

EDGE OF ARABIA

CONTEMPORARY ART FROM SAUDI ARABIA

PROJECT GUIDE 2010

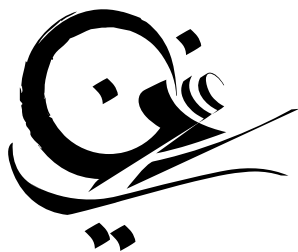
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EDGE OF ARABIA

CONTEMPORARY ART FROM SAUDI ARABIA

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EDGE OF ARABIA IS A BREAKTHROUGH INITIATIVE PROMOTING CONTEMPORARY ARTISTS FROM SAUDI ARABIA. FOLLOWING CELEBRATED EXHIBITIONS IN LONDON AND VENICE, 2010 MARKS THE LAUNCH OF AN EDGE OF ARABIA WORLD TOUR.

IN TOURING A NEW GENERATION OF SAUDI ARTISTS, THE PROJECT AIMS TO SEND A POWERFUL AND POSITIVE MESSAGE AROUND THE WORLD, AMPLIFYING MODERATE VOICES AND INVESTING IN THE KINGDOM'S CREATIVE POTENTIAL AT A CRUCIAL MOMENT IN THE REGION'S CULTURAL HISTORY.

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EDGE OF ARABIA
contemporary art from saudi arabia



Dear all,

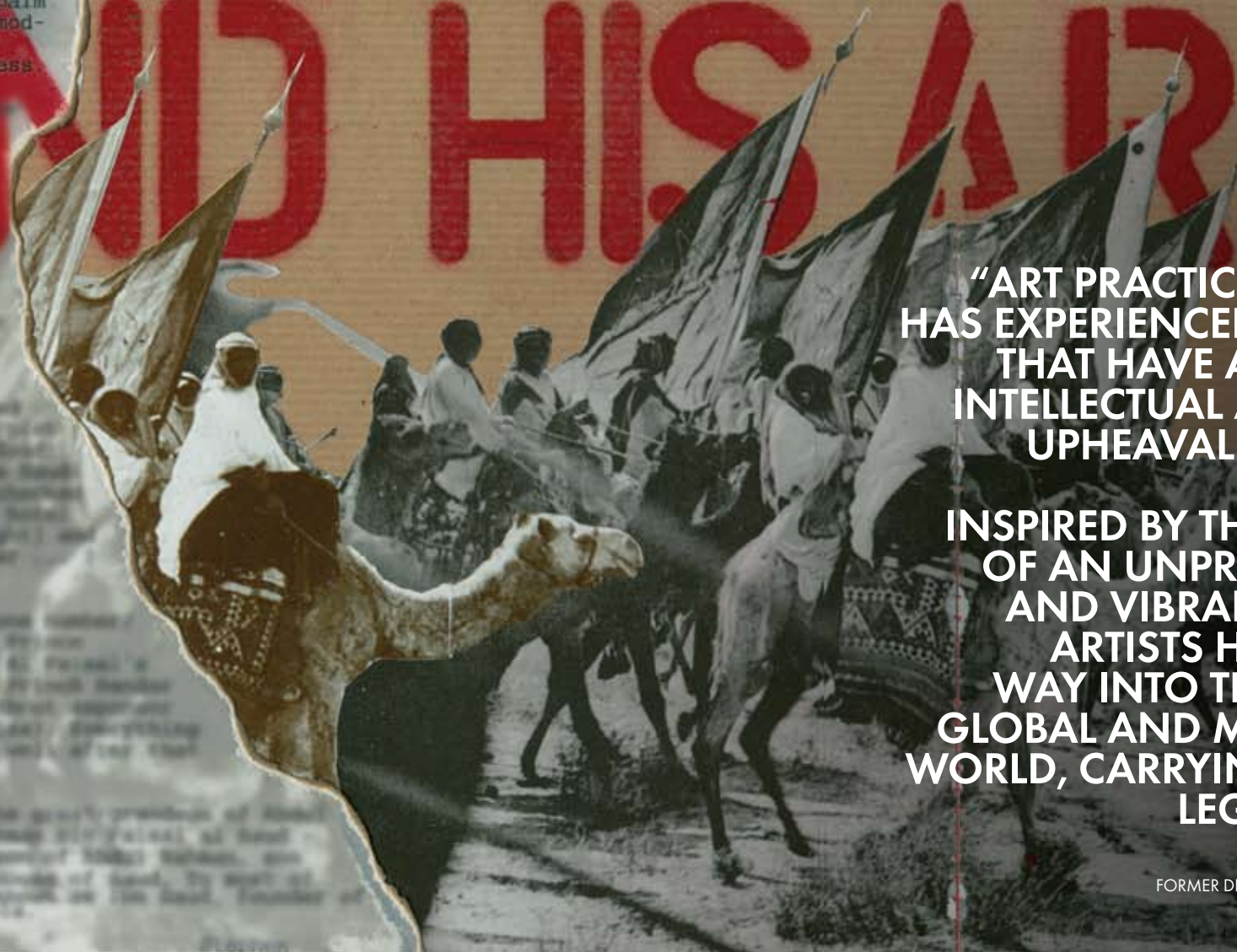
I crossed the border into the Kingdom of Saudi Arabia twelve days ago. I was dropped by the side of a sad motorway on the outskirts of Abha (arguably the Kingdom's most conservative province) at 3:30am, March 16th, 2003. The night was alive with artificial light ... a neon palm tree illuminated modernity in all its ultra-clean ugliness.

