we encourage people to explore how they can be disruptive to make a positive change in their own lives and anyone around. They will get to see how certain fields are more prone to disrupt than others and that disruption effect is radically transformative.**

**"TANWEEN" aspires to become the home of creativity, a part of the future of The Kingdom. "Ithra" is working to create an unprecedented space that sponsors creativity, spreads knowledge, and sparks a dialogue with the world through culture and creativity.**

## HUMANITIES RESPONSE TO DISRUPTION 11-13 OCT

### OCT 11



**H.R.H. Princess Reema Bint Bandar Al-Saud the Vice-President for Development and Planning, Saudi Arabian General Sports Authority. Fatimah Al Rashed, and moderated by Nora AlDabal.**
Panel Discussion: Creativity is the Skill of the Future.

**Morag Myerscough: The Founder Studio Myerscough**
Forever Finding.

**Tucker Fort - Executive Director & Partner, Smart Design**
Personalizing Tomorrow, Made for you: Personalization and Gatorade Gx.

**Clive Rohald: The Partner, Executive Creative Director, Prophet**
VUCA.

**Gabriela Henault: Associate Partner, Prophet**
The Emerging Force: Creative Women.

**Tucker Fort - Executive Director & Partner, Smart Design & John Anderson - Technology Director, Smart Design**
Intro to Design Thinking Workshop, Premium

**Professor Shafi Ahmed: Surgeon, teacher, futurist, innovator and entrepreneur**
The Digital Transformation of Health and Medical Education.

**Charlie Paton: The Founder of Seawater Greenhouse**
The Architecture of Water.

**Ahmed Alshaiba**
Oud Perspectives Show.

### OCT 12



**Adam Savage**
Collecting Stories and The Creative Power of Obsession.



**Tarek Atrissi: The Founder - Tarek Atrissi Studio**
Designing solutions for National problems.

**John Anderson: Technology Director at Smart Design**
Hello Voice UI Designing with Voice.

**Greg Foot: Science Presenter & Communicator**
Awesome Chemistry Show.

**Professor Mark Mon-Williams**
Connecting Cultures with Immersive Technologies.

**Ahmed Alshaiba**
Oud Perspectives Show.

### OCT 13



**Ahmed Alshaiba**
Oud Perspectives Show.

**Banan Yaquby: Entrepreneur\ Founder of Quby**
Crowd-sourced Creativity.

**Seetal Solanki: The Founder and Director Ma-t-ter**
Why Materials Matter.

**Greg Foot: Science Presenter & Communicator**
Awesome Chemistry Show.

**Muneera AlTamimi and Mohammed Kazim: Founders of Tamashee**
Al Qatt Art Principles.

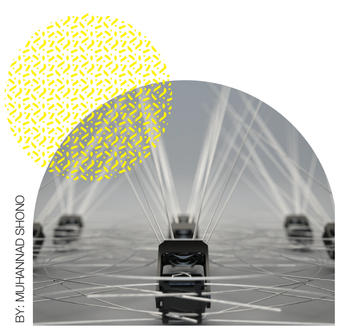
**Chris Edward (CEO & Founder - THE THIRD FLOOR)**
Behind the Scenes: Digital Visualization in Hollywood.

### OCT 11-13 WORKSHOPS

**Matt Leatherbarrow - Medical Realities CTO**

**& James Pendry- Medical Realities COO / Creative Director**

**& Ciarán Carrick - Medical Realities Lead Developer**
Medical Realities Workshop



BY: MUHANNAD SHONO



TEAR DROP BY: MARJE VOGELZANG

## MANUFACTURING & COMMUNICATION 19 - 20 OCT

### OCT 19



**Andres Le Masurier The Creative Director, Google Brand Studio**
Experience Design, the New Marketing Era.

**Natsai Chieza: Faber Futures**
Making with Life.

**Dr. Mohammed Qasem: Assistant professor in the Electronics department at the College of Technological Studies (CTS)**
Knowledge and Creativity.

**Muhannad Shono and Professor Manfred Hild**
Ala: Robotics.

**Dr. Ashraf Faqih: Sci-Fi Author, Head of Communication at Ithra**
An Algorithm for Love

### OCT 20

**Fred Deakin: Professor of Digital Arts at University of the Arts London**
What is Immersive?

**Dr. Khalid Al-Yahya: Senior Consultant, the Strategic Management Office**
Failures.

**Natsai Audrey Chieza & Laura Emily Vent**
Saudi After Oil Workshop

**Robert Frith: Creative Director at Ithra**
Novel Materials

### OCT 19-20 WORKSHOPS

**Katy Schutte and Chris Mead**
Improvisation Workshop

### OCT 24

**Professor Carlo Ratti: MIT Senseable Lab**
Senseable Cities.

**Lalia Al-Faddagh, Joseph Kosuth, Mona Saudi, Joumana Medlej, Lulwah Al-Hamoud and Moderated by Candida Pestana**
Inner Artist Conversation.

**Dr. Linda Komaroff**
Islamic Art for a New Generation

**Dr. Chris Boland**
The Extraordinary Biodiversity of the Arabian Peninsula

## FASHION & TECHNOLOGY 25 - 27 OCT

### OCT 25

**Dr. Justin Cassell: The Associate Dean for Technology Strategy at Carnegie Melon University**
Curious Technologies! Inspiring a New Generation of Creative Innovators

**Hatem Akheel, Mimi Fraser, Cyrille Fabre, Reem Al Khanhal and Kirsty Nevett, Nick Vinckier**
Made in KSA
Panel Discussion

**Rania Masri, Ramy Fares, Aram Kabbani, Ghizlan Guenez, & Anand Vengrulekar**
Tech Disruption
Panel Discussion

### OCT 26

**Lewis Pugh Endurance swimmer and ocean advocate, UN Environment Patron for Polar Regions Achieving the Impossible**
Achieving the Impossible.

**Philippe Blanchard: Founder & CEO, Futurous**
Disruption - Technology and Sport

**Vadim Grigoryan from MA+Creative, Anand Vengrulekar and Hussein Freijeh, General Manager of Snapchat**
Luxury and Technology
Panel Discussion

**Maximilien Busser from MB&F, Kunal Kapoor from Luxury Closet, and Ghizlan Guenez – from The Modist.**
Inspiring the Next Generation
Panel Discussion

### OCT 27



**Raha Moharrak: Saudi Adventure**
Sand to Stars Lecture

**Illya Haro, Samer Yamani, `Miguel Arraiz and Nora Aldabal (The Royal Commission for Al-Ula**
Local Culture Re-Branding Cities: "How to Local Heritage for Innovation in Cultural and Popular Festivals"
Panel discussion

### OCT 25-27 WORKSHOPS

**Greg Foot – Science Communicator**
How to Engage the Public with your Science Workshop

## 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 society. Ithra is an incubator of creativity and knowledge that aims to activate human potential by nurturing a love for knowledge, creativity, and cooperation.**



BY: DANA AWARTANI

**www.ithra.com**