

ARTS فنون
ALULA الحلا

20
23

جائزة ALULA
الحلا DESIGN
للتصميم AWARD

ABOUT ALULA

AlUla tells the complex story of human settlement and civilisation through art and design. This ranges from prehistoric architecture upon the volcanic fields that continue to compel and confound archaeologists, to the exquisite sculpture of ancient Arabian tribes who made AlUla their capital. AlUla is also home to the monumental Nabataean tombs carved out of sandstone mountains and decorated with intricate symbols inspired by Roman, Egyptian and Greek cultures; and the mud-brick labyrinth of AlUla Old Town decorated with the artwork of its inhabitants.

ABOUT ARTS ALULA

Part of the Royal Commission for AlUla (RCU), Arts AlUla is committed to building upon this region's legacy of artistic expression and celebrating AlUla's consistent position as an ever-evolving hub of cultural transfer. It has been a place of passage, a crossroads for trade, and home to successive civilisations who carved, sculpted, and inscribed their lives into the landscape. The work of Arts AlUla seeks to fuse the old with the new, the local with the international, keeping the arts central to the spirit of AlUla as a place of extraordinary natural and cultural heritage.

Arts AlUla will bring to fruition a series of new initiatives, projects, and exhibitions. The artwork curation will speak to RCU's vision for the continued development of AlUla's contemporary art scenes: positioning the arts as a key contributor to AlUla's character, the quality of life for its local community, and the region's economic future.

Arts AlUla focuses on transferring the talents of the Saudi nation and the local AlUla community into meaningful long-standing social and economic opportunities. This is a key part of the Journey through Time masterplan bringing together the 15 different landmark destinations for culture, heritage, and creativity across AlUla.

ABOUT ALULA DESIGN AWARD

The AlUla Design Award is AlUla's first design competition, with the vision to showcase the journey of design through time, starting from conceptualisation right through to execution, recognising exceptional design inspired by the heritage, landscapes, and artistic legacies of AlUla. The award invites local, regional, and international designers to unearth the beauty of AlUla by imagining products that celebrate this truly unique region in Saudi Arabia.

Both seasoned and emerging designers are welcome to submit their retail product designs under the following categories: jewellery, footwear, clothing, homeware accessories, leather goods, and others.

This competition undoubtedly inspired countless compelling stories and iconic designs that captivated the public's imagination. Moreover, it allows participating designers to see their work come to life and make its way into AlUla's cultural retail outlets, leaving an indelible and concrete mark on design culture. As such, the AlUla Design Award is a catalyst for creative excellence and engaging the public through an initiative that platforms and benefits designers and talents from around the world.



JURY MEMBERS



CYRIL ZAMMIT

Cyril Zammit is a Paris-born and Dubai-based design advisor and consultant who founded Dubai Design Days in 2012 and launched Dubai Design Week in 2015. He is a strategic consultant for the Uzbekistan Art and Culture Foundation and an invited instructor at the Ithra Academy in Saudi Arabia. Cyril has vast experience in sponsorships management for international events. He shares his design expertise through his column as Resident Design Expert at Esquire Middle East and regular publications on design and architecture on his blog www.cyrilzammit.com.



EMILY MARANT

Emily Marant is an art and design consultant who excels in connecting creative industries. As the founder of Studio Marant and co-founder of French Cliché, she bridges the gap between emerging artistic scenes and established businesses, turning ideas into reality. Launched in 2015, Studio Marant fosters collaborations between clients, artists, and designers to create unique projects. Emily's focus on nurturing strong relationships with upcoming talents allows her to match specific creatives with projects and understand the ever-evolving art world.



ROBERT FRITH

Robert Frith, a creative professional, is an expert in designing and curating museum, artistic, and cultural projects. Collaborating with public and private sector clients, he crafts engaging experiences that captivate visitors with narratives from the past, present, and future. Currently, Frith is the Creative Director for the Creativity and Innovation Unit at Ithra, The King Abdulaziz Center for World Culture, a Saudi Aramco initiative.



RAGHAD HAZZAZI

Raghad Hazzazi plays a pivotal role in the Arts and Creative Industries for the Royal Commission for AlUla, focusing on design initiatives and public art. With a background in museum and art curation, she spearheads the development of technical and curatorial infrastructures for AlUla's collections. Her work involves delivering exceptional arts and cultural programs, exhibitions, and experiences, solidifying AlUla's position as a hub of artistic exploration and creativity.