IBN SAUD AND HIS ARABIA

"ART PRACTICE IN SAUDI ARABIA HAS EXPERIENCED MANY CHANGES THAT HAVE ACCOMPANIED THE INTELLECTUAL AND IDEOLOGICAL UPHEAVAL IN SAUDI SOCIETY.

INSPIRED BY THE HECTIC GLAMOR OF AN UNPRECEDENTEDLY RICH AND VIBRANT CULTURE, SAUDI ARTISTS HAVE FORCED THEIR WAY INTO THE 21ST CENTURY'S GLOBAL AND MULTICULTURAL ART WORLD, CARRYING WITH THEM THE LEGACY OF 'ARABIA'."

DR ABDULAZIZ AL-SEBAIL,
FORMER DEPUTY MINISTER OF CULTURE AND INFORMATION,
SAUDI ARABIA





Al Meftaha Arts Village, Abha

**BORN FROM A CHANCE
ENCOUNTER BETWEEN BRITISH
AND SAUDI ARTISTS AT THE
AL MEFTAHA ARTS VILLAGE IN
ABHA, EDGE OF ARABIA HAS
ALWAYS BEEN AT ITS CORE A
GRASSROOTS INITIATIVE.**

**FROM THE MOUNTAINS OF
ASEER TO THE BACKSTREETS
OF JEDDAH, THE CURATORS
SPENT SIX YEARS TRAVELLING
THE LENGTH AND BREADTH OF
THE COUNTRY IN SEARCH OF
OUTSTANDING ARTISTIC VOICES
TO BRING EDGE OF ARABIA'S
VISION OF CREATIVITY ACROSS
BORDERS TO THE WORLD.**



Edge of Arabia founder,
Stephen Stapleton, in Raj Alma, Aseer



Saudi artists from Abha at Shatta,
an early exhibition of Contemporary
Saudi art in Jeddah



EOA artists talking with British writer,
Henry Hemming, in Riyadh



EOA founders, Stephen Stapleton and
Dr. Ahmed Mater with Dr Abdulaziz
Al-Sebail, Deputy Minister for Culture &
Information



**AT THE HEART OF THE PROJECT IS
A BELIEF THAT ART TRANSCENDS
LINGUISTIC, RELIGIOUS AND
POLITICAL BARRIERS AND IS
OFTEN THE MOST ACCESSIBLE
POINT OF CONNECTION
BETWEEN CULTURES.**

