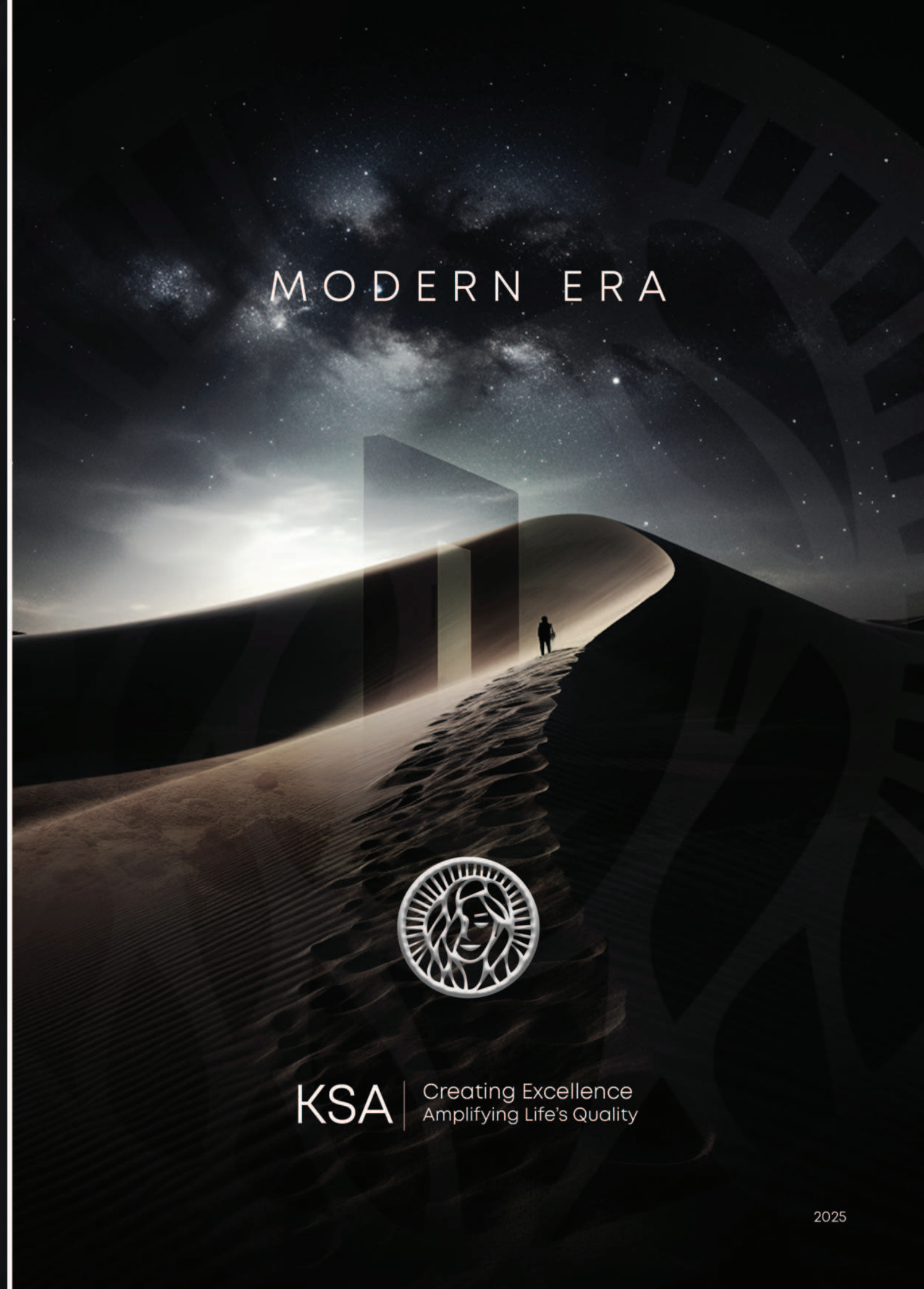


MODERN ERA

Printed in Saudi Arabia
© 2025 Modern Era Magazine.
All rights reserved.



KSA | Creating Excellence
Amplifying Life's Quality

A Word from The Founder & Editor-in-Chief

Modern Era was shaped by patience before it found its voice.

Saudi Arabia offered me more than access, it offered confidence, kindness, and a leadership vision that understands youth as strength and community as capital. Here, culture is not an accessory to progress, but one of its foundations.

The purpose of Modern Era magazine is to observe and preserve what endures: the people, ideas, and creative economies forming this generation of Saudi leadership and global presence. We document culture and entertainment not as performance, but as long-term value social, intellectual, and economic.

As Founder and Editor-in-Chief, I curate with responsibility and gratitude, mindful that trust is built quietly, and relevance is sustained through integrity.

Modern Era stands within this moment disciplined in vision, open in spirit, and committed to what lasts.

— Amro El-Maslout



This issue opens

without an index

Not from absence, but from intention.

Stories, like journeys, lose their meaning when announced too early. We chose not to preface these pages with categories or conclusions, nor to arrange experience into hierarchy. What lives here asks to be met, not summarized.

The narrative that unfolds is shaped alongside the Saudi Kingdom, a land where vision moves with patience, youth carries responsibility, and culture is given room to grow with dignity. Each page speaks in its own time, connected not by order, but by meaning. We believe true storytelling requires trust: trust in the reader's curiosity, trust in emotional intelligence, and trust in depth over haste. Nothing here seeks urgency or persuasion. What is offered is presence.

Art, entertainment, sport, and human experience are not separated, for life itself does not divide them. They move together as memory, ambition, and becoming.

Let this magazine be read as one continuous voice.

Let the journey reveal itself.

The Language of the Present

لغة المشه

Every era expresses itself differently. b. baThrough what it creates, what it celebrates, and what it chooses to amplify. Today, entertainment has become one of the clearest languages of the present. A language shaped by movement, sound, image, and competition. A language that reflects quality of life, mindset, and ambition. Modern Era exists to engage with this language thoughtfully, to explore how culture is formed, shared, and lived.

Entertainment as Quality of Life جودة الحياة

From visibility to value

Entertainment today extends beyond performance and visibility. Its real value lies in contribution. In how creativity supports wellbeing. In how culture builds belonging. In how opportunity becomes accessible through structure and vision. Quality of life grows where people are given space to express, to compete, to collaborate, and to grow.

Modern Era approaches entertainment as a system that empowers individuals and strengthens cultural continuity.

THE ARCHITECTURE OF JOY صنّاع الرؤية

"Ambition requires an architect. The scale of this transformation, unprecedented in speed and scope, is not a coincidence, but a constructed reality. The General Entertainment Authority, led by the relentless vision of His Excellency Turki Alalshikh, has done more than build venues; they have dismantled the word 'impossible.' By bridging the gap between local identity and global excellence, they have created a stage where Saudi talent does not just compete, but commands. This is the infrastructure of joy. The foundation has been laid; the era of waiting is over."

Saudi

as a Global Host

السعودية...
مساحة تلتقي فيها الطوحات

Saudi Arabia has positioned itself as more than a destination. It has become a place of convergence. A place where global talent is welcomed, where ideas intersect, and where collaboration feels intentional. This hosting is sustained by infrastructure, openness, and energy.

It is driven by youth who act as the pulse of this environment, connecting local identity with global presence.



ROOTS OF THE FUTURE

جذور المستقبل



The Cultural Pillars

"Culture does not exist in isolation. It is shaped by systems that move people, ideas, and ambition. This volume focuses on four forces that define contemporary cultural life:

Fashion & Craft

Film

Music

Sport

Art

Influence

Each pillar is approached with intention, to understand its role, and its impact.



FASHION والتصميم & CRAFT

Modern

Elegance

M.E Fashion

Fashion today is more than appearance. It is how identity is expressed, negotiated, and understood. In Saudi Arabia, fashion has moved beyond consumption into authorship, where design reflects culture, confidence, and a clear sense of place within the global conversation.

This shift is not driven by trends alone, but by structure: education, platforms, leadership, and access to the world's creative systems.

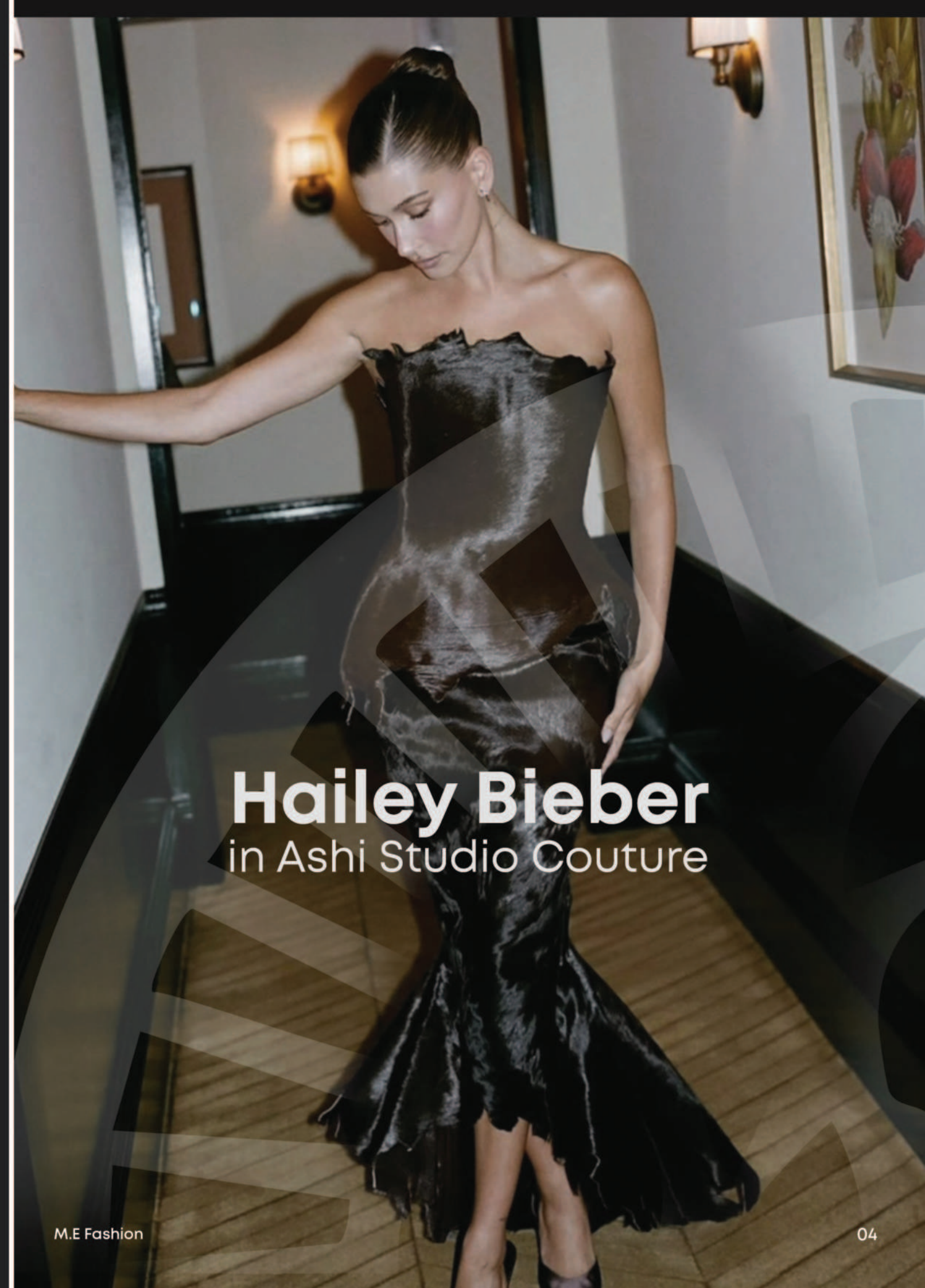
Fashion here operates as dialogue. Between heritage and innovation. Between local identity and international presence. Between personal expression and collective vision. What follows is not a record of moments, but a reflection of a system taking shape, one that allows creativity to travel, evolve, and belong.

M.E Fashion

When Saudi design appears on global figures, the moment is not defined by visibility alone, but by what it represents. Hailey Bieber's appearance in Ashi Studio couture signals a shift in how Saudi fashion is perceived internationally. The look does not rely on symbolism or explanation. It exists confidently within the language of contemporary couture, speaking through construction, restraint, and presence.

Ashi Studio's work carries a distinct signature, architectural silhouettes, controlled drama, and a dialogue between Arabian heritage and European craftsmanship. When worn on a global stage, that identity remains intact. It does not adapt to fit the moment; the moment adapts to it.

This appearance reflects more than personal style. It highlights how Saudi designers are no longer positioned on the margins of global fashion, but within its core conversations. Their work moves fluidly across borders, understood and respected for its design integrity rather than its origin story. In this context, visibility becomes secondary. What matters is authorship. Saudi fashion is not seeking validation. It is defining its place.



Hailey Bieber in Ashi Studio Couture

If the first moment establishes presence, the second confirms intention.

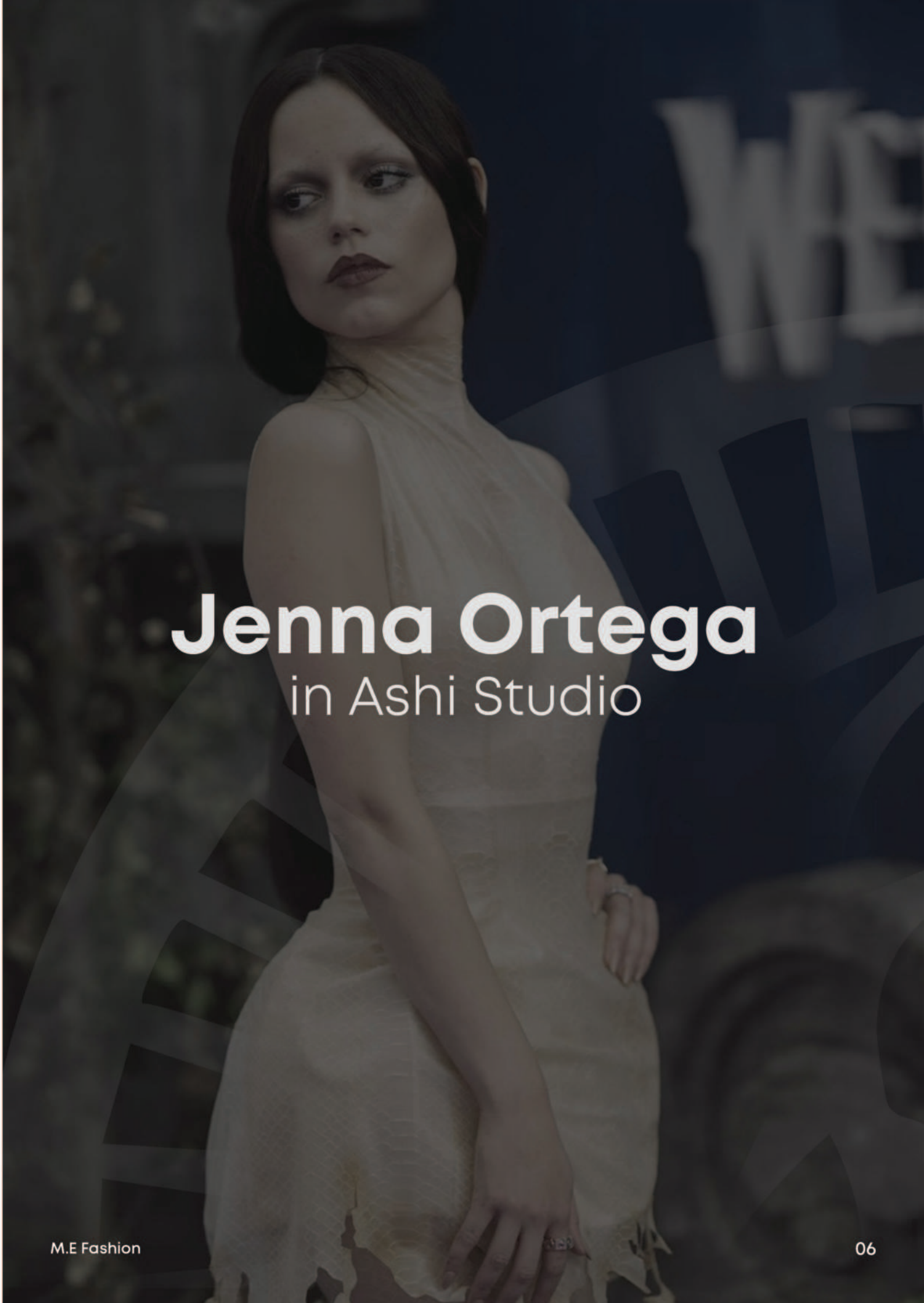
Jenna Ortega's appearance in Ashi Studio couture reinforces that Saudi design is not appearing globally by coincidence. It is being chosen, repeatedly, for its narrative strength and visual authority.

