



Art for a cause: Noor Riyadh and Saudi artists collaborate to raise funds for upcoming charity auction as part of Riyadh Art initiative

- **Four major Saudi artists have created artworks with beneficiaries from four Riyadh-based charities: Aleradah Org, Saudi Alzheimer's Disease Association, AINahda, and International Rehabilitation Team**
- **Completed artworks are now on view at Warehouse H04 in JAX District and they will be put up for auction from November 14 to 15**
- **All proceeds from the auction will go towards enhancing programs of the selected charities**

Riyadh, November 8, 2022 – The annual light and art festival Noor Riyadh, which began its second edition on November 3, is bringing together four major Saudi artists and four charities to raise funds for an online charity auction this month.

Noor Riyadh has selected established artists Ahmed Mater, Moath Alofi, Rashed AlShashai, and Saad AlHowede and asked them to collaborate with the charities Aleradah Org, Saudi Alzheimer's Disease Association, International Rehabilitation Team, and AINahda, respectively, to create artworks that will then be sold at auction. All proceeds from the auction will go towards enhancing organizations' ongoing art programs, which will enrich the lives of the beneficiaries through creative expression.

A total of eight artworks, two for each artist, were produced in October during dedicated workshops between the artists and the charity beneficiaries. The completed pieces range in materials and form, incorporating elements of painting, sculpture, and light art.

The works will be on view to the public at Warehouse H04 in the JAX District until November 19, from 6pm to 1am (except for November 9, when the exhibition will be closed for a private function).

The artworks will then go on sale online through the Saudi-based art market platform Atrum from November 14 to 15. Individuals can register and place a bid on their artwork of choice. After the auction closes, the platform will automatically close the bidding and the artworks will go to the highest claim. A minimum bid of SAR50,000 has been set for each lot.

Rashed AlShaishai said: “I am delighted to participate in this special Noor Riyadh initiative, which increases the awareness of these notable charitable causes and is as important as the numerous cultural activities that the festival offers. Through the online charity auction, Noor Riyadh is ensuring more people than ever can stay surrounded by art and enrich their lives through the powerful possibilities that art offers.”

AlShashai’s piece *Amenin*, Arabic for “secure”, features LED light mounted on canvas and speaks to the artist’s personal vision for the country’s future, one that embraces inclusivity and community participation. For the initiative, the artist collaborated with International Rehabilitation Team, which provides daycare to the severely disabled.

His second work *Layan’s Vehicle*, a mixed media installation of a cleaved bumper car with a vibrant pink light attached, was inspired by an encounter with a young girl named Layan during the workshops. Struck by the child’s lighthearted spirit despite her physical limitations, AlShashai created the work as a tribute to her and other individuals who remain resilient in the face of adversity.

Ahmed Mater commented: “I invite everyone to view the outstanding work of the creators in the online charity auction organized by Noor Riyadh. I am delighted to be part of such a purposeful initiative alongside other distinguished Saudi Arabian artists.”

Mater’s works include *Hope*, which comprises toy gun caps transformed into a wall-mounted installation that spells a message of aspiration and unity. The artist’s *Guncaps* series from 2012 utilized the popular toy gun caps as a way to reframe their symbolism from negative to positive.

In another work, Mater reappropriates bullet rings and removes their associations of violence, replacing them with uplifting expressions of culture and craftsmanship contributed by the participants. For the initiative, the artist collaborated with Aleradah Org, which supports gifted people with disabilities.

Moath Alofi added: “Art has always been an umbrella for discussion and a bridge to communicate. With Noor Riyadh, the bridge has been extended further.”

Alofi, who collaborated with the Saudi Alzheimer’s Disease Association, considered how the condition affects both the patients and their loved ones. In *A Novel Light*, Alofi pays homage to the caregivers, drawing from their experiences and turning their stories into emotive symbols.

His second work *Hands on Memory* was produced through sharing and cooperation, with handprints of participants filling a canvas that has been overlaid with a hand-

shaped neon LED. For the artist, the hand represents a human tool that has enabled our development, but also allows us to wield creativity and connection.

Saad AlHowede said: “As an artist, I look at the human experience. I have tried to offer everything I can to help people and the participants of this initiative to get the support they need and to carry their lessons through life.”

In AlHowede’s *The High Sky*, towering light sculptures of flowers speak to underappreciated talents that could rise and bloom if recognized within an open and inclusive society. The aesthetic of the work is inspired by a drawing from one of the participants from the charity AlNahda, which aims to empower beneficiaries through its program.

Ascent, meanwhile, is based on another participant’s drawing, which the artist has used as the background base for numerous light tubes that illuminate various symbols of diversity and harmony in society.

Noor Riyadh and the online charity auction are part of the larger initiative Riyadh Art, which runs multiple programs that seek to enhance the city’s artistic and cultural landscape with public art projects, events, exhibitions, and workshops. The auction is just one of the many programs that strive toward meeting the initiative’s objectives.

Architect Khalid Al Hazani, Riyadh Art Program Director, said: “Part of Riyadh Art’s goals is to make art accessible to everyone, and to find ways to connect to the community in Riyadh through culture. By supporting the programs for these various charities, we hope to show that art can be a tool for creative expression for everyone, whatever their circumstances.

“We hope that the people of Riyadh engage with the work by visiting the exhibition and support the art programs of these charities by participating in the online auction,” Al Hazani added.

The online charity auction is part of Noor Riyadh’s extensive community engagement program, which centers on engaging audiences and brings art to the wider public through talks, workshops and panel discussions from November to February.