EDGE OF ARABIA VISION

Mahdi AlJeraibi speaks to visitors at EOA London 2008



PROMOTE SAUDI ARTISTS TO REACH NEW AUDIENCES

TV interview with Noha Al-Sharif at EOA London 2008



AMPLIFY MODERATE VOICES TO CREATE CULTURAL ROLE MODELS

EOA schools workshop in Riyadh, 2010



ENCOURAGE UNDERSTANDING AND CHALLENGE PREJUDICE

Christies include Saudi Artists in 2009 Dubai sale



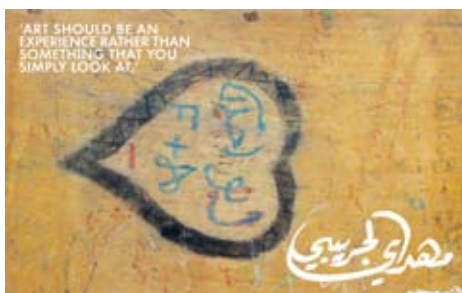
STIMULATE INTERNATIONAL INTEREST AND INVESTMENT IN SAUDI CONTEMPORARY ART

THE ARTISTS



**"MOVE ABROAD? NO WAY.
MY ART IS RELATED TO THE
PEOPLE LIVING IN SAUDI
ARABIA. I AM LIVING IN ONE
OF THE MOST INTERESTING
COUNTRIES IN THE WORLD.
WHY MOVE? I WANT TO
SHOW YOU WHAT HAS
HAPPENED IN THIS COUNTRY.
THIS IS MY MISSION."**

ABDULNASSER GHAREM



A selection of the artists featured in Edge of Arabia



شادية وراجة أليم SHADIA & RAJA ALEM, JEDDAH

عبد العزيز عسلى ABDULAZIZ ASHOUR, JEDDAH

سمير الداهم SAMEER AL-DAHAM, RIYADH

منال الدويان MANAL AL-DOWAYAN, DHAHRAN

يوسف جاها YOUSEF JAHA, MAKKAH

عبد الرحمن AHMED MATER AL-ZIAD ASEERI, ABHA

مها ملوح MAHA MALLUH, RIYADH

محمد فارية MOHAMMED FAREA, RIYADH

عبد الناصر ABDULNASSER GHAREM, KHAMIS MUSHAIT

مهدى الجريبي MAHDI AL-JERAIBI, MAKKAH

علي الروزايزة ALI AL-RUZAIZA, RIYADH

نوح الشريف NOHA AL-SHARIF, JEDDAH

فيصل صمرا FAISAL SAMRA, BAHRAIN

أيمن يوسري AYMAN YOSSRI DAYDBAN, JEDDAH

To date, Edge of Arabia has presented the work of 17 Saudi artists from Jeddah, Makkah, Riyadh, Dhahran, Abha and Khamis Mushait. Artists were chosen because of their unique personal stories, their multi-disciplinary approach and their abilities to engage audiences at home and abroad.

LONDON TO VENICE

EDGE OF ARABIA LAUNCHED IN OCTOBER 2008 AT LONDON'S BRUNEI GALLERY. IN JUST OVER TWO MONTHS THERE WERE MORE THAN 13,000 VISITORS TO THE EXHIBITION, BREAKING THE RECORD FOR ATTENDANCE AT THE UNIVERSITY OF LONDON'S LARGEST GALLERY.

IN JUNE 2009 EDGE OF ARABIA BROUGHT ITS ONE OF A KIND EXHIBITION TO THE 53RD VENICE BIENNALE, GREETING OVER 11,000 VISITORS AT THE WORLD'S MOST INFLUENTIAL ART EVENT.



SOAS BRUNEI GALLERY LONDON 2008



فَيْسَل سَمْرَا

**"A FASCINATING INSIGHT
INTO THE MINDSCAPE OF
ARTISTS FROM A CULTURE
WE TALK ABOUT PLENTY, BUT
UNDERSTAND LITTLE..."**

PROFESSOR PAUL WEBLEY, DIRECTOR OF SOAS, UNIVERSITY OF LONDON





"WHAT AN IMPRESSIVE AND UNIQUE DISPLAY OF ARABIA! THE BLEND FROM THE PAST AND THE MIXTURE OF THE PRESENT CONTEMPORARY WORLD SPEAKS VOLUMES."

EOA COMMENTS BOOK, LONDON 2008



EOA advertising on the London Underground



Private View, EOA London, October 2008



Makkah and Al Madinah room in EOA London

Edge of Arabia in London showcased the work and individual stories of 17 artists from across Saudi Arabia. The director of the University of London described the exhibition as 'the best cultural event we've had for years'.