EXHIBITION STATEMENT

The rugged and awe-inspiring landscapes of AIUla have always been a source of inspiration for artists, architects, and designers.

This exhibition celebrates the unique materiality of AIUla and its surrounding environments, highlighting the deep connection between nature and design.

The AIUla Design Award recognises exceptional design inspired by the heritage, landscapes, and artistic legacies of AIUla. Through the lens of these carefully curated prototypes, we embark on a journey of discovery, delving into the profound dialogue between human creation and the natural world.

As you explore the exhibition, you will encounter a rich tapestry of designs that mirror the intricate textures, colours, and patterns found in AIUla's natural surroundings.



The background is a solid medium-brown color. Overlaid on this are several thin, dark brown, hand-drawn style lines that flow and curve across the page, creating an organic, abstract pattern. A thick, solid dark brown horizontal line enters from the left edge of the frame and terminates just before the word 'FINALISTS'.

FINALISTS



NABA TEA TIFFIN

GUNJAN GUPTA

FINALISTS

ALULA
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NABA TEA TIFFIN

The Naba Tea Tiffin is a captivating collection of four objects [RMH1] with pure copper lids coated in terracotta powder, paying homage to the ancient city of Hegra. Inspired by Hegra's significance as a Hajj route station, the set elegantly combines India's Lota container and Nabataean pottery's beak spout. The set comes with two sizes of tea and milk jugs, complemented by delightful sugar and cookie bowls that elevate your tea experience with an AlUla inspired rendition.

GUNJAN GUPTA

Gunjan Gupta, India's leading product designer, has earned international acclaim for her distinctive creations showcased at esteemed design fairs such as Design Miami, Art Basel, Fuorisalone, and Design Days Dubai. Blurring art and design boundaries, she exhibited at Milan's Triennale Design Museum and the Kochi Art and Venice Architecture Biennales in 2016. MAD Paris, Museum of Decorative Arts, M+ Museum, and Vitra Design Museum in Germany have institutionally collected her works. An ardent promoter of Indian crafts globally, she curated "Time-less" in Lisbon and "Vernacular Wonderland" at the Grand Palais in Paris. Gupta's work embodies contemporary handmade objects with a playful blend of Indian forms and rituals, garnering universal appeal.



NABA TEA TIFFIN
GUNJAN GUPTA



OIL LANTERN

IMANE MELLAH

OIL LANTERN

The oil lantern was designed in response to the original byzantine oil lamp found in Hegra. The shape of the object was kept and upgraded for contemporary use. The mesh is now placed in the centre emphasising the handle. The lantern is made out of ceramic.

IMANE MELLAH

Imane Mellah, a French Moroccan architect and designer in Paris, studied at the NS School of Architecture in Lyon and the Architectural Association School in London. She founded her studio in 2022, and she combines architecture, design, and research. Exploring cultural identity and construction integration, her projects span from object design to architecture. Mellah's portfolio includes collaborations with award-winning practices, focusing on residential and cultural projects in Paris and London.



OIL LANTERN
IMANE MELLAH



HERITAGE INCENSE COLLECTION

SARRA HAFAlEDH

FINALISTS

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HERITAGE INCENSE COLLECTION

The "Heritage Incense Collection" blends modern production techniques with ancient handwork, using dark wood grains to pay homage to past generations. With clean lines inspired by Hegra's rocks and engraved symbols, the incense holders emanate a tranquil aura. The "Incense Heritage Collection" complements this with an organic and soothing design.

SARRA HAFAlEDH

Sarra Hafaiedh is a Tunisian interior designer and the founder of the design brand Maya Luxury. She is skilled in design management, concept development, and art. She enjoys experimenting with new spatial concepts inspired by art, architecture, and her travels.



HERITAGE INCENSE COLLECTION

SARRA HAFIEDH



TAWA

SHADDAH STUDIO

TAWA

The "Tawa," or "reflecting chair," draws inspiration from the captivating AlUla landmarks, where horizons meet stars and skies. This unique creation, crafted for AlUla visitors seeking an immersive observing experience, doubles as a stunning rug. It is crafted using authentic materials, like jute for the rug, supported by water-resistant backing. The chair's sturdy black powder-coated steel frame, sophisticated armrests, and durable cotton rope elevate the experience of serene surroundings, redefining appreciation for nature.