This year, Noor Riyadh is presenting its biggest edition yet with more than 190 artworks by over 130 artists from 40 countries. The festival, themed ‘We Dream of New Horizons’, includes city-wide installations in 40 locations and five hubs across Saudi Arabia’s capital, activating local parks, commercial centers, cultural spaces, and more.

A public program filled with 500 activities suitable for artists, creatives, students, and families alike, will roll out in the coming months.

The accompanying exhibition 'From Spark to Spirit', which examines the history and multifaceted elements of light art, will be on view at JAX District until February 4, 2023.

All information on the Noor Riyadh charity auction and Noor Riyadh 2022 be found on noorriyadh.sa

For more information regarding Riyadh Art and Noor Riyadh, please contact:

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Notes to editors

About Noor Riyadh

Noor Riyadh is a citywide annual festival of light and art which launched in March 2021. The 2022 theme, '*We Dream of New Horizons*', alludes to a reflective hopeful future and refers to the shining light of dreams. The 2022 edition of the festival includes over 190 artworks by more than 130 artists – with 34% from Saudi Arabia – including large scale public installations, projections and interventions across the city of Riyadh, as well as a world-class exhibition entitled '*From Spark to Spirit*'. Artworks will be accompanied by a diverse public and community program, including tours, talks, workshops, family activities and music.

Noor Riyadh combines the highest quality light artworks from leading international and Saudi artists, across the largest city footprint of any light art festival worldwide. Staged under Riyadh Art, the festival aims to nurture local talent and inspire youth to drive Saudi Arabia's creative economy.

Noor Riyadh 2022 will take place in the following locations: King Abdullah Park, Salam Park, Diplomatic Quarter, JAX District, KAFD, Bayt AlMalaz, Al Masmak, Aladel Square, Imam Muhammad bin Saud Square, Riyadh High Court, Wadi Namar, Kindi Square, Oud Square, Yamamah Park, Asheeh Park, Cultural Palace, Wadi Hanifah, The Ritz-Carlton Riyadh, Olaya Park, King Fahad National Library, Narcissus Riyadh Hotel, Centria Mall, Al Faisaliah Tower, Kingdom Centre, Majdoul Tower, Ghadeer Walking Trail, The Zone, Digital City, U Walk, Al Nakheel Park, Boulevard Riyadh City, JAX District Valley, King Abdulaziz Center for National Dialogue, AlNada South Park, Alwaha Park, as well as Prince Abdulaziz bin Muhammad bin Ayyaf Park, Riyadh Front, King Khalid International Airport, Riyadh Exhibition & Convention Center, and Lakes Park

Website: <http://noorriyadh.sa>

Instagram: [@noorriyadhfestival](https://www.instagram.com/noorriyadhfestival)

Twitter: [@NoorRiyadhFest](https://twitter.com/NoorRiyadhFest)

Facebook: [@NoorRiyadhFestival](https://www.facebook.com/NoorRiyadhFestival)

Noor Riyadh is presented by Riyadh Art and the Royal Commission for Riyadh City.

About Riyadh Art

Riyadh, the capital city of Saudi Arabia, is on a ten-year mission to become one of the world's most livable and competitive cities, a global city which is open for business and that welcomes the world. With

a young and rapidly growing population of 7+ million residents, Riyadh is transforming into a vibrant and cosmopolitan global city.

Art and culture reflect the spirit of a city. That's why the Riyadh Art project has been developed to turn the whole capital into a creative canvas – a gallery without walls – to enrich lives, ignite creative expression and kindle the creative economy. Riyadh Art is a demonstration of the open, accessible and creative transformation of the capital, where the exchange of ideas through creative expression, develops a deeper mutual understanding and respect.

The Riyadh Art project will have a positive impact on people, bringing everyday moments of joy to residents and visitors alike, while instilling a greater sense of civic pride and creating a more beautiful city for everyone to enjoy. It will also spark the development of the new creative economy and have a positive effect in attracting new businesses to invest in the city.

Website: www.riyadhart.sa

Instagram: [@riyadhartofficial](https://www.instagram.com/riyadhartofficial)

Twitter: [@Riyadh_Arts](https://twitter.com/Riyadh_Arts)

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About Aleradah Org - Society for Gifted People

Aleradah Org - Society for Gifted People with Disabilities is the first association of its kind in its support of all types of disabilities of different ages in all regions of the Kingdom of Saudi Arabia.

The proceeds will help the organization provide material and moral support to gifted and talented people with disabilities in order to refine and develop their talents for the sake of self-sufficiency and independence.

About AlNahda

AlNahda is a nonprofit organization established in 1963 dedicated to empowering women socially and economically through the execution of numerous projects and programs. The proceeds of this project will support women and girls in the AlNahda community to understand and realize their ability to influence change in cultural, economic, and social life.

About International Rehabilitation Team Center

The International Rehabilitation Team Center located in Riyadh, Al-Malqa district, Al-Efdeliya Street, is one of the establishments that provide a day care center for the severely disabled. The proceeds will support the organization in developing their community programs.

About Saudi Alzheimer's Disease Association

The establishment of the association in 2009 came to break the barrier of silence and shyness around Alzheimer's Disease, and to illuminate the spaces surrounding the disease to create a public awareness that serves patients and their families. In addition, the organization directs decision-makers to understand the dimensions of the disease, its impact and the costs of its treatment, in order to provide care and attention to patients and those interested in their affairs.