Participating artists shed light on a new creative movement within Saudi Arabia and responded to a range of themes: their personal relationship with the Islamic faith; the artist's voice in the media age; and the history, culture and ecology of the region.

To accompany the exhibition, a large scale advertising campaign was seen by millions of travelers on the London underground. An education programme also successfully encouraged students and teachers to explore Saudi art in over 100 schools and universities.

PALAZZO POLIGNAC, VENICE, JUNE - AUGUST 2009

Palazzo Contarini Polignac, Venice 2009



**"CONGRATULATIONS! EDGE OF ARABIA
WAS THE BEST REPRESENTATION OF
MIDDLE EASTERN ART AT THE 53RD
VENICE BIENNALE."**

BASHAR AL SHROOGI, FOUNDER, CUADRO GALLERY

**"A PERFECT VENUE FOR AN
INTENSE THOUGHT PROVOKING
AND EXTREMELY SENSUAL EXPERIENCE."**

EOA COMMENTS BOOK, VENICE 2009



Visitors view The Path film by Abdunasser Gharem. Image © Haupt and Binder



Private View, EOA Venice, June 2009



Visitors in the main gallery of EOA Venice

In the summer of 2009, Edge of Arabia traveled to the 53rd Venice Biennale, showcasing eight Saudi artists in the celebrated Palazzo Contarini Polignac. This was the first time Saudi Arabia had been represented at this prestigious event.

The exhibition was visited by the art world's most prestigious museum curators, journalists, gallerists and collectors. In spite of the hundreds of other exhibitions competing for attention, Edge of Arabia generated significant media coverage and unanimously positive reviews from the international audience.

EOA World Tour Launch at the GCF 2010.
EOA Lightboxes can be seen in the background.

WORLD TOUR LAUNCH GLOBAL COMPETITIVENESS FORUM RIYADH, JANUARY 2010



**"THIS EXHIBITION PRESENTS
A WONDERFUL AND VARIED
COLLECTION THAT CAN BREAK
STEREOTYPES AND OPEN EYES."**

EOA COMMENTS BOOK, RIYADH 2010

**"VERY SPIRITUAL ... THE EXHIBITION
WILL CONTRIBUTE TO MAKING A
PEACEFUL WORLD."**

EOA COMMENTS BOOK, RIYADH 2010



EOA Gallery at the GCF



Glenn Lowry, Director of the Museum of Modern Art New York
and Michael Govan, Director of Los Angeles County
Museum of Art talk to artists at EOA in the GCF



Visitors to the EOA Gallery at the GCF



EOA Gallery at the GCF

January 2010 marked the launch of the Edge of Arabia World Tour with an exhibition and media announcement at the Global Competitiveness Forum in Riyadh.

Over 1000 high profile visitors including political leaders, CEOs and cultural figurehead engaged with the artists and curators, generating opportunities to take the project around the world.

OVER THE NEXT FOUR YEARS,
EDGE OF ARABIA WILL BRING
THE TALENT AND INTENSITY OF
SAUDI CONTEMPORARY ARTISTS
TO EUROPE, AMERICA, THE MIDDLE
EAST AND ASIA.