The look itself carries a sense of transformation. Sculptural, restrained, and deliberately dramatic, it reflects Ashi Studio's ability to translate emotion into form. There is tension in the construction, precision in the detailing, and clarity in the silhouette. Nothing feels ornamental. Everything feels intentional.

What makes this moment significant is not the event, nor the styling, but the consistency it represents. Ashi Studio's design language remains unmistakable across different global contexts. It adapts without dilution, holding its identity steady while engaging new audiences. This continuity signals maturity.

It shows a fashion voice that understands longevity rather than momentary impact. Through such appearances, Saudi couture moves beyond novelty.

It enters the global fashion conversation as a reliable, respected presence, one defined by authorship, not explanation.



Jenna Ortega

in Ashi Studio

The System Behind The Moment

المنظومة

Saudi 100 Brands is an initiative of the Fashion Commission that was launched in 2021st. It offers a year-long mentorship program that has professional development at its core. The focus of Saudi 100 Brands is to allow Saudi and fashion brands to reach their full potential. It offers one-on-one mentorship, masterclasses, workshops, exhibitions, retail and wholesale opportunities. Learning is supported by a team of

experts from leading fashion houses. In addition, the program provides educational experience from leading academic institutionsst. The program seeks to empower entrepreneurs to build their brand sustainably. The program consequently covers topics such as branding, sales and marketing, product development and commercialisation, public relations and communication strategy, as well as a strategy to tap into the global market.

The program has had an immediate impact, with participants gaining exposure to the global market through the Saudi 100 Brands participation during the international fashion weeks of NYC, Milan, and Paris among others. The program is offered to designers, brands and entrepreneurs who actively work in bridal wear, couture, ready-to-wear, jewellery, bags, footwear, and fragrancest.

Global visibility does not happen in isolation. It is the outcome of structure. Behind every international appearance lies an ecosystem, one that develops talent, provides access, and sustains creative growth over time. In Saudi Arabia, fashion is supported through intentional frameworks that connect designers to education, production, mentorship, and global platforms. Initiatives such as the Saudi Fashion Commission and programs like Saudi 100 Brands operate as enablers, not amplifiers, building pathways rather than chasing attention. These systems do not seek to explain Saudi fashion to the world. They allow it to be understood naturally.

By investing in long-term development and global integration, the fashion ecosystem moves beyond exposure into continuity. Creativity is not only showcased, it is supported, refined, and sustained. This is where individual moments gain meaning. Not as isolated successes, but as outcomes of a system designed to endure.

<https://saudi100brands.com/>

Riyadh Fashion Week 2025

الهيبة



A Stage of Authority

MONA ALSHEBIL



Riyadh Fashion Week 2025

المهنية

Riyadh Fashion Week is no longer defined by its emergence, but by its role. It operates as a platform where global fashion intersects with Saudi identity, not as contrast, but as collaboration. The runway becomes a space of exchange, where international houses and Saudi designers share a common stage shaped by intention, not spectacle.

The presence of global figures such as Stella McCartney and Vivienne Westwood does not shift the focus away from local creativity. It sharpens it. These moments signal confidence, the ability to host global voices while maintaining cultural clarity.

What unfolds here is not a borrowed format, but a reinterpreted one. Runways are staged with context. Collaborations are rooted in place. Heritage is not referenced, it is embedded. Riyadh Fashion Week functions as both a mirror and a signal.

A mirror of a creative ecosystem that has matured internally, and a signal to the world that Saudi Arabia is ready to shape fashion dialogue on its own terms. This is not an event defined by scale alone. It is defined by authorship.

Education as Continuity الاستدامة

Fashion systems endure when knowledge is transferred.

The presence of global fashion education within Saudi Arabia marks a critical shift, from participation to permanence. Institutions such as Istituto Marangoni represent more than academic expansion; they signal long-term investment in creative intelligence.

By bringing world-class education into the Kingdom, fashion is no longer shaped solely through exposure or experience abroad. It is cultivated locally, refined through structured learning, and aligned with international standards from within.

This educational layer strengthens the ecosystem quietly. It prepares designers not only to create, but to sustain. To build brands, navigate markets, and contribute meaningfully to the global fashion economy.

Here, fashion moves from momentum to longevity.

Princess Nourah Al Faisal

Leadership in fashion is not defined by visibility alone, but by direction.

Princess Nourah Al Faisal represents a generation of Saudi leadership that understands fashion as a cultural responsibility, one that connects heritage, craftsmanship, and contemporary expression without compromise.

Her work operates at the intersection of culture and design. It does not seek to modernize heritage by distancing from it, nor does it preserve tradition by freezing it in time. Instead, it allows cultural memory to evolve naturally through form, material, and narrative. Within the Saudi fashion ecosystem, this approach has helped shape a clearer identity, one that is confident, self-aware, and capable of engaging globally without losing its center. Leadership here is quiet, intentional, and deeply rooted. What makes this presence significant is not position, but perspective. An understanding that fashion carries meaning beyond aesthetics, and that creative industries thrive when guided with clarity and care. In this context, leadership becomes authorship. A way of shaping culture with integrity, continuity, and purpose.



Cultural Leadership

Global presence is built long before arrival. Behind every confident appearance on international stages lies a period of preparation, one focused on skill, discipline, and understanding context. Programs such as the Fashion Commission's content creation initiative in Milan reflect this phase of intentional readiness.

Rather than positioning talent for momentary exposure, this approach prioritizes capability. Designers are immersed in global creative environments, exposed to industry standards, and equipped with the tools needed to communicate effectively across markets. This preparation does not aim to reshape identity. It strengthens it.

By investing in readiness, Saudi fashion ensures that when it enters global conversations, it does so with clarity and confidence, fluent in the language of the industry while grounded in its own perspective.

Here, global presence becomes a result, not a goal.



Fashion Commission

Content Creation Program in **Milan**



<https://fashion.moc.gov.sa/en>

Global presence is not defined by arrival, but by readiness.

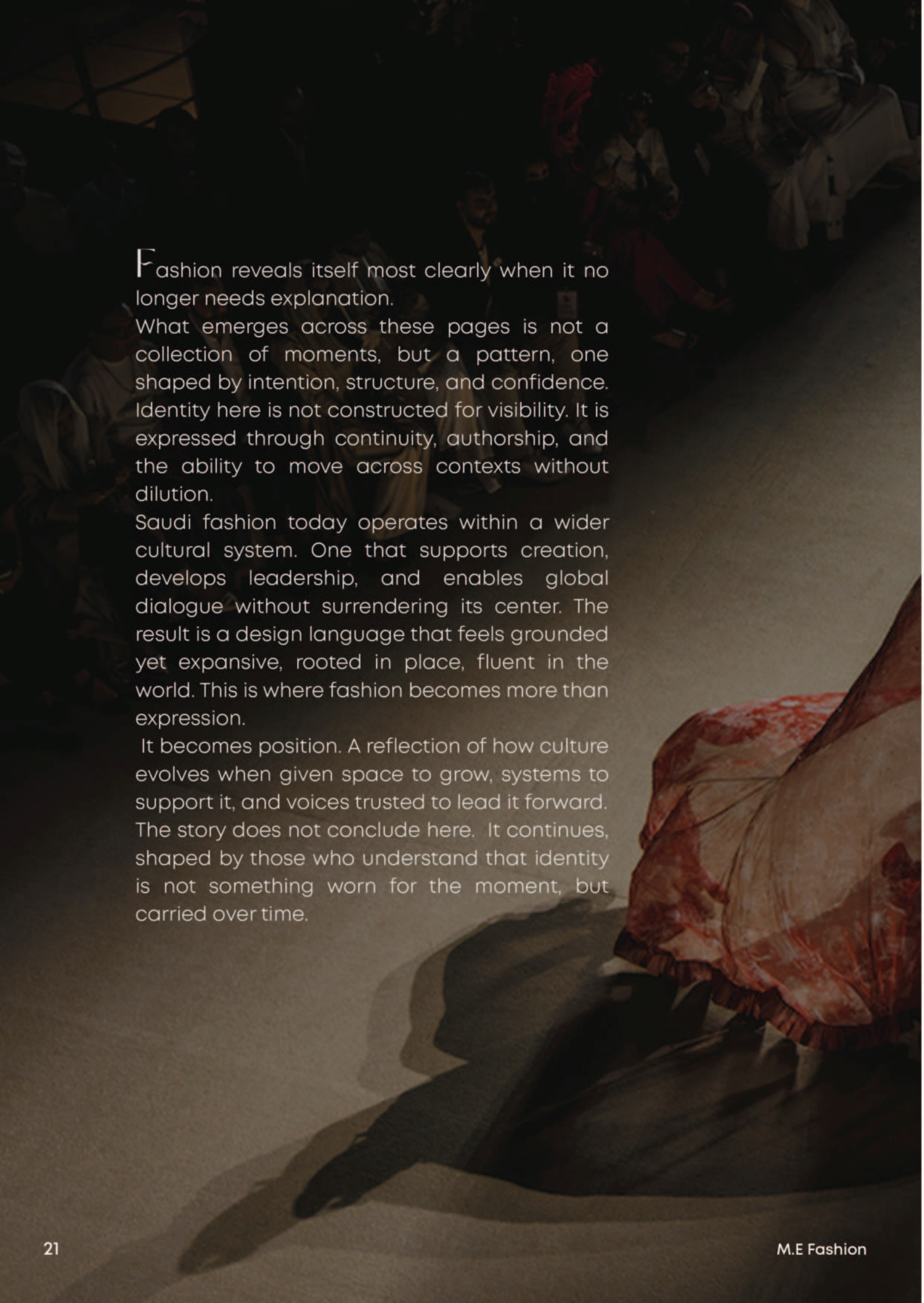
Saudi participation at Tokyo Fashion Week reflects a stage where fashion no longer needs introduction. It enters international arenas prepared, with clear identity, disciplined design language, and an understanding of context.

Tokyo, as a fashion capital known for precision, craft, and conceptual clarity, offers a demanding stage. Presence here signals more than visibility; it signals alignment with global standards that value structure as much as creativity.

What distinguishes this moment is intention. Saudi fashion does not appear as an external influence adapting to a new environment. It appears as a voice capable of conversing within it, respecting local sensibilities while maintaining its own authorship. This outward movement is the result of continuity. From local systems and platforms, to leadership and global exchange, to confident participation abroad. Here, fashion is no longer defined by where it comes from, but by how clearly it speaks.

Tokyo ^{Week} Fashion

Saudi Presence Abroad

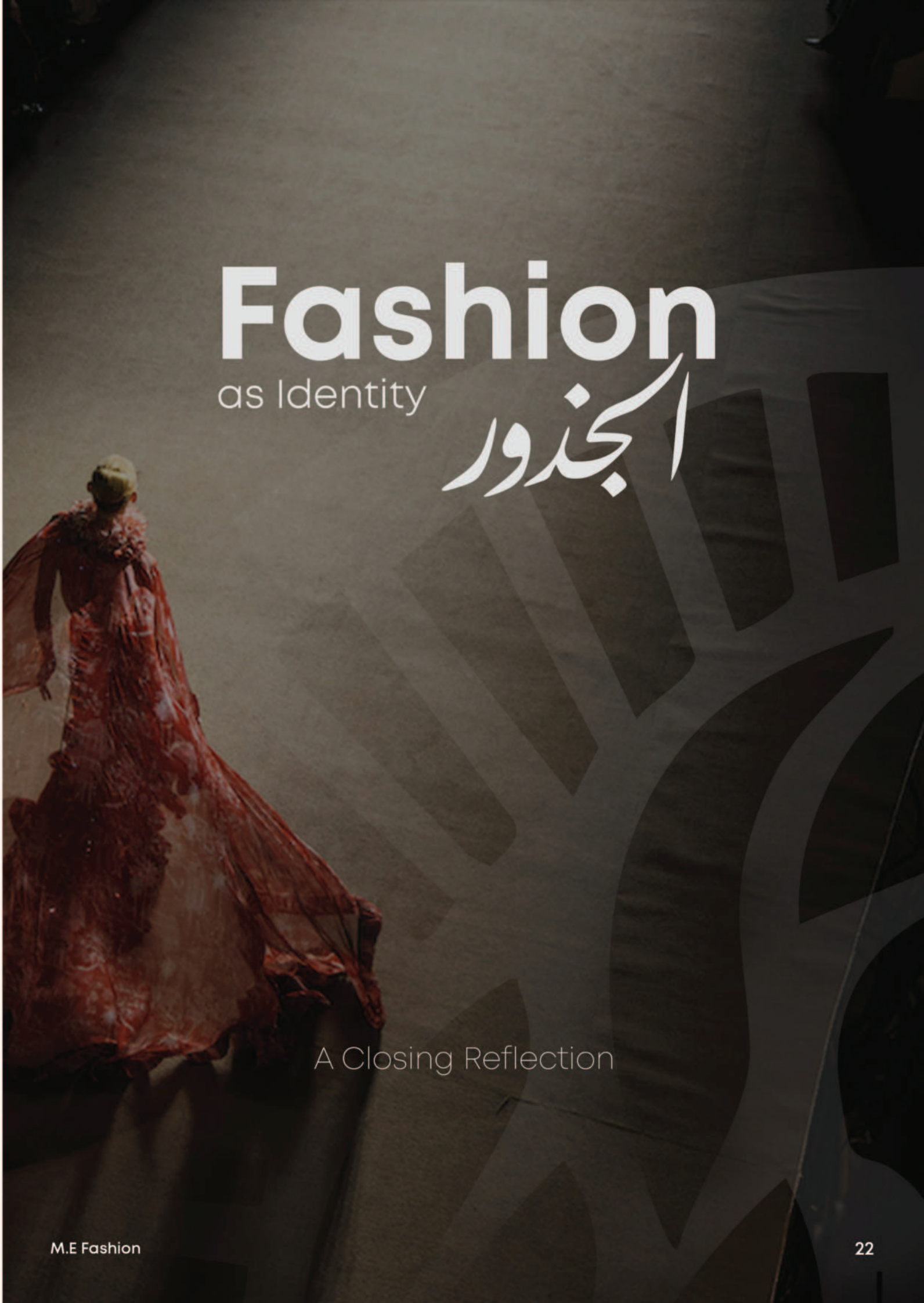


Fashion reveals itself most clearly when it no longer needs explanation.

