

Inaugural Saudi Design Festival will turn Riyadh into a creative hub in January 2022

Riyadh, Saudi Arabia – December 12, 2021

- The Saudi Design Festival (SDF 2022) is scheduled in **Jax District in Diriyah, Riyadh**, between **January 09-29, 2022**.
- The 21-day festival will feature multiple curated exhibitions, design installations, a design forum, workshops, and a Design Market.

Presented by the Architecture and Design Commission, the inaugural edition of the Saudi Design Festival (SDF 2022), January 9-29, 2022, will bring together creative luminaries, designers, and industry leaders to engage, discuss, and celebrate outstanding design in the Kingdom and beyond.

Initiated by the team behind Saudi Design Week (2014-2019), Oasis Company, the Saudi Design Festival will serve as an annual platform for local talent, leveraging the efforts of sector partners, cultural enterprises, and international industry experts.

Dr Sumayah Al-Solaiman, CEO of the Architecture and Design Commission, said:

“We are excited to have this platform to showcase the talent and expertise of designers from across the Kingdom. The festival program will cover every aspect of design: with masterclasses, exhibitions, installations and networking opportunities for established designers, SMEs and entrepreneurs alike. We truly want everyone to leave this festival feeling inspired by what they have seen and learnt over the 21 days.”

The festival calendar will consist of signature events and activities for the creative community and by the community. Further, SDF 2022 Design Ambassadors: Lujain Abualfaraj, co-founder of Akwan and Two Thirds Design Studio, award-winning artist and graphic designer Lulwah AlHomoud, and Munira Al Tamimi and Mohammed Kazim, co-founders of Tamashee, will be lending their creative voices and expertise in leading special projects within the program.

SDF 2022 will be turning JAX into its main Design District for the first year, offering a variety of experiences to learn and explore the world of design:

- Curated Exhibitions
- Tri-weekend Design Market for SMEs, designers, and brands
- Functional Design Installations
- Design Forum featuring local and international thought leaders

- Masterclasses and Workshops
- Kids Programming
- Community-led activities and networking days

Stay up to date with SDF 2022's announcements and calendar of activities through their social media accounts and sign up for the newsletter:

Website: www.saudidesignfestival.com

Instagram: Saudidesignfestival

Twitter: SaudiDesignFest

Facebook: /Saudidesignfestival

Hashtags: #SaudiDesignFestival #SDF2022 #SaudiDesignWeek

For editorial queries and SDF media accreditation/passes, please send an email to:
pr@saudidesignfestival.com

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Architecture & Design Commission

Launched under the Ministry of Culture in February 2020, as one of its 11 Cultural Commissions responsible for developing the cultural sectors, the Architecture and Design Commission aims to develop the Saudi architecture and design sector, taking it to new horizons that promote creativity and enable sector practitioners. The Commission presents its strategy titled "Al-Murabba" to reflect its ambitions to formulate a renewed and modern starting point for the Saudi urban and design scenes, transcending traditional borders and serving the sector's practitioners with various initiatives and programs. The Architecture and Design Commission identified its "North Star" statement that supports the development and empowerment of the sector: "We seek to support excellence in the architecture and design ecosystem, shaped by our culture, re-imagined by our ambitions, and empowered by local talent, to improve the lives of our communities while being at the forefront of the global creative scene."

As one of 11 cultural commissions affiliated with the Ministry of Culture, and in light of its strategy, the Architecture and Design Commission is devoted to carrying out its responsibilities towards developing and promoting the sector, supporting its practitioners,

and achieving the cultural goals in alignment with the Ministry's objectives and the Saudi Vision 2030 on a broader perspective in the Kingdom of Saudi Arabia.

Oasis Company

Oasis company was founded in 2007 by Basma and Noura Bouzo, with the mission to foster and champion Saudi and regional creative talent locally and internationally with notable exhibitions, projects, and events in London, Milan, New York, Istanbul, Dubai, Abu Dhabi, Kuwait, and Bahrain. This included founding Oasis Magazine, Saudi Arabia's first arts and culture magazine in 2007, House of Misque, a cultural gifting house, in 2010, and culminating in 2014 with the establishment of Saudi Design Week, the Kingdom's premier celebration of world-class design and visual culture.