THE CONFIRMED
LOCATIONS FOR 2010 ARE:
DUBAI / BERLIN / ISTANBUL



NEW WAVE OF SAUDI
CONTEMPORARY ART
TOURS **THE WORLD**

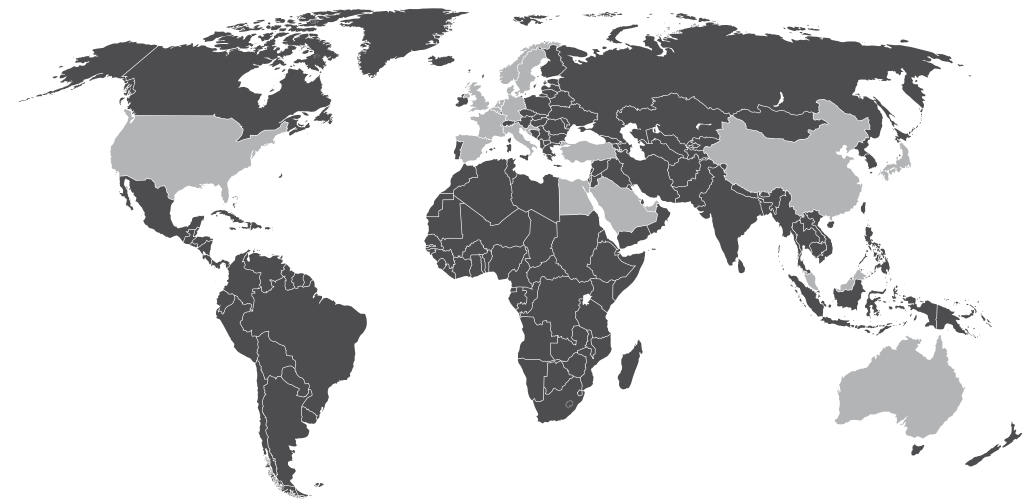
EDGE OF ARABIA
contemporary art from south arabia



2010 PARTICIPATIONS



Fantasy Edge of Arabia advertising in a European city



Map showing Edge of Arabia world tour regions

DUBAI | MARCH 2010

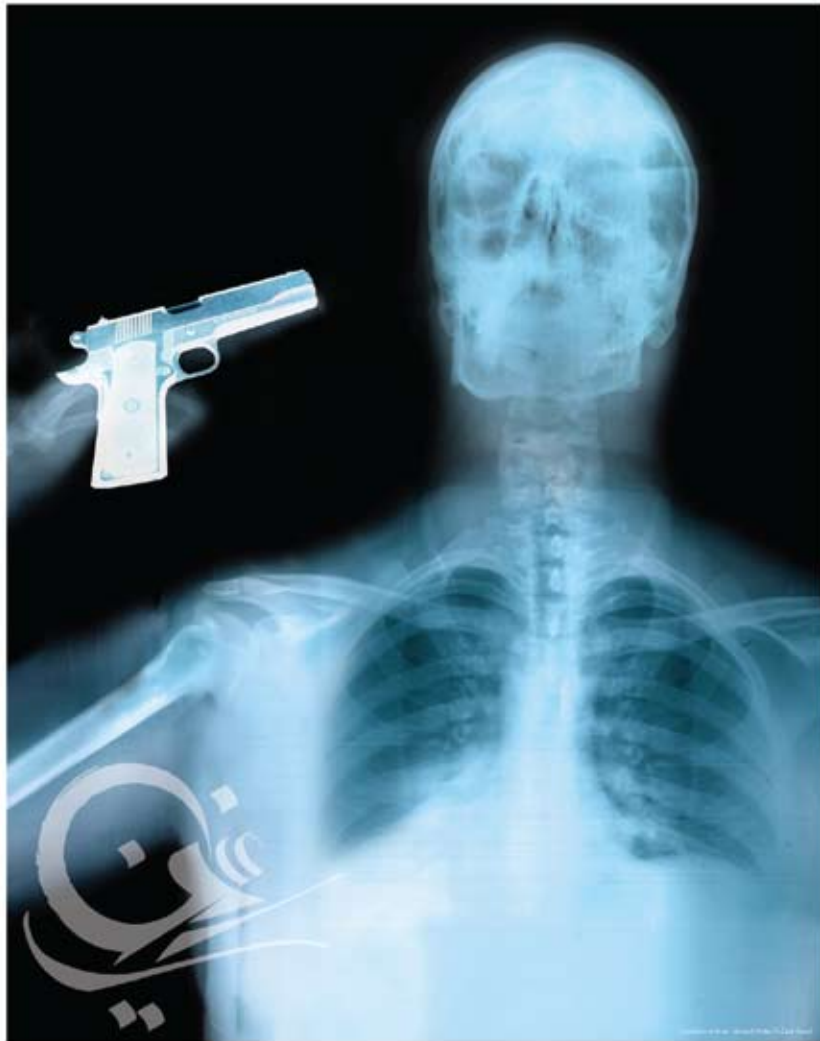
Edge of Arabia will bring the artists and curators behind Saudi Contemporary art to the regions premier art event, Art Dubai. Our presence will include a booth, an afternoon of artists' talks and panel discussions on Saudi Art Now, as well as an educational workshop with UAE University Students in partnership with the Cuadro Fine Art Gallery. March 2010.