What emerges across these pages is not a collection of moments, but a pattern, one shaped by intention, structure, and confidence. Identity here is not constructed for visibility. It is expressed through continuity, authorship, and the ability to move across contexts without dilution.

Saudi fashion today operates within a wider cultural system. One that supports creation, develops leadership, and enables global dialogue without surrendering its center. The result is a design language that feels grounded yet expansive, rooted in place, fluent in the world. This is where fashion becomes more than expression.

It becomes position. A reflection of how culture evolves when given space to grow, systems to support it, and voices trusted to lead it forward. The story does not conclude here. It continues, shaped by those who understand that identity is not something worn for the moment, but carried over time.



Fashion

as Identity

الجنذور

A Closing Reflection

AWAKEN was born to disrupt fashion's autopilot, to break the endless scroll of consumption with something intentional, present. We silence the noise of "more" by designing pieces that force a pause. Diamond-patched jackets. Fastenings that ask you to stop and feel. Not just wear. I design for those who crave belonging without surrendering to sameness. Our silhouettes don't whisper, they gaze back. They're a mirror, turning the wearer into the protagonist of their own story. Every piece dares you to own your space.

Creative tension is where the real design lives. Saudi craftsmanship collides with AWAKEN's identity, not in conflict, but in collaboration. That's where timelessness emerges. Where the awakening happens.

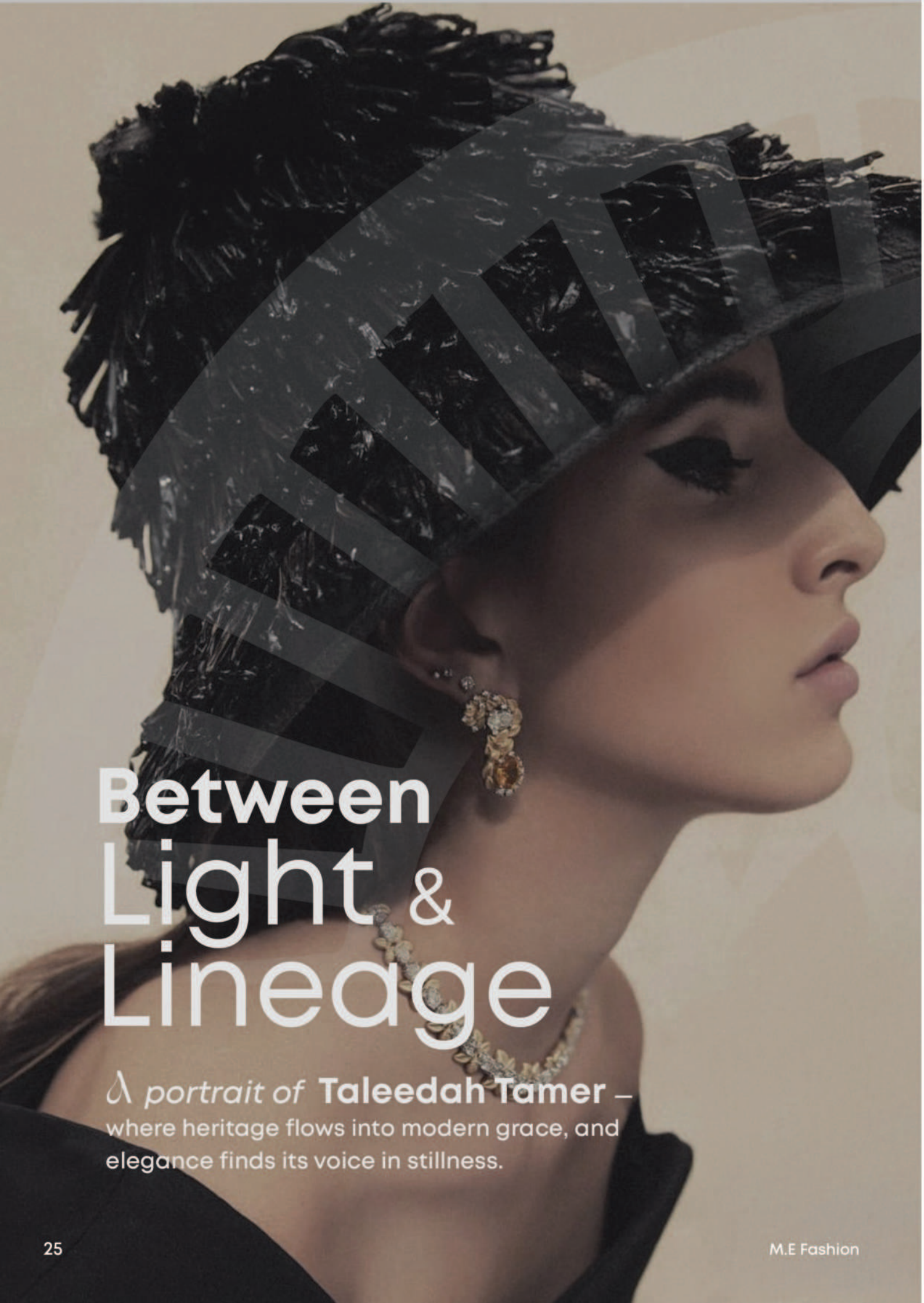
I steal moods from overlooked moments. The silence between arguments. The way sunlight hits concrete at 4 p.m. Nothing is too small to feel. Every detail counts. Every second holds tone.

I'm not here to document the renaissance. I'm here to disturb it. While others archive what's changing, AWAKEN asks: What does mindfulness look like in a nation leaping forward? What does stillness mean when everyone is moving fast?



WAKE THE SILENCE

Δ conversation with **Khalid M.**, –
Creative Director of AWAKEN – where fashion
doesn't follow trends, it interrupts them.



Between Light & Lineage

*A portrait of Taleedah Tamer —
where heritage flows into modern grace, and
elegance finds its voice in stillness.*

Some forms of grace aren't learned, they're passed on. Quietly. Through presence, through example, through love. For me, it came from two places I've always called home in different ways. Jeddah gave me warmth, a deep sense of place. Italy gave me expression, a way to see life through detail, rhythm, and emotion.

My mother made sure her world was always part of ours, in the way she spoke, in the way she created beauty without trying. And my father gave me something just as lasting: quiet strength, and a way of carrying myself with intention. Together, they raised me to feel safe in in-between spaces. To know that I didn't have to choose, I could be both. Fully.

That shaped everything. It taught me that identity isn't fixed, it shifts, it softens, it expands. And when I walked my first show, not just walked, but opened, at Paris Haute Couture Week, something in me felt deeply seen. I wasn't just stepping onto a runway. I was stepping into everything that brought me there. I carried my name, my history, my hopes, and instead of pressure, I felt calm. I felt proud.

What I've always loved most about this world, fashion, photography, storytelling is how emotional it really is. It's not about how things look. It's about how they feel. What they hold. The energy behind a moment. Whether I'm in front of the camera or behind it, I'm always chasing that: the stillness that holds something real. Studying marketing and communication gave me a different kind of lens, one that helped me understand the message behind the beauty. Because fashion isn't just surface. It's a conversation. A way of saying something without having to speak. This journey is still unfolding. I'm still learning, still evolving.



A conversation with **Aram Kabbani** –
Where heritage finds its form in modern design.

The Architecture of Elegance

For Aram Kabbani, fashion is no longer about dressing, it's about defining. As Chief of Fashion and Retail at MWAZ in Via Riyadh, she doesn't simply curate wardrobes; she shapes experiences that reflect a nation in motion. "When the work moved from styling a client to building a retail world," she says, "I realized my choices were shaping how thousands of people encounter fashion in Saudi, not just one person before a mirror."

Through MWAZ's four frontiers, technology, curation, personalized service, and community, Aram is designing what she calls "the Saudi silhouette": refined minimalism rooted in craftsmanship and modesty. "If a piece can be found everywhere, it doesn't belong. Authenticity and purpose define the silhouette." As Saudi fashion rises on the global stage, she carries her role as custodian with quiet precision, mentoring emerging designers, supporting Saudi 100 Brands, and ensuring that every display, every collection, holds to international standards without losing local truth. "I speak two fluent languages," she says. "Global standards and Saudi authorship. Assimilation is only the grammar that lets the world read our story." Her philosophy is disciplined, built on testing, research, and restraint. "Retail humbles you," she reflects. "Some brands you love don't land; others surprise you. I've learned to let results, not ego, write the rulebook." Beyond the lights and launches, she credits her quiet rituals, the morning list, the workout, the discipline of structure, as her true legacy. "Applause fades," she says softly. "Routine endures."

MUSIC

as Collective Experience

الإيقاع

Music is felt before it is understood. It moves through bodies, spaces, and memory.

In Saudi Arabia, music has become a shared cultural language, one that gathers people, shapes atmosphere, and gives rhythm to public life. It exists in scale and in intimacy, in mass gatherings and in quiet moments, carried by voices, instruments, and silence alike. This emergence is not accidental. It is supported by environments that allow sound to be heard, expression to be explored, and audiences to engage openly.

Music here is not confined to genre or format; it adapts, evolves, and travels through experience.

What follows is not a record of performances, but a reflection of how music lives, as rhythm, memory, and collective presence.

Saudi National Orchestra & Choir

The Sound of a cultural Nation

A nation's sound is not only heard. It is carried.

The Saudi National Orchestra and Choir represent a defining moment in how collective identity is expressed through sound. Here, music becomes a language of continuity, one that brings together heritage, discipline, and contemporary presence within a single composition. The orchestra does not perform nostalgia. It interprets memory.

Through arrangement, rhythm, and form, traditional melodies are given new structure, allowing them to move confidently within global classical frameworks while remaining rooted in place. The choir adds a human dimension, voices layered with intention, restraint, and emotional clarity. What distinguishes this presence is not scale, but coherence. Each performance reflects an understanding of music as cultural responsibility.

The Saudi National Orchestra and Choir articulate a musical identity that does not ask to be explained. It exists with confidence, measured, expressive, and unmistakably its own.

Hegra

Candlelit Classics

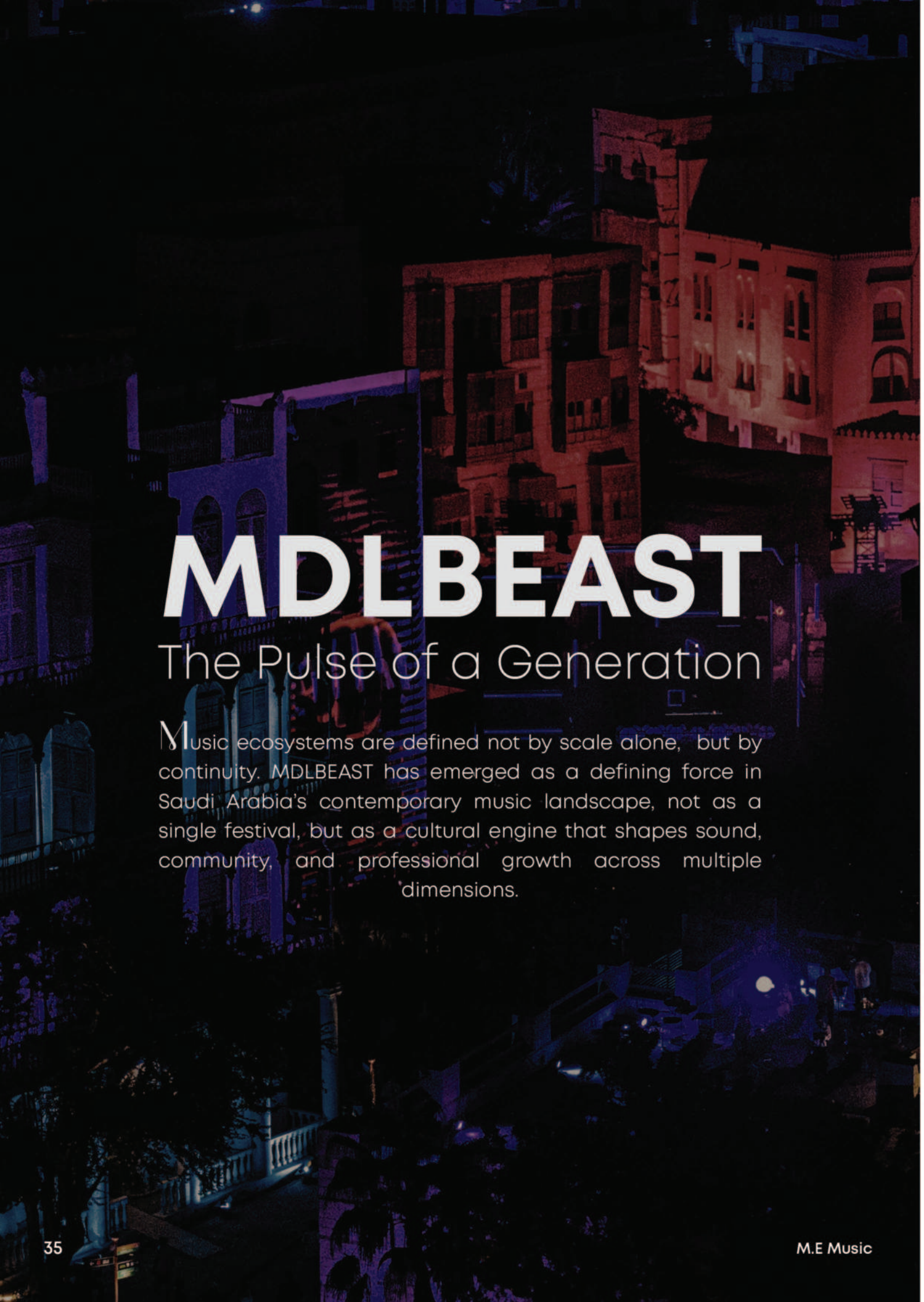
السكينة

الأصالة
ALULA

Music does not always need a stage. Sometimes it needs a setting.