SHADDAH STUDIO

Founded in 2015 by Watfa Hamidaddin and Deem Alhagbani, Shaddah Studio is a multidisciplinary firm that prioritises aesthetics, culture, and design to foster company growth and connect with people. Embracing a design-led approach with a local touch, they aim to enrich Saudi Arabia by challenging norms, crafting enduring brands, and empowering clients with innovative ideas across various platforms.



TAWA
SHADDAH STUDIO



ALULA TERRAINS: DATES SERVING SET TEEB

ALULA TERRAINS: DATES SERVING SET

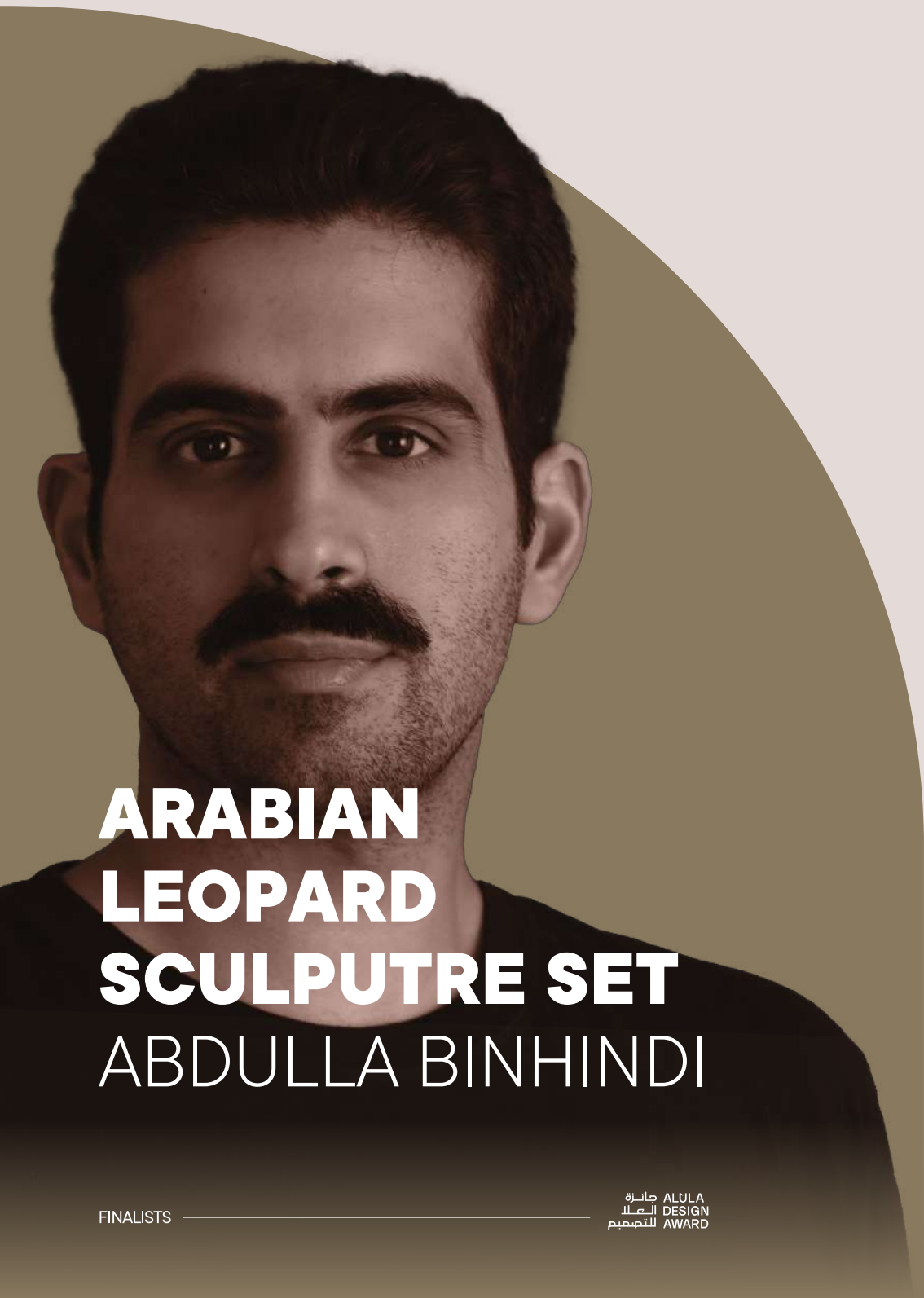
Inspired by Harrat Khaybar's fertile soil and renowned palm tree fields, the Dates Serving Set is a stackable volcano-shaped set for serving dates, preserving Saudi hospitality traditions. The bottom container stores dates, while the upper part serves dips typically accompanied by dates. The top cover acts as a small plate for discarding seeds. The set is made from Basaltic stone and/or White stone.