BERLIN | JUNE-JULY 2010

The first major exhibition in the world tour will coincide with the Berlin Biennale and embrace cross-cultural links, taking advantage of a new and growing European focus on artists from the Middle East.

ISTANBUL | NOVEMBER-DECEMBER 2010

2010 will close with a major exhibition at this year's European Capital of Culture on the banks of the Bosphorus and in partnership with the Contemporary Istanbul Art Fair.



NEUE WELLE AUS SAUDI
ARABIEN ZEITGENÖSSISCHE
KUNST KOMMT NACH **BERLIN**

EDGE OF ARABIA 
contemporary art from saudi arabia



موجة جديدة من الفن السعودي الحديث
تصل الشارقة

EDGE OF ARABIA 
contemporary art from saudi arabia



LA NUOVA GENERAZIONE DI
ARTISTI ARABI CONTEMPORANEI
SBARCA A **VENEZIA**



NEW WAVE OF SAUDI
CONTEMPORARY ART
COMES TO **SYDNEY**



YENI SUUDI ÇA DA SANAT
DALGASI **İSTANBUL'A**
GELİYOR



موجة جديدة من الفن السعودي الحديث
تصل إلى **بيروت**



جولة عالمية للفن السعودي الحديث
تصل إلى **دبي**



NIEUWE GOLF VAN
SAOEDISCHE MODERNE
KUNST KOMT NAAR
AMSTERDAM



NEW WAVE OF SAUDI
CONTEMPORARY ART
COMES TO **NEW YORK**



UNE NOUVELLE VAGUE
D'ART CONTEMPORAIN
SAOUDIEN ARRIVE
A **PARIS**



EDUCATION PROGRAMME



**"I LOVE ART, WE PAINT A
LITTLE BIT AT SCHOOL BUT THIS
WORKSHOP IS DIFFERENT, IN
THIS MOMENT I FEEL THAT I'M A
FAMOUS ARTIST."**

SAUDI STUDENT COMMENT DURING EOA WORKSHOP IN RIYADH

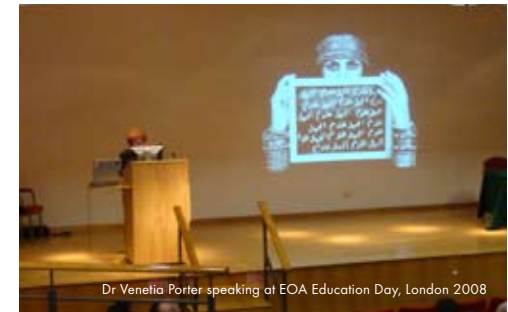
EOA schools workshop in Riyadh



London school girls using EOA resources in the classroom



Students visit the Makkah & Al Madinah room in EOA London



Dr Venetia Porter speaking at EOA Education Day, London 2008

A strong and sustainable education programme is at the heart of Edge of Arabia, supporting students and teachers to explore contemporary Saudi art in the classroom and beyond. Already, Edge of Arabia has distributed resources, delivered workshops and trained teachers in over 200 schools and universities across Europe and the Middle East.

COMMUNICATIONS



EOA COMMENTS BOOK

Cover of Emel Magazine London, December 2008



EOA founder, Dr Ahmed Mater with HRH King Abdullah and HRH Prince Khalid bin Faisal in Abha 2007




Abdulaziz Ashour being interviewed by Al Arabiya, October 2008



Abdulaziz Ashour being interviewed by Al Arabiya, October 2008

Edge of Arabia has a strong emphasis on communications to raise awareness and encourage passionate dialogue about Saudi art at all stops on the world tour and beyond.

Edge of Arabia has brought Saudi art to the attention of the international media, facilitating an ongoing discussion about the past, present and future of artistic practice in the Kingdom.



**'I SEE US OUT, SHEDDING THIS
COCOON OF NEGATIVES,
THE MISCONCEPTION AND
PRECONCEPTIONS CAST
UPON US.'**



サウジアラビア 現代美術の新しい潮流、 東京へ