At Hegra, sound moves differently. Surrounded by ancient stone and open sky, music becomes an extension of place, shaped by silence, distance, and time. The candlelit setting strips performance of excess, allowing sound to exist in dialogue with its environment. Here, classical compositions are not amplified through spectacle. They are held within intimacy. Each note carries weight, softened by stillness and sharpened by attention. The experience invites listening not as consumption, but as presence. This form of performance reframes music as atmosphere. It slows perception. It deepens awareness. In spaces like Hegra, music does not compete for attention. It earns it.

<https://www.experiencealula.com/en>



MDLBEAST

The Pulse of a Generation

Music ecosystems are defined not by scale alone, but by continuity. MDLBEAST has emerged as a defining force in Saudi Arabia's contemporary music landscape, not as a single festival, but as a cultural engine that shapes sound, community, and professional growth across multiple dimensions.



Through platforms such as Soundstorm, AZIMUTH, and XP Music Futures, MDLBEAST operates as a connected system. Soundstorm captures the energy of mass gathering, where global and regional artists meet a generation fluent in contemporary sound. AZIMUTH extends this experience into landscape, using AlUla as a canvas for music shaped by place and experimentation. XP Music Futures moves deeper, into structure, dialogue, and development, where the industry itself is examined, challenged, and built. What unites these expressions is intention. Music here is not imported for spectacle. It is cultivated through community, dialogue, and long-term vision.

MDLBEAST does not position Saudi Arabia as a consumer of global music culture. It positions it as a contributor, a place where sound is experienced, discussed, and developed with seriousness and ambition. This ecosystem reflects a generation that understands music as identity, not trend.

Terhal الرحلة

Not all music is heard.
Some of it is traveled.

Terhal exists between sound, movement, and narrative. It unfolds as a journey, one that carries audiences through place, memory, and emotion without relying on spectacle or volume. Music here is not presented as performance alone, but as a guide through experience. This form of storytelling dissolves the boundary between audience and stage. Rhythm becomes motion. Sound becomes direction. Meaning is revealed gradually, shaped by progression rather than climax.

What distinguishes Terhal is its refusal to rush. It allows time to work as part of the composition. Each moment builds upon the last, creating immersion through continuity. In this space, music becomes narrative. Not something observed, but something lived.

Classical & Operatic Dialogue

Timeless Stories, New Stages

Some narratives endure because they continue to speak across time, language, and geography. The presence of opera and musical theatre in Saudi Arabia reflects cultural confidence. These works are not introduced as symbols of arrival, but hosted as part of an ongoing dialogue with the world's most enduring artistic languages. Saudi stages today function as global meeting points, where tradition is respected, and performance is allowed to evolve in the present.

Modern
Elegance



Carmen

Intensity, Conflict, Permanence

Carmen arrives with a legacy shaped by emotion and defiance. Its music confronts desire, freedom, and consequence, themes that remain immediate across generations. Presented locally, the work is experienced as living drama rather than preserved history. Opera here retains its power through tension and restraint, reminding audiences that some stories never lose relevance.

The Met Opera

Dialogue at the Highest Standard

Engagement with The Metropolitan Opera signals readiness. It reflects an environment capable of hosting artistic rigor, complexity, and tradition without compromise. This exchange is not about imitation, but alignment, meeting global standards through context, care, and cultural confidence.

DANCIN'02 Wicked

Spectacle, Story, Connection

Wicked speaks through imagination and accessibility. As a contemporary musical, it bridges theatrical tradition with popular storytelling. Its presence reflects an understanding that cultural dialogue thrives when it is inclusive, allowing large-scale performance to connect across generations.

Between collective sound and global stages, there is the individual voice. Reef Loretto operates within a space of restraint, where music is shaped through introspection rather than scale. His work moves quietly, guided by atmosphere, texture, and emotional clarity. Sound here is not designed to command attention, but to invite presence.

This approach positions the artist as a bridge. Influences travel across cultures, genres, and geographies, filtered through a personal sensibility that values nuance over declaration. Music becomes a conversation, measured, intentional, and open-ended. In this space, expression is not amplified. It is refined. Reef Loretto represents a generation of artists comfortable with subtlety, confident enough to let sound breathe, and precise enough to let silence speak.

Reef Loretto

الصوت





Bon Entendeur

Music as Experience

Some music is remembered not by sound alone, but by how it made space feel.

Bon Entendeur's debut in Riyadh is defined by atmosphere rather than spectacle. Blending electronic rhythm with nostalgia, spoken word, and cinematic pacing, the performance unfolds as an experience, one that moves through memory, emotion, and collective presence. What distinguishes this moment is its intimacy. The music does not overwhelm. It invites. Sound becomes a shared environment, where audiences engage through feeling rather than volume. Each transition is measured, allowing rhythm and emotion to coexist without urgency. This approach reflects a broader cultural shift. Music here is not only performed; it is curated as experience. It values mood, timing, and connection, offering audiences a space to listen, reflect, and belong.



Music

as Collective Memory

الذاكرة

Music remains after the sound ends. It lives in rhythm, in movement, and in shared moments that resist documentation. Across scales and styles, music shapes memory, not through volume, but through presence. What endures is not performance, but feeling.

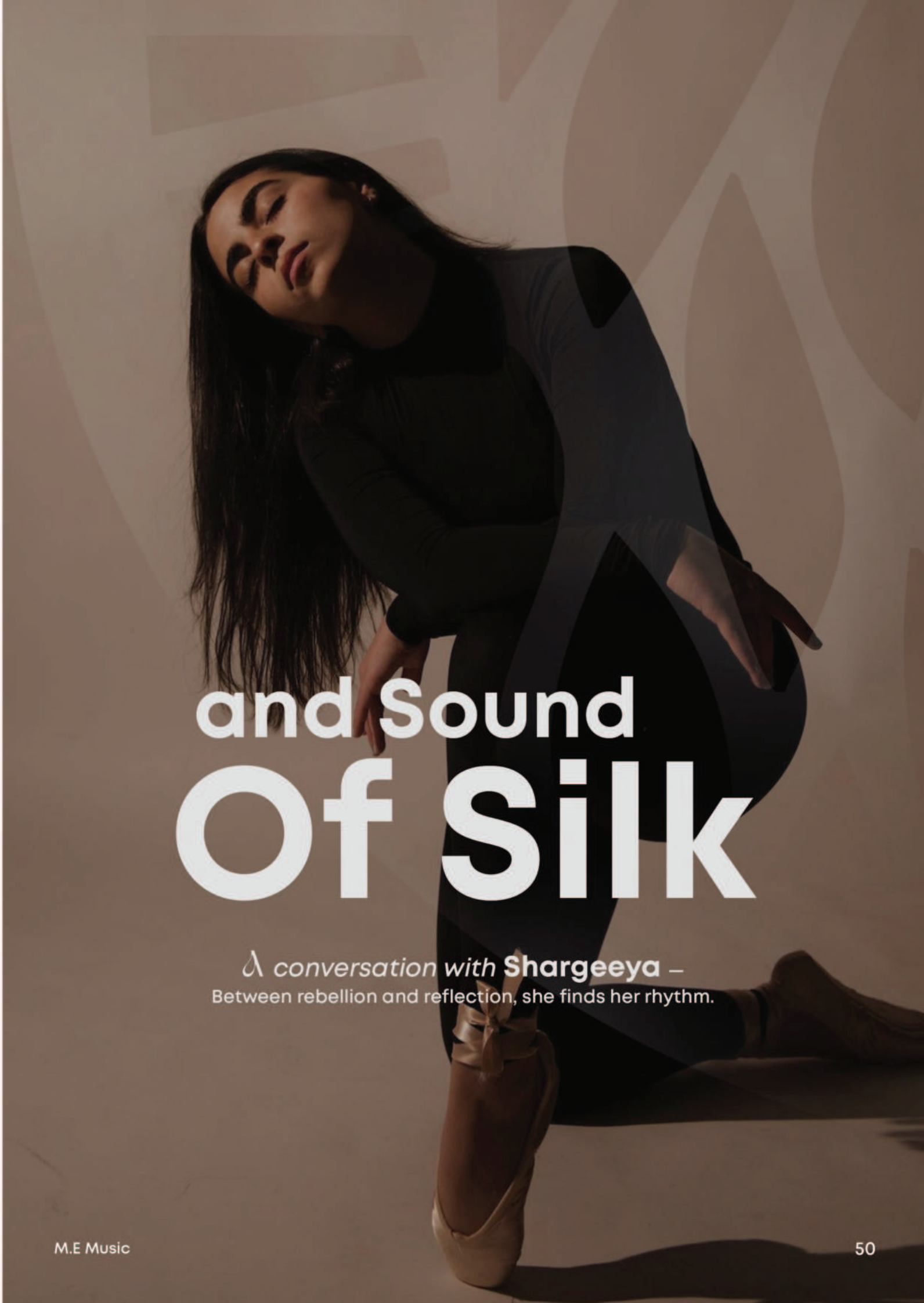
The way sound gathers people, holds time, and leaves traces long after silence returns. Here, music is not an event. It is a memory in motion.

Every song she releases feels like a confession disguised as melody. For Shargeeya, music isn't performance, it's transformation. Her voice carries the ache of evolution, tracing the quiet arc from resistance to surrender. In *Forbidden Fruit*, she questioned the world around her. In *Lafena*, she lingered in longing. And in *Take Care of Me*, she found acceptance. Together, these chapters form a single story, one of becoming, of learning that strength and softness can coexist. "I used to think independence meant doing everything alone," she says. "Now I know it means protecting my voice." For Shargeeya, standing tall in the Saudi music scene isn't an act of defiance but one of self-trust. It's about carving a space where her truth can exist freely, unapologetically.

Before her voice, there was movement. Trained in dance, her first instrument was her own body. "Dance taught me to listen without thinking," she reflects. "It's where I learned to feel before I spoke." That language of motion shaped her music, turning rhythm into emotion and performance into release. Each lyric she writes now moves like choreography, delicate, intentional, alive.

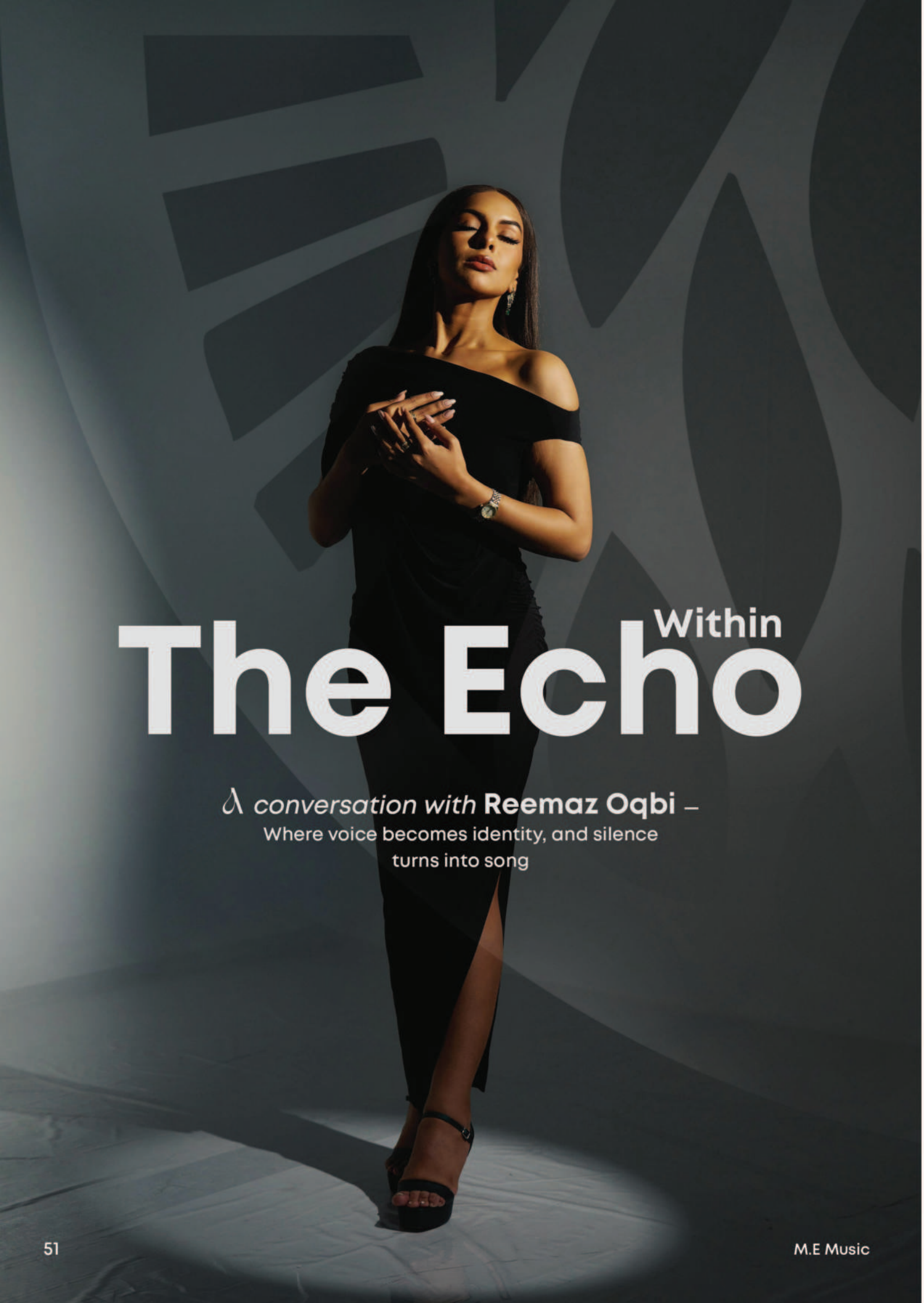
Rooted in heritage yet drawn to reinvention, Shargeeya embodies the duality of a generation redefining identity. She blends languages, sounds, and aesthetics as if they were threads of the same fabric. "Tradition grounds me," she says. "But being rooted doesn't mean being restricted." Her art thrives in that tension—between history and possibility, between who she is and who she's becoming. Fashion, too, is part of her language. Elegance meets edge in the world she's building, every visual, every note, every gesture an echo of her essence. "Every choice is intentional," she says. "How I present myself mirrors how I see myself."

In a cultural era defined by reinvention, Shargeeya stands as a reflection of Saudi Arabia's new voice, global, grounded, and gracefully daring. "I want young women to know they can dream publicly," she says softly, "and that you don't have to choose between being strong and being sensitive. You can be both."



and Sound Of Silk

Δ conversation with Shargeeya –
Between rebellion and reflection, she finds her rhythm.