TEEB

Founded in 2019, Teeb is a Saudi-born, multidisciplinary design and production company. They craft lifestyle products with a design code that combines relevance, purpose and longevity. Their designs are inspired by Arab and Islamic culture and stories, delivering a harmonic combination of heritage and crafts with a distinctively modern and minimal twist. They are one of the winners of the Alula Design Award | First Edition and are awardees of the Designed in Saudi Stamp by The Ministry of Culture.



ALULA TERRAINS:
DATES SERVING SET
TEEB



**ARABIAN
LEOPARD
SCULPTURE SET**
ABDULLA BINHINDI

**ARABIAN LEOPARD
SCULPTURE SET**

This set of 3 minimalist sculptures captures the endangered Arabian leopard's beauty and grace. Designed in different sizes, they symbolise the unity of family and the need to preserve nature for future generations. Representing the father, mother, and cub, these high-quality sculptures make a meaningful addition to any space, reminding children and adults of the significance of protecting the environment and its creatures.

ABDULLA BINHINDI

Abdulla BinHindi, a Bahraini architect, artist, designer, and toy maker, is the founder of bespoke designer toy brand Toyio and a partner at Shepherd Studio. His 3D conceptual art showcases a distinctive style blending science fiction and surrealism. Bridging narratives and designs, his work reflects his unique perspectives and subjects, garnering recognition from reputable platforms and news outlets like Dezeen, Designboom, and Hypebeast.