Within The Echo

Δ *conversation with Reemaz Oqbi –*
Where voice becomes identity, and silence
turns into song

For Reemaz Oqbi, the stage is not a spotlight, it's a mirror. It reflects who she has become: a woman who sings not for applause, but for meaning. Her moment of awakening didn't arrive with a fanfare, but in stillness, backstage at the Théâtre du Châtelet in Paris, moments before stepping into history. As the Saudi National Orchestra played Mohammed Abdu's Lana Allah, she steadied her breath. "It felt like two waves crashing," she recalls. "The Pacific meeting the Atlantic, tradition meeting tomorrow."

That night, dressed in her abaya, she sang three operatic arias beneath one of the world's most revered ceilings, not only as a performer, but as a bearer of identity. "It was terrifying and transcendent," she says. "It taught me that my art must carry intention, clarity, and grace. I knew then that I had just set the tone for the future of classical singing in Saudi Arabia."

Raised between East and West, Reemaz sees no fracture between them, only harmony. "I wear my culture boldly," she says. "It's not an accessory; it's my soul. Carrying classical music within me isn't a contradiction. It's the most Saudi thing I could do, to create with dignity, to rise with integrity." Her artistry balances discipline and vulnerability, devotion and humor. Behind the elegance of her voice lives an artist unafraid to laugh, to stumble, to reveal the humanity behind the craft. "Music used to feel like bootcamp," she admits. "Now I meet imperfection with compassion. You must sing the wrong notes to understand the beauty of the right ones." Beyond her performances, she has become a vessel of change, a living bridge between Saudi heritage and global art. With each appearance alongside the Saudi National Orchestra, she feels audiences listening differently. "With every beat, every note, perspectives shift," she says. "The world is beginning to see Saudi Arabia through the lens of beauty, depth, and innovation."

FILM

as Narrative Power

السرد



Film is the art of perspective.

It's how stories are told, remembered, and understood. In Saudi Arabia, cinema is emerging as a language of clarity, one that reflects lived experience while engaging the world with confidence and intent. Stories are no longer framed only for visibility, but for meaning. They are constructed with awareness of craft, context, and consequence.

This evolution is driven by more than production.

It is supported by governance, talent development, and environments that allow filmmakers to work with discipline and freedom. Film here is not rushed to the screen; it is shaped through process. What follows is not a catalog of films, but a reflection of a cinematic system taking form, one that understands storytelling as both cultural responsibility and global dialogue.



Cinema gains legitimacy when its systems mature.

The Saudi Film Commission's decision to open the country's Oscar submission process marks a structural shift in how Saudi cinema positions itself globally. For the first time, filmmakers are invited into a transparent framework governed by clear criteria, international standards, and equal opportunity. This move signals more than participation in an awards process. It reflects confidence in the ecosystem itself, in the volume of work being produced, in the diversity of voices emerging, and in the ability of Saudi cinema to engage with global institutions on professional terms.

By aligning its submission process with the expectations of the Academy, Saudi Arabia demonstrates a commitment to fairness, process, and long-term credibility. Cinema here is no longer dependent on selection behind closed doors. It is evaluated through structure, authorship, and merit. Such governance matters. It creates trust within the creative community. It invites ambition without ambiguity. And it positions Saudi cinema as a serious contributor to the global film landscape. This is how industries mature, not through moments of recognition, but through systems that allow excellence to surface naturally.

Saudi Film Commission

Setting the Standard



Johnny Depp

in Riyadh

Hosting the Conversation

Cinema grows when knowledge is shared.

Johnny Depp's presence in Riyadh, through his participation at the Saudi Film Confex, reflects a broader shift in how Saudi Arabia engages with global cinema. The moment is not defined by celebrity, but by dialogue, a world-renowned actor and creative voice engaging directly with an emerging cinematic ecosystem.

Rather than positioning global figures as distant icons, the setting places them within an active exchange. Experience, craft, and perspective move openly between generations, industries, and cultures. Saudi Arabia functions here not as an audience, but as a host, creating space for conversation, learning, and professional interaction. This approach reflects a deeper confidence. Hosting global talent requires more than infrastructure; it requires readiness. It signals an environment capable of engaging with cinematic expertise on equal footing, without spectacle or dependence. In these encounters, cinema becomes collective. Not owned by geography, but shaped through exchange. Saudi Arabia's role is clear, to convene, to listen, and to build forward through dialogue.

AlUla Crew

Workforce Program

Cinema is built long before the camera rolls. In AlUla, landscape becomes a classroom. The AlUla Crew Workforce Program reflects an approach to filmmaking that prioritizes preparation, discipline, and local capability, training crews within real production environments rather than abstract settings.

This model understands cinema as a collective craft. Lighting, sound, logistics, coordination, and rhythm are learned on the ground, where scale, terrain, and time demand precision. Skill is shaped through practice, not simulation.

By developing local crews within one of the region's most cinematic landscapes, the program strengthens Saudi cinema from its foundation. It ensures that stories can be produced with fluency, efficiency, and cultural understanding, supported by professionals who know both the craft and the place. Here, film is not imagined in isolation. It is built in the field.



<https://film.moc.gov.sa/en> (film commission)
<https://filming.experiencealula.com/> (film alula)

Red Sea Film Foundation

Cinema on the World Stage

Global recognition carries weight when it is earned through consistency.

The presence of Red Sea-supported films at the Venice Film Festival reflects a mature phase in Saudi cinema's global engagement. Venice is not a platform that accommodates novelty; it is one that responds to craft, perspective, and cinematic discipline. Participation here signals readiness.

What distinguishes this moment is not visibility, but placement. Saudi-backed films enter one of the world's most selective cinematic environments through quality, structure, and narrative strength. They stand alongside international works not as exceptions, but as peers.

The Red Sea Film Foundation operates as a cultural enabler rather than a curator of taste. Its role is to support voices, develop projects, and provide pathways into global circuits where cinema is evaluated rigorously. In doing so, it allows filmmakers to move beyond regional categorization into universal conversation. This presence affirms a broader shift.

Saudi cinema is no longer defined by introduction. It is defined by contribution. Here, film becomes a language capable of traveling, not diluted by distance, but strengthened through dialogue.



Film

as Cultural Memory

الأثر

Cinema endures when it leaves more than images behind. Across these pages, film appears not as an output, but as a process, one shaped by intention, discipline, and trust in creative voices. Stories are formed through systems that allow time, craft, and perspective to develop without urgency or distortion. In Saudi Arabia, cinema is becoming a space where memory is constructed with care. Narratives emerge from lived experience, landscapes, and dialogue, carried forward by filmmakers who understand that storytelling holds responsibility as much as expression.



Behind The Frame

Δ conversation with Aziz Gharbawi –
an Actor of stillness, storycraft, and shaping
presence through performance.

Every actor lives with duality the hunger to grow a career, and the deeper hunger to protect the craft. For me, that balance comes from vision. I've always had a clear one: to become one of the greats from Saudi Arabia. But vision alone isn't enough. I read, I watch, I study. I absorb everything this art form offers not to follow, but to find. I don't believe in rules. Acting is a universal language, and I'm learning to speak it in my own voice. This is my sanctuary, and I chase it with everything I have. I'm drawn to silence. To strength. To duty. Those aren't just traits I play they live in me. The quiet moments on screen often come from quiet battles in life. That's where the truth comes from. As an actor, I carry the honor of storytelling in Saudi Arabia. And with it, a responsibility to show who we are with honesty, and to bring stories to the world that haven't been heard before. My work isn't just about me. It's about the country I represent, and the space I hope to open for others. Heritage is the root. Modernity is the growth. In my roles and in my choices, I try to hold both with care letting one inform the other.

The metaphor of the wolf has followed me since childhood. It speaks to something instinctual charisma, ambition, loyalty, and fierce protection of those you love. In a world that's redefining masculinity, I carry that metaphor with pride. It's not about domination it's about purpose. Preparing for a role isn't just physical. It's mental. It's spiritual. I need all three aligned to truly inhabit a character. That means building strength, yes but also stillness. Reflection. Surrendering to something larger than performance. My authenticity lives in my roots. I don't force universality I focus on telling our stories with truth. Because when we do that, we find that our emotions, our dreams, our losses they already speak a universal language.



Speaking from the roots

Voices aren't just vibrations; they are inheritance. When I step behind the mic, I am honoring the echoes that shaped me—my mother's lullabies, my father's stories. In our part of the world, tone isn't just about delivery, it is about dignity. It is how we carry our histories without needing to shout.

At its core, everything I do is translation. Not just of language, but of emotion. Elegance is restraint with purpose—it's not the loudest note, but the one you choose not to hit. Whether it's breath, lyric, or story, the engine is always the same: honesty, rhythm, heart. I treat every project like a conversation, not a performance.

This era is filled with momentum and memory. My role is to bridge both. What the world hears from Saudi today should feel like truth, not a trend. Silence has value, too. I remind myself often: the goal isn't to be everywhere. It is to say something real. Something that reflects here.

If my voice has opened anything, I hope it has opened doors of hope. From Elmo to Freej, if I can, they can too. To the boy I once was: Don't chase the mic, chase the message. Your voice is not your talent, it's your tool. Keep your edges. Speak softly when you can, firmly when you must. Your voice already matters, even if no one is clapping yet.



A portrait of **Abdullah Rafeeah**—
on voice, identity, and carrying culture forward.

Sport

as Human Potential

الانضباط



Sport reveals how a society invests in its people. In Saudi Arabia, performance is understood as a long-term pursuit, one that values discipline, preparation, and balance as much as achievement. Sport operates here as a system, connecting physical excellence with quality of life and sustained wellbeing. Wellness is not positioned against ambition. It supports it.

What follows reflects sport as more than competition, as a cultural force that shapes resilience, focus, and collective confidence when human potential is treated with intention.



Global Sports Authority

The World Competes Here

Authority in sport is earned through trust.

Saudi Arabia's ability to host the world's most influential sporting events reflects a shift from participation to leadership. Global platforms such as WrestleMania and international championship boxing nights are not staged as spectacles alone; they are curated within systems capable of meeting the highest operational, cultural, and professional standards.

Boxing, in particular, has emerged as a defining pillar of this authority. Through high-caliber fight nights such as The Ring series, Saudi Arabia has positioned itself as a center for elite competition — where titles are contested, legacies are shaped, and the sport's most disciplined forms are respected.

These events require more than venues. They demand infrastructure, governance, and an audience prepared to engage with sport as a shared global language. The presence of elite combat sports in Riyadh signals an environment that understands scale without sacrificing control, and intensity without chaos. What defines these moments is not exclusivity, but openness. Saudi Arabia positions itself as a global arena, one where sport is hosted with clarity, safety, and respect for the disciplines it represents. Athletes arrive to compete, audiences arrive to engage, and the stage functions with authority. Here, sport becomes more than competition. It becomes a statement of readiness.

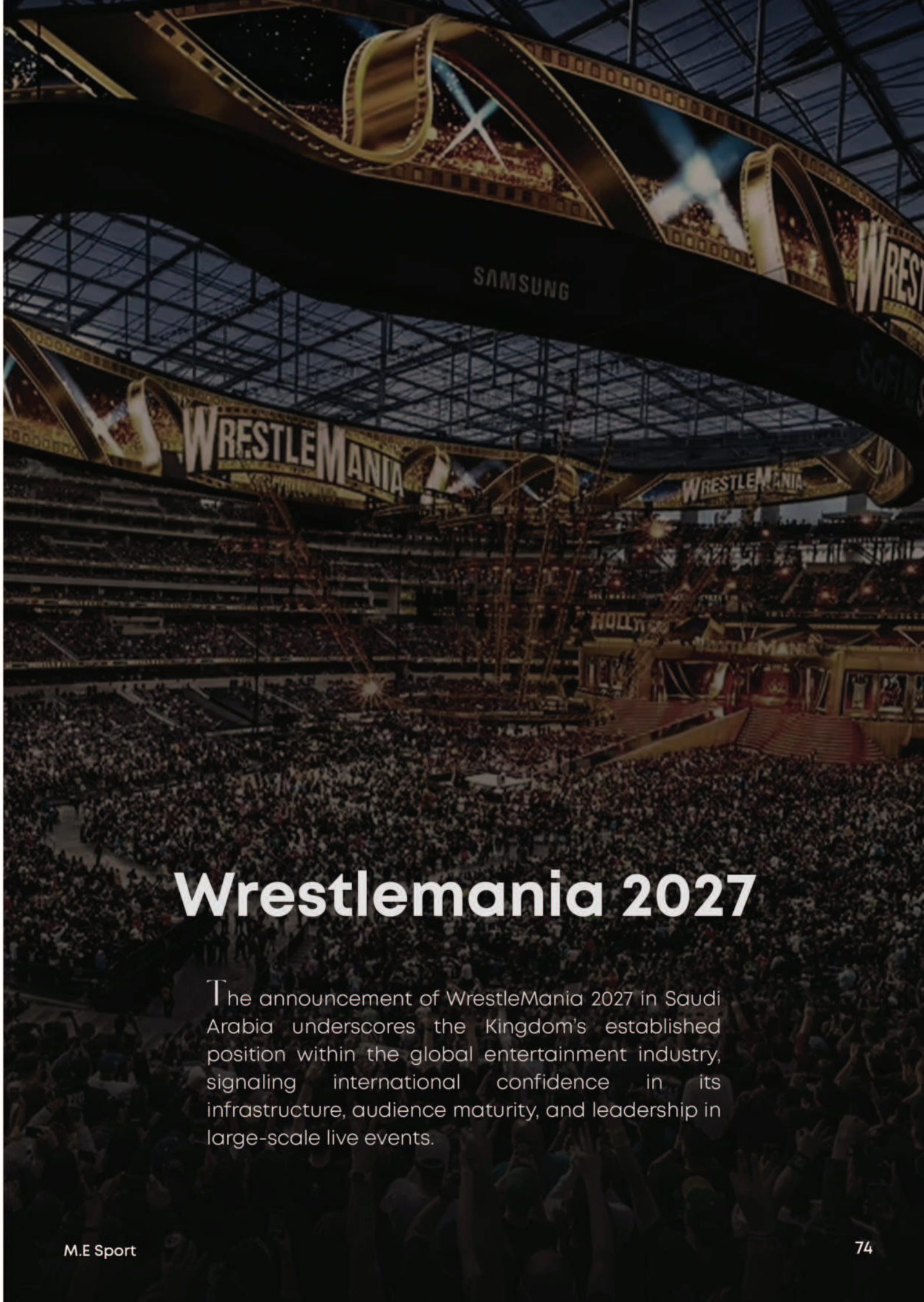
Ring IV: Night of the champions





Ring v: Night of the samurai

Ring V marks another step in Saudi Arabia's expanding role within the international sports ecosystem, reflecting the Kingdom's continued ability to host globally rooted disciplines with professional standards, cultural awareness, and long-term strategic intent.



Wrestlemania 2027

The announcement of WrestleMania 2027 in Saudi Arabia underscores the Kingdom's established position within the global entertainment industry, signaling international confidence in its infrastructure, audience maturity, and leadership in large-scale live events.

Individuals

Who Redefined Excellence

The World Competes Here

Icons matter not because of visibility, but because of what they represent. In moments of transition, certain figures carry meaning beyond their discipline. Their presence signals alignment, between ambition, professionalism, and global recognition. In Saudi Arabia's evolving sports landscape, performance icons appear not as endorsements, but as symbols of shared values.



Cristiano Ronaldo

Longevity as Discipline

Cristiano Ronaldo represents a rare form of excellence, one built on continuity rather than peak moments. His career reflects an understanding of performance as long-term commitment: training, recovery, focus, and repetition refined over decades.

Within the Saudi context, his presence extends beyond football. It reinforces a culture that values consistency, resilience, and the pursuit of sustained greatness. Here, performance is not defined by a season, but by endurance.

Tom Brady

Precision Under Pressure

Tom Brady's legacy is shaped by control. His approach to sport emphasizes preparation, decision-making, and mental clarity under pressure. Success here is not driven by force, but by discipline and timing.

His engagement within Saudi Arabia reflects an appreciation for sport as strategy, where leadership, composure, and adaptability define performance. Excellence, in this sense, becomes a mindset before it becomes a result.



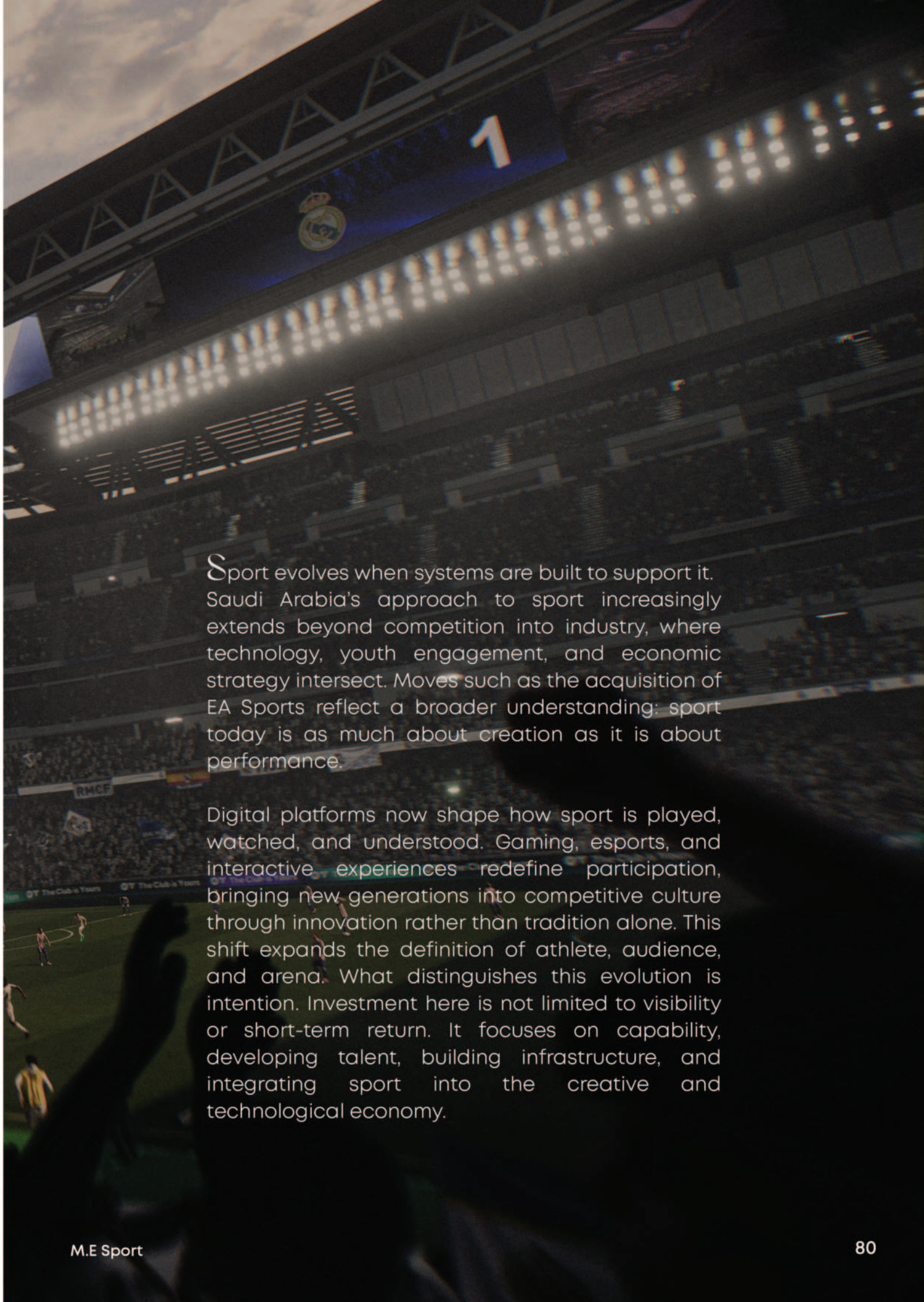
<https://riyadhseason.com/>



Building What Lasts

Sport

as Industry & Future



Sport evolves when systems are built to support it. Saudi Arabia's approach to sport increasingly extends beyond competition into industry, where technology, youth engagement, and economic strategy intersect. Moves such as the acquisition of EA Sports reflect a broader understanding: sport today is as much about creation as it is about performance.

Digital platforms now shape how sport is played, watched, and understood. Gaming, esports, and interactive experiences redefine participation, bringing new generations into competitive culture through innovation rather than tradition alone. This shift expands the definition of athlete, audience, and arena. What distinguishes this evolution is intention. Investment here is not limited to visibility or short-term return. It focuses on capability, developing talent, building infrastructure, and integrating sport into the creative and technological economy.



Urban

Motion & Access

المدينة

The UCI Urban Cycling World Championships in Riyadh mark more than a global sporting milestone. They signal a shift in how movement is integrated into everyday city life. Cycling here is not framed as elite competition alone. It appears as a public language, one that connects wellness, accessibility, and urban rhythm. Streets become shared spaces, movement becomes inclusive, and sport enters the city without barriers. This moment reflects a broader approach to wellbeing. Physical activity is encouraged not through isolation, but through integration, into neighborhoods, routines, and public experience. Sport moves beyond venues and into daily life. Urban cycling, in this context, is about balance. Between performance and participation. Between speed and sustainability.

Endurance, Precision & Innovation

Where Performance Evolves

Saudi Arabia's sports landscape is defined by range. From precision-driven competition to endurance-based racing, the Kingdom now hosts some of the world's most demanding sporting events across disciplines. This variety reflects a mature sporting environment, one capable of accommodating different rhythms of performance, different audiences, and different definitions of excellence. What unites these events is intention. Each represents a sport where control, preparation, and sustainability matter as much as intensity.



LIV Golf League

Golf is a sport shaped by patience, focus, and strategic control. The presence of the LIV Golf League in Riyadh reflects an environment designed for precision rather than spectacle. Performance here is measured over time, through consistency, decision-making, and mental discipline. Hosting LIV Golf positions Saudi Arabia within a global circuit that values refinement and longevity, reinforcing the Kingdom's ability to support elite competition built on composure and skill.

WTA Finals

Dickie Arena

FINAL SHOWDOWN

WTA FINALS FORT WORTH | HOLOGIC WTA TOUR

7 ARYNA SABALENKA

6 CAROLINE FRA GARCIA

0 5

0 5

SPEED **84** mph

FINAL SHOWDOWN

HOLOGIC WTA TOUR | SAP

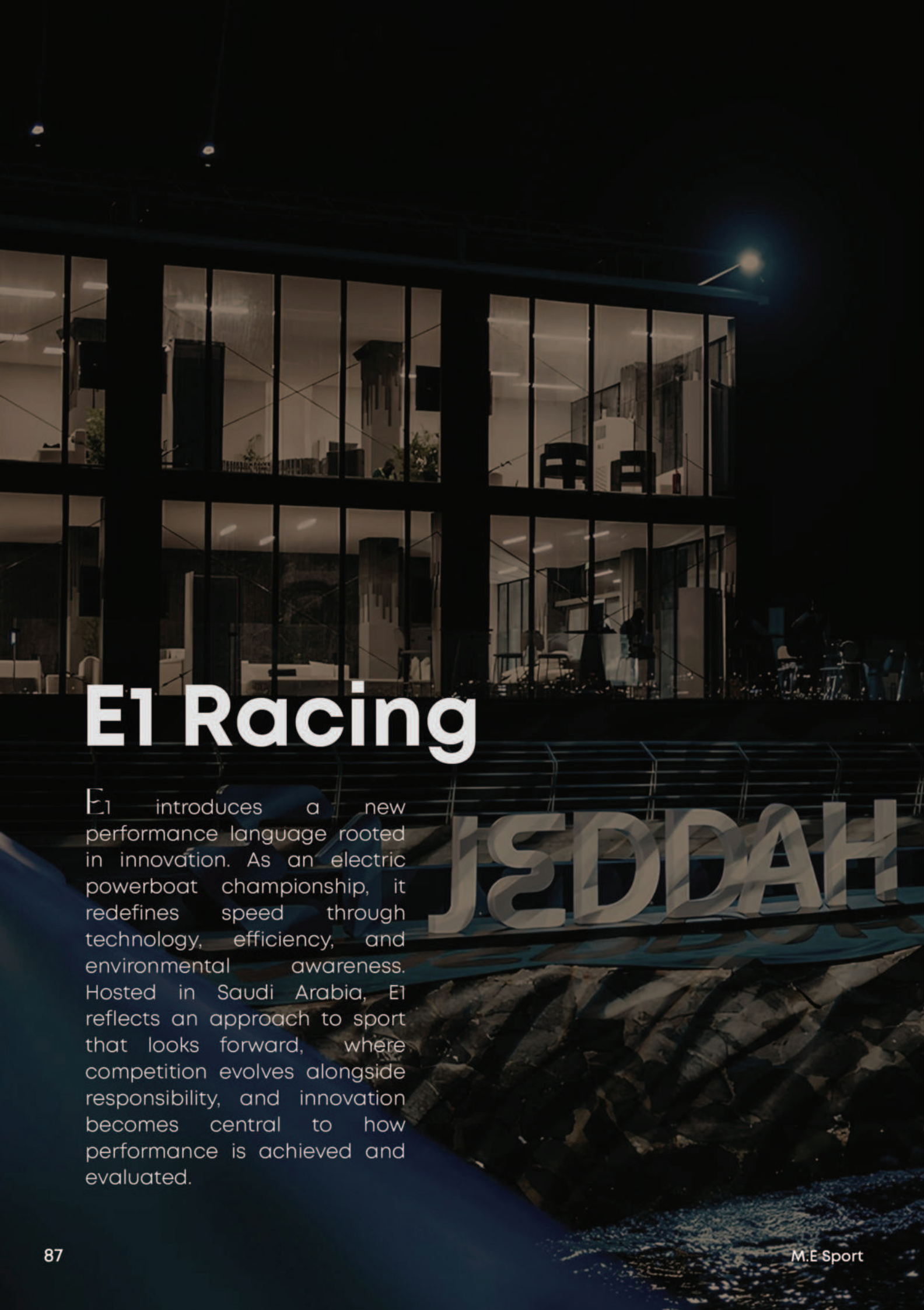
The WTA Finals bring the highest level of women's tennis to Saudi Arabia, placing the Kingdom firmly within the professional global calendar. The event highlights athletic excellence defined by endurance, agility, and mental resilience. Beyond competition, the WTA Finals reflect a commitment to inclusivity and balance within sport, showcasing performance that demands strength, focus, and sustained excellence under pressure.

FORT WORTH

HOLOGIC WTA TOUR

M.E Sport

M.E Sport



E1 Racing

E1 introduces a new performance language rooted in innovation. As an electric powerboat championship, it redefines speed through technology, efficiency, and environmental awareness. Hosted in Saudi Arabia, E1 reflects an approach to sport that looks forward, where competition evolves alongside responsibility, and innovation becomes central to how performance is achieved and evaluated.

JEDDAH



Extreme H – Qiddiya

Extreme H combines endurance racing with demanding terrain and clean-energy innovation. Set within Qiddiya, the event tests resilience, adaptability, and precision across challenging environments. Its presence reflects a commitment to future-oriented sport, where athletes and technology work together to push limits responsibly, aligning competition with sustainability and long-term impact.

Equestrian Heritage الأصالة

The Longines Global Champions Tour in Riyadh reflects a sport where discipline is inherited, not rushed. Equestrian competition is built on trust, between rider and horse, preparation and performance, tradition and precision. Its presence within Saudi Arabia carries cultural weight, connecting contemporary global sport with a heritage deeply rooted in the region. Unlike speed-driven competition, equestrian sport rewards patience, control, and long-term dedication. Excellence emerges through harmony rather than force, making it a natural expression of balance within the broader sports landscape. Here, heritage is not preserved as memory. It is practiced as discipline. A reminder that some forms of excellence are sustained through continuity, refined over time, and carried forward with respect.



Riyadh Season Presence

Beyond Borders

Global presence is defined by what travels. The Riyadh Season takeover in Las Vegas marks a moment where Saudi Arabia's sports and entertainment ecosystem moves beyond local hosting and into international public space. This is not participation within an existing framework, but a presentation of identity — curated, confident, and intentional. Sport becomes a cultural language here. Experiences are translated for global audiences without dilution, carrying the ambition, clarity, and scale that define the Kingdom's approach to engagement. What distinguishes this presence is coherence. Saudi Arabia does not export isolated moments, but an integrated vision — one where sport, lifestyle, and experience intersect seamlessly. Visibility feels deliberate rather than promotional, and confidence does not rely on explanation. By activating global cities through platforms like Riyadh Season, Saudi Arabia positions itself as a contributor shaping how contemporary sport and entertainment are experienced worldwide. Here, presence becomes influence. And influence becomes continuity.

Sport as Balance الاستدامة

Sport endures when it supports life, not just performance. Across disciplines and scales, what remains is not the event itself, but the impact it leaves on bodies, habits, and collective wellbeing. Strength is sustained through care. Excellence is preserved through balance.

In this context, sport becomes a shared practice, one that shapes resilience, focus, and longevity. It moves beyond competition into daily life, reinforcing the idea that wellness is not an outcome, but a continuous state. Here, sport is not measured by moments. It is measured by continuity.