ARABIAN LEOPARD SCULPTURE SET

ABDULLA BINHINDI



STEPS CLASP

SARA KANOO

STEPS CLASP

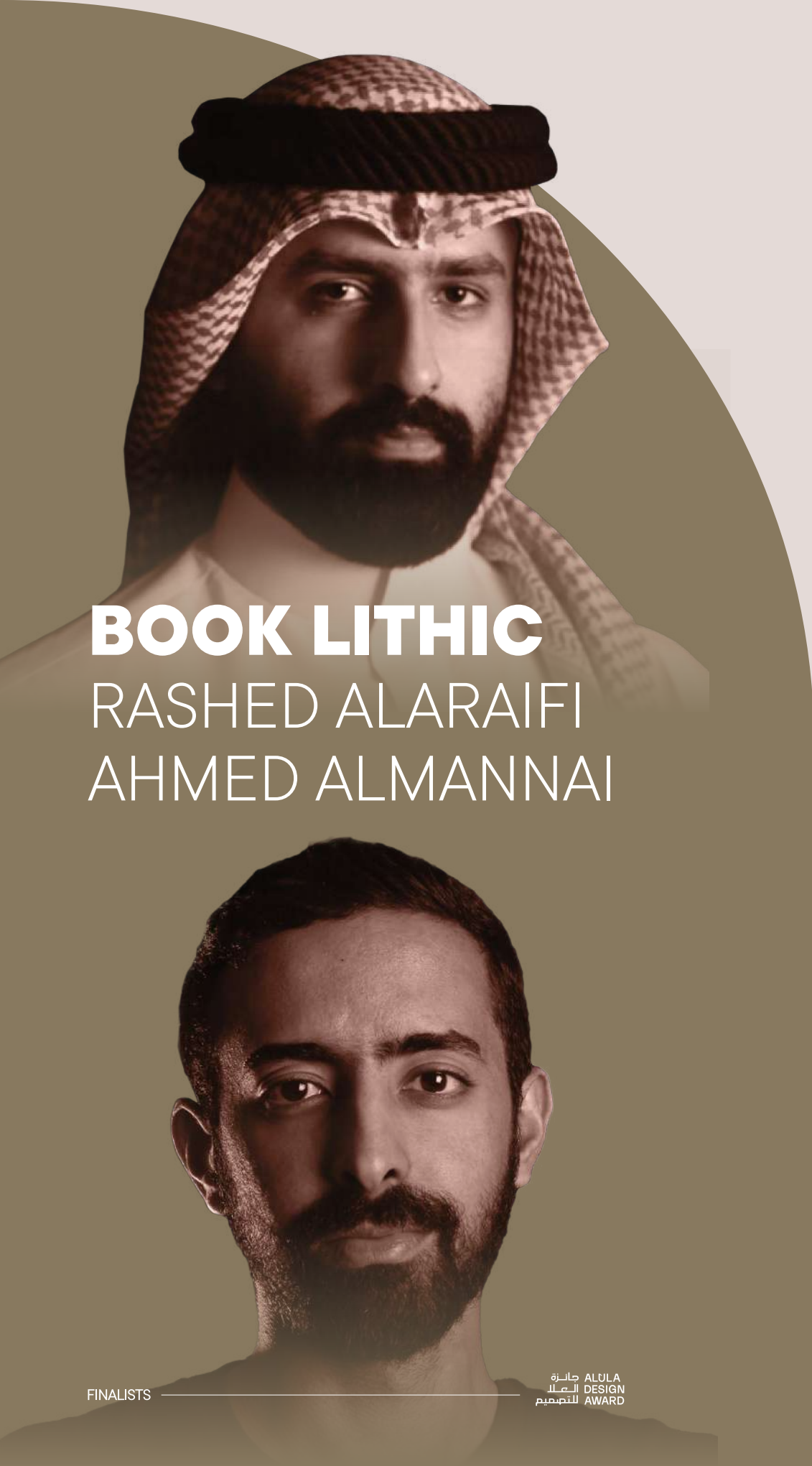
This piece of jewellery is envisioned as a contemporary take on the culture of decoration, gold embroidery, and embellishment in the Kingdom, taking inspiration from the surrounding Salmani Architecture of the region and the historical ancient city of Hegra in AlUla. The steps clasp is a multifunctional distinctive unisex jewellery piece, designed as a clasp to pin on clothing, as well as a pendant to attach to a necklace chain.

SARA KANOO

Sara Kanoo, a Bahrain-based designer and creative, grew up immersed in art and design through her family's art space. With her studio, she embraces 'slow design' principles and enriches traditional handicrafts with modern elements. Kanoo is passionate about social, cultural, and environmental sustainability, which serves as a significant ethos in her work. Born in Dammam, Saudi Arabia, Sara studied architectural design in Boston, and her diverse experience in various design fields reinforces her belief that design is universal, regardless of scale.