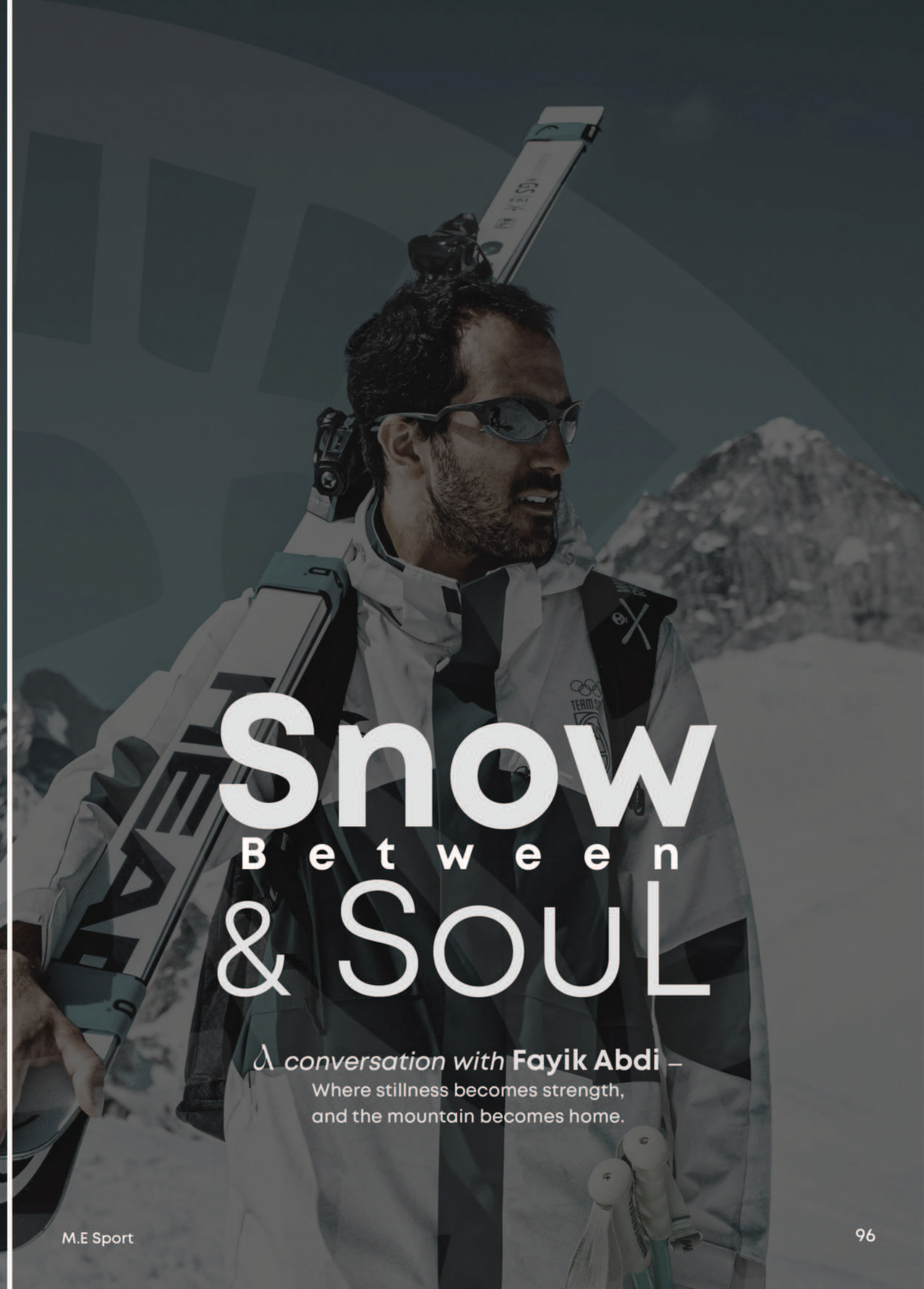
For Reemaz Oqbi, the stage is not a spotlight, it's a mirror. It reflects who she has become: a woman who sings not for applause, but for meaning. Her moment of awakening didn't arrive with a fanfare, but in stillness, backstage at the Théâtre du Châtelet in Paris, moments before stepping into history. As the Saudi National Orchestra played Mohammed Abdu's Lana Allah, she steadied her breath. "It felt like two waves crashing," she recalls. "The Pacific meeting the Atlantic, tradition meeting tomorrow."

That night, dressed in her abaya, she sang three operatic arias beneath one of the world's most revered ceilings, not only as a performer, but as a bearer of identity. "It was terrifying and transcendent," she says. "It taught me that my art must carry intention, clarity, and grace. I knew then that I had just set the tone for the future of classical singing in Saudi Arabia."

Raised between East and West, Reemaz sees no fracture between them, only harmony. "I wear my culture boldly," she says. "It's not an accessory; it's my soul. Carrying classical music within me isn't a contradiction. It's the most Saudi thing I could do, to create with dignity, to rise with integrity."

Her artistry balances discipline and vulnerability, devotion and humor. Behind the elegance of her voice lives an artist unafraid to laugh, to stumble, to reveal the humanity behind the craft. "Music used to feel like bootcamp," she admits. "Now I meet imperfection with compassion. You must sing the wrong notes to understand the beauty of the right ones."

Beyond her performances, she has become a vessel of change, a living bridge between Saudi heritage and global art. With each appearance alongside the Saudi National Orchestra, she feels audiences listening differently. "With every beat, every note, perspectives shift," she says. "The world is beginning to see Saudi Arabia through the lens of beauty, depth, and innovation."



Snow Between & SOUL

A conversation with Fayik Abdi –

Where stillness becomes strength,
and the mountain becomes home.

For Layla, football was never just a sport, it was a language of belonging. From childhood games under the sun to the grand fields she now commands, she has always felt that this is where she truly belongs. "It started as a hobby," she says, "but the more I played, the more I realized it was part of who I am."

Her place on the field is between the posts, a position that demands instinct, precision, and the quiet kind of bravery that lives in moments of pressure. "I love the feeling of responsibility," she explains. "When I stop a goal that everyone thought was impossible, the adrenaline is indescribable."

Representing both Al Hilal and the Saudi National Team, Layla carries more than a jersey, she carries a dream. "Playing for my country is the greatest honor," she says with pride. "It's a responsibility and a dream for every football lover. Joining Al Hilal was one of my goals, and I'm grateful I achieved it, but it's only the beginning."

Her most unforgettable moment remains the day she received her first national team call-up. "That day will stay with me forever," she smiles. "It was the start of everything."

Off the field, her strength comes from the people closest to her. "My family and friends are my biggest support," she says. "When I remember how far I've come, nothing can break me." Football, she believes, is a school of life, one that teaches discipline, balance, and resilience. "You have to give it all, physically and mentally. Without both, you can't reach the elite level."

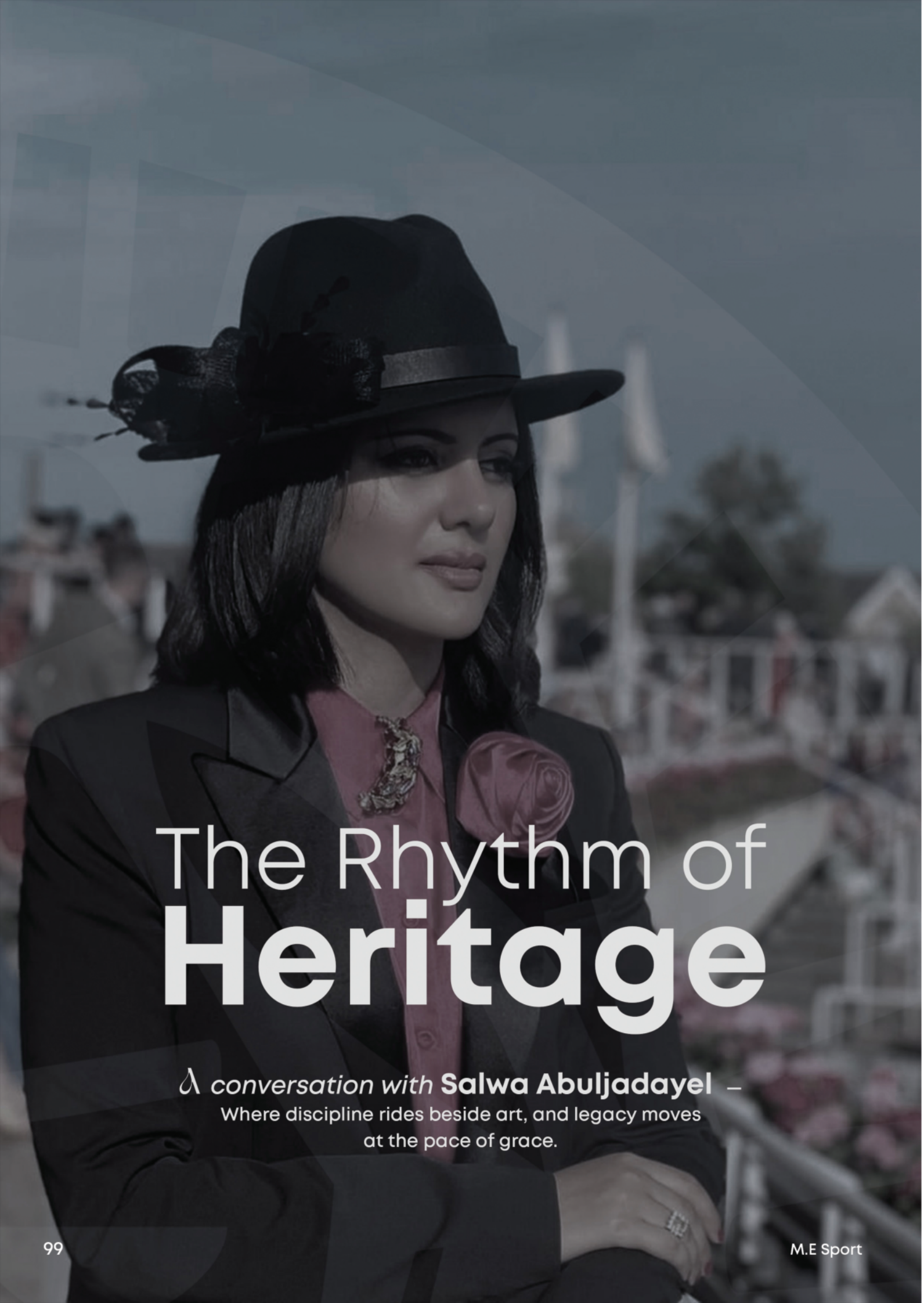
Trust, unity, and leadership, she's learned, are the foundation of any strong team. "If there's no trust, the team breaks. The same goes for a person."

Looking ahead, her dream is simple and powerful: to become the best in her field.

Safe Hands

Δ *conversation with Layla –*
Where courage meets calm, and
every save rewrites possibility.



A woman, Salwa Abuljadayel, is shown from the chest up, wearing a black fedora-style hat with a large black flower on the side. She is wearing a black blazer over a pink top with a large pink rose pinned to it. She is looking off to the side with a slight smile. The background is a blurred outdoor setting with white railings and greenery.

The Rhythm of Heritage

Δ conversation with **Salwa Abuljadayel** —
Where discipline rides beside art, and legacy moves
at the pace of grace.

For Salwa Abuljadayel, movement is more than muscle, it's memory. Raised in a home where literature filled the walls, she learned early that commitment begins with curiosity. "My mother built a library that shaped my mind," she says. "She taught me to finish what I start, that every chapter carries us to another adventure."

Today, Salwa's chapters unfold across arenas, from the equestrian world to the discipline of fencing. In both, she has discovered the poetry of precision. "Not every action requires a reaction," she reflects. "Sometimes stepping back is the truest form of control."

Her love for horses runs in her bloodline. Her late father, Saeed Abuljadayel, was a horse owner when the Jockey Club of Saudi Arabia still stood in Al Malaz. "For me, family and horse racing sound like synonyms," she says. Working with the Jockey Club today, she has found a way to preserve that heritage, not through nostalgia, but through creativity.

As an artist and cultural strategist, Salwa translates tradition into modern language. Her initiatives, from children's equine booklets to educational programs, aim to connect the next generation with horses through imagination and empathy. "When a child bonds with a horse," she says, "a lifelong connection is made."

Her perspective bridges art and sport seamlessly. From Riyadh's racecourses to Ascot's grandstands, she witnesses a new Saudi signature emerging, one of refinement, intellect, and resilience. "Equestrianism teaches balance, patience, and forgiveness," she explains. "Its innovation lies in holding onto the past while adapting to the present."

Guided by a belief in ethos, she weaves cultural values into everything she creates. "In any project, you must understand the ethos, the spirit, and align it with our Kingdom's identity."

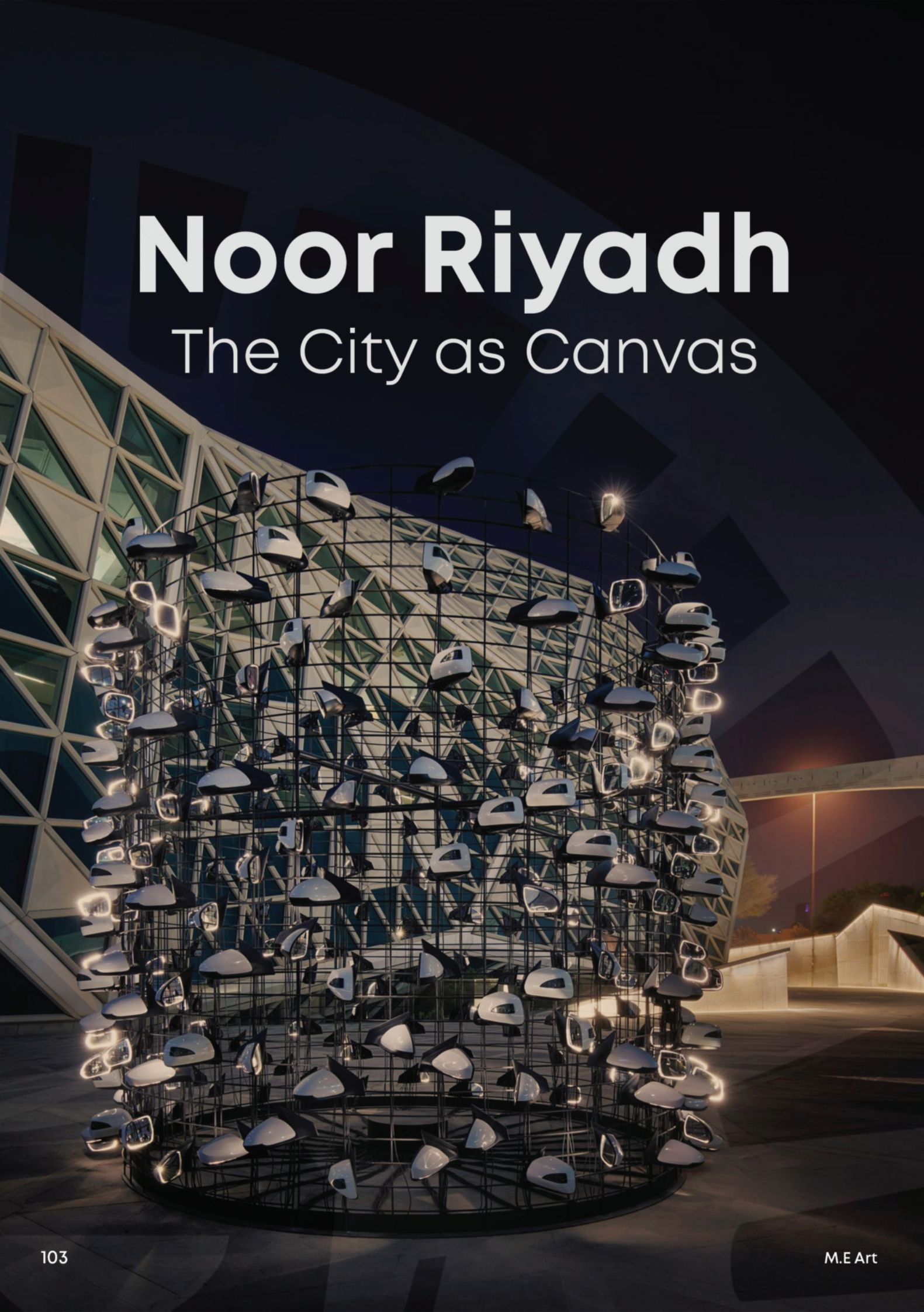
Art as Experience الحضرة



Art begins where observation ends. In this space, culture is not framed as object or output, but as experience — something entered, navigated, and remembered. Meaning is formed through light, scale, movement, and silence, shaping how environments are perceived rather than described. Art here does not ask for interpretation. It invites presence. Across public spaces, immersive installations, and designed environments, experience becomes the medium through which culture communicates. The viewer is no longer external, but embedded, moving through form, sound, and atmosphere as part of the work itself. What follows explores art not as representation, but as encounter.

Noor Riyadh

The City as Canvas



Noor Riyadh reframes the city itself as an artistic medium. Rather than concentrating art within enclosed spaces, the festival distributes it across streets, landmarks, and neighborhoods, allowing light to operate as both material and message. Installations appear where daily life unfolds, transforming familiar routes into moments of encounter. What distinguishes Noor Riyadh is its accessibility. Art is not positioned behind thresholds; it is met in motion. Viewers do not arrive with expectation, they discover, pause, and continue. In this rhythm, the city becomes participatory, and art becomes shared experience rather than private observation.

Light functions here as language. It reveals scale, alters perception, and temporarily redefines space without permanence or possession. The result is an environment where art is felt collectively, yet interpreted individually. Through Noor Riyadh, public space gains new meaning. The city does not host art, it becomes it.

Design as Dialogue

الحوار

Salone
del Mobile
Milano

Salone del Mobile's presence in Riyadh signals design as conversation rather than display. Here, objects are not presented as finished statements. They are propositions, materials, forms, and ideas placed into dialogue between cultures, disciplines, and ways of living. Design becomes a shared language, capable of translating values without explanation. What matters is exchange. Italian design heritage meets a Saudi context shaped by rapid transformation, producing moments where craft, innovation, and intention align. The result is not imitation, but interpretation, design that listens as much as it speaks. In this pause, design functions as cultural bridge. Not to impress, but to connect.

<https://www.salonemilano.it/it>

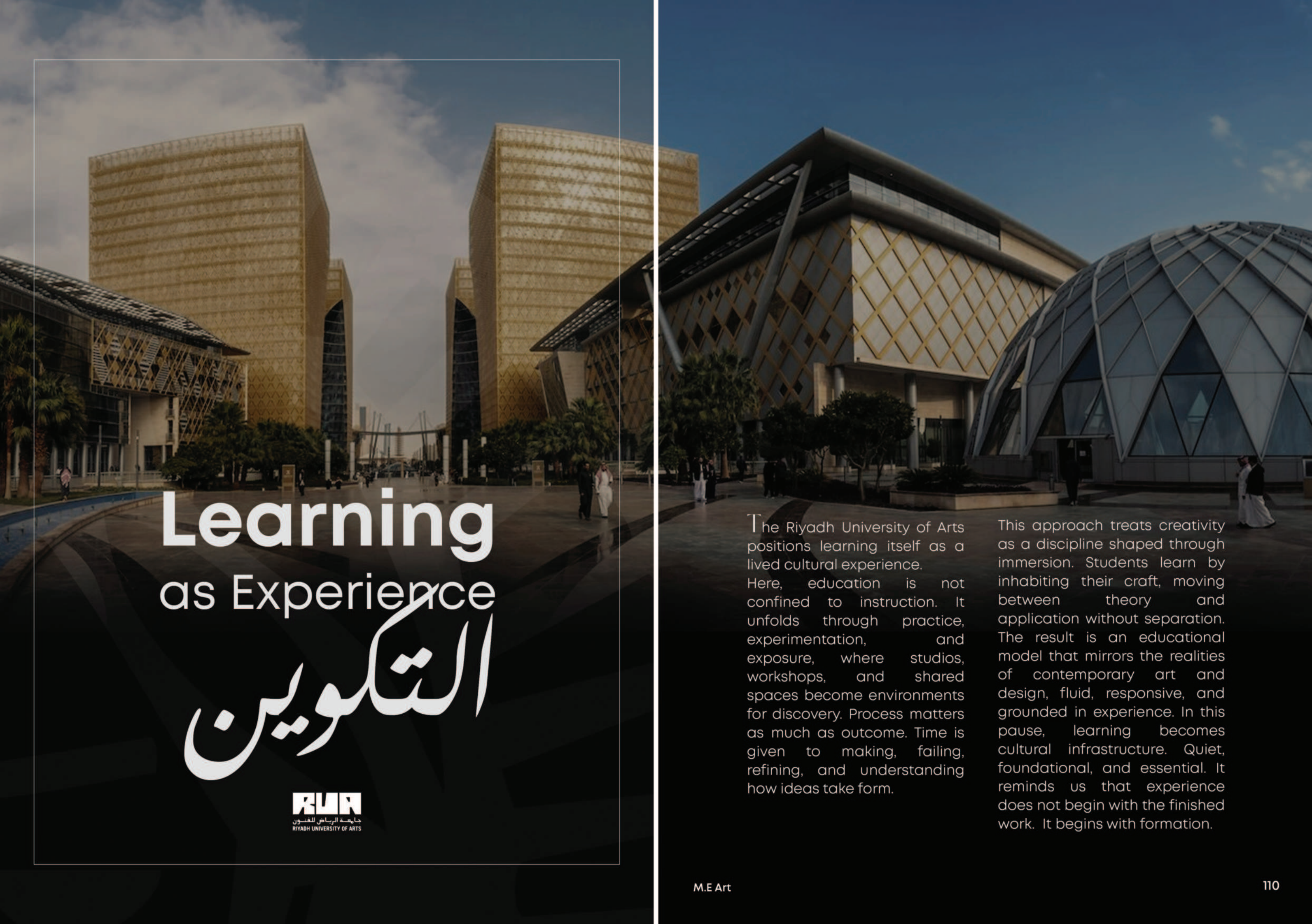


DAF CONTINUUM '25

Immersion as Medium



DAF CONTINUUM '25 positions immersion not as effect, but as form. Here, art unfolds through systems, light, sound, data, and movement, designed to respond to presence. The work does not sit in front of the viewer; it surrounds them. Meaning is constructed through proximity and duration, shaped by how long one stays, where one stands, and how perception adjusts over time. What defines this approach is authorship through experience. Technology becomes material, not spectacle. Interfaces are subtle, interactions are intuitive, and attention is guided rather than demanded. The result is art that feels lived rather than observed. DAF CONTINUUM '25 reflects a cultural shift toward art that is sensed before it is understood, where immersion is not decoration, but the medium itself.

A wide-angle photograph of the Riyadh University of Arts building, featuring two tall, golden, textured towers and a large, modern glass and steel structure. The foreground shows a paved plaza with some greenery and a few people walking.

Learning as Experience

التكوين

RUA
جامعة الرياض للفنون
RIYADH UNIVERSITY OF ARTS

The Riyadh University of Arts positions learning itself as a lived cultural experience. Here, education is not confined to instruction. It unfolds through practice, experimentation, and exposure, where studios, workshops, and shared spaces become environments for discovery. Process matters as much as outcome. Time is given to making, failing, refining, and understanding how ideas take form.

This approach treats creativity as a discipline shaped through immersion. Students learn by inhabiting their craft, moving between theory and application without separation. The result is an educational model that mirrors the realities of contemporary art and design, fluid, responsive, and grounded in experience. In this pause, learning becomes cultural infrastructure. Quiet, foundational, and essential. It reminds us that experience does not begin with the finished work. It begins with formation.



Beast Land

Experience as Narrative



Beast Land reframes entertainment as a space to be entered, not watched.

Designed as an immersive environment, the experience unfolds through movement, interaction, and progression. Visitors do not encounter a single focal point; they navigate a sequence of moments where participation becomes the structure and curiosity drives the narrative forward.

What distinguishes Beast Land is its translation of digital storytelling into physical space. Familiar formats are reconfigured through scale, pacing, and design, allowing audiences to inhabit an experience rather than consume content. The emphasis shifts from recognition to engagement.

This approach reflects a broader evolution in how culture is encountered. Storytelling no longer ends on the screen. It extends into environments built to be explored, remembered, and shared, where narrative is shaped by presence.

Beast Land demonstrates how experience itself can carry story, without instruction, and without explanation.

Space as Art المكان

Shebara Form in the Landscape

The Shebara Resort approaches architecture as an extension of its environment. Structure here does not dominate the landscape; it responds to it. Form, material, and placement are guided by restraint, allowing space, light, and horizon to shape the experience. Movement through the site feels deliberate, almost choreographed, encouraging awareness rather than distraction. In this context, architecture becomes a quiet art form, one that frames perception instead of directing it.

shebara.



<https://www.redseaglobal.com/en/> (red sea global)

<https://www.shebara.sa/en/> (shebara resort)



The Equinox AMAALA treats space as an active participant in experience. Here, design is calibrated around the body, proportion, rhythm, and flow working together to support balance and focus. Interiors and pathways are composed to slow movement, sharpen attention, and heighten physical awareness. Space functions as discipline. Not decorative, but intentional. It is an environment where form supports presence, and experience is shaped through precision.

Equinox AMAALA

The Body in Space



<https://www.visitredsea.com/en/destinations/amaala>



Experience as Memory

الأثر



Experience remains after form disappears. What is encountered through space, light, and movement lingers beyond the moment itself. Art, when lived rather than observed, leaves traces that cannot be archived or replicated. It settles quietly, shaping perception over time.

Across environments and encounters, experience becomes the medium through which culture is felt. Meaning is formed not through instruction, but through presence, in the pauses, the transitions, and the moments of attention that resist speed. Here, art does not conclude with an image or object. It endures as sensation. What remains is not what was seen, but what was carried forward.



Influence as Resonance

السلطان

Influence is measured not by proximity, but by weight. In this sphere, power is not framed as force, but as resonance, a quiet gravity that pulls the world closer. It is the invisible thread connecting nations, where a handshake in Washington and a presence in New York speak the same language of arrival. Influence here does not demand attention. It commands respect. From the corridors of decision-making to the global arenas of sport, soft power becomes the currency of connection. The Kingdom is no longer just a participant in the dialogue, but a protagonist in the story. What follows explores influence not as policy, but as gravity.



His Royal Highness in Washington

In a moment of composed international significance, His Royal Highness Mohammed bin Salman, Crown Prince of Saudi Arabia, arrived in Washington for a high-level visit that underscored the Kingdom's presence on the global diplomatic stage. The visit included a bilateral meeting in the Oval Office with Donald Trump and a formal White House dinner, marking His Royal Highness's first appearance at the White House in more than seven years. The engagement reflected a senior diplomatic exchange between Riyadh and Washington, conveying strategic continuity and forward-looking alignment between the two nations, rooted in dialogue, stability, and shared international interests.



Diplomacy and Global Icons on the World Stage

Adding a notable cultural dimension to the moment, Cristiano Ronaldo made a rare appearance in the United States, his first in over a decade. Now representing Al Nassr, the global football icon attended the Riyadh Tourism Summit and spoke openly about approaching the final phase of his career, indicating that the 2026 FIFA World Cup set to take place across the United States, Mexico, and Canada, may mark his final major international tournament. His presence, coinciding with the Saudi diplomatic engagement, subtly reflected the Kingdom's expanding influence across sport, culture, and global soft power, reinforcing Saudi Arabia's position as a confident and respected presence on the international stage.

A portrait of Her Highness Princess Al Joharah bint Talal Al Saud. She is a woman with long, dark, wavy hair, wearing a white blazer over a black top. She is looking slightly to the right with a serious expression. The background is a textured, light-colored wall.

A Saudi Royal Honor in Rome

Her Highness Princess
Al Joharah bint Talal Al Saud

At the historic Palazzo Colonna in Rome, Her Highness Princess Al Joharah bint Talal Al Saud was honored with the Global Entrepreneurship Award during the Mythos Gala & Awards, a distinguished ceremony celebrating women driving cultural, creative, and entrepreneurial impact on an international stage.

The award recognizes Her Highness Princess Al Joharah bint Talal Al Saud's continued role in empowering emerging talent across fashion, creativity, and business, and in strengthening the bridge between Saudi creativity and the global cultural landscape.

The evening was marked by a powerful family presence, with Her Highness Princess Al Maha bint Saud Al Saud attending alongside her daughter, Majida Al Sudairi. Together, they embodied a modern Saudi narrative rooted in legacy, elegance, and purposeful influence, underscoring a shared commitment to elevating young voices and shaping the future of creative industries.

The ceremony was hosted by Mrs. Ioanna Efthimiou, founder and president of the awards, alongside Her Highness Princess Olimpia Colonna. The event gathered global leaders from fashion, philanthropy, and entrepreneurship, spotlighting women redefining leadership across borders.

A distinguished Saudi presence in Rome and a moment reflecting Saudi women's growing global footprint, where ambition is carried with grace.



*Δ conversation with Olimpia Colonna di Paliano
on the quiet discipline of influence.*

Majesty is not measured by what we inherit, but how we live it. It is the balance between weight and relevance: carrying the gravity of the past while embracing the present. True majesty emerges when heritage informs our actions, visible not in ceremony, but in the considered, disciplined way we move forward.

True authority is earned quietly. Lineage may open doors, but it is a private code of conduct that sustains influence. Restraint is a tool, not a limitation; it allows us to act with clarity rather than reaction. The most enduring leaders are those who understand that performance without purpose is fleeting.

What strikes me most about Saudi Arabia is the thoughtfulness behind the transformation. Unlike the traditional European model of simply preserving the past, here history is used as a foundation for bold ideas. The global narrative often misses this depth, the intentionality that underpins every project.

To the youth shaping this future: You are inheriting a culture of immense depth. Dignity comes from acting with integrity, even when the spotlight is bright. You have the opportunity to show the world that progress need not come at the expense of identity, that a society can move forward with pride, creativity, and purpose.

What Remains

If you have reached this point, then something here stayed with you.

This magazine was never intended to be finished, only encountered. It was shaped to move with you through reflection, emotion, and quiet recognition. What matters is not what was read, but what lingered, and what continues beyond these pages.

Culture lives where attention remains.
Meaning grows where curiosity is met with care.

As you close this issue, take with you whatever resonated a voice, a moment, a question, a sense of becoming. Let it travel with you, unedited and unclaimed.

This is not a farewell.
It is a pause, before the next chapter finds its time.

Modern Era Magazine



MODERN ERA