STEPS CLASP
SARA KANOO



BOOK LITHIC

RASHED ALARAIFI

AHMED ALMANNAI

FINALISTS

جائزة ALULA
التصميم DESIGN
AWARD

BOOK LITHIC

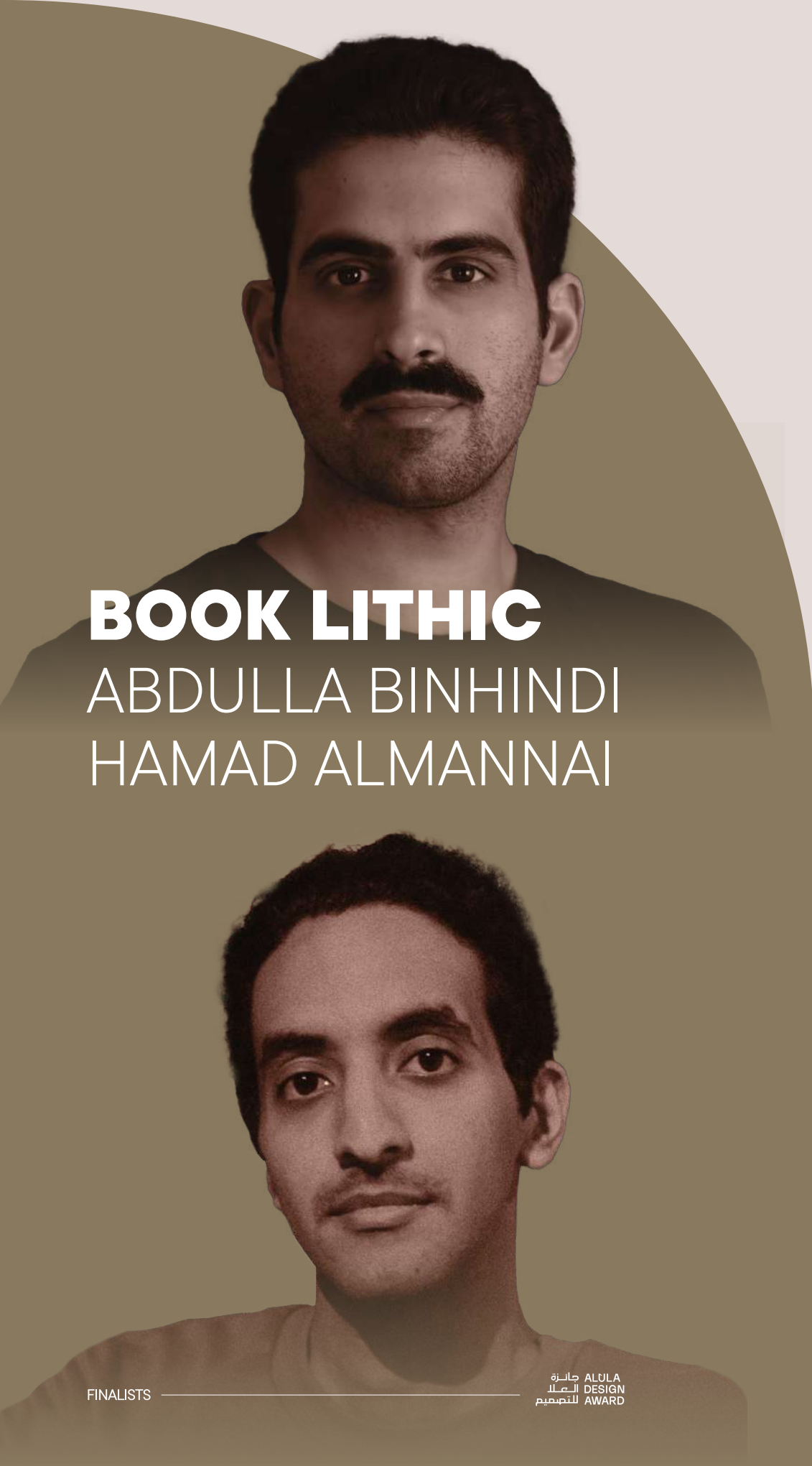
The book page holder, inspired by AlUla's lithics, is a functional handmade art piece honouring the region's cultural heritage. Carved from polished sandstone, it echoes the ancient stone tools found in AlUla. Its elegant design and comfortable grip make it perfect for one-handed reading, while the red sandstone's unique patterns and textures evoke the rugged beauty of AlUla's landscape. Each holder is one-of-a-kind, showcasing natural grain variations.

RASHED ALARAIFI

Rashed AlAraifi is a partner at Shepherd Studio. He is an architect, designer, and artist. He believes in the power of visual narrative and tries to use his art as a catalyst to straddle between the lines of painting, drawing, and object design. AlAraifi has won various awards and has participated in numerous exhibitions both locally and at an international level.

AHMED ALMANNAI

Ahmed AlMannai is a partner at Shepherd Studio, and a practising architect and designer with an impressive portfolio encompassing product design, spatial design, and architecture. Holding a Bachelor's degree in Interior and Spatial Design from the University of the Arts London and a Master of Architecture from The University for the Creative Arts, he showcases a deep understanding of design strategy and theory. His work has garnered international recognition and awards, solidifying his accomplishments.



BOOK LITHIC

ABDULLA BINHINDI
HAMAD ALMANNAI

ABDULLA BINHINDI

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HAMAD ALMANNAI

Hamad AlMannai, a Bahraini designer and physicist, studied radiation physics and philosophy at Australia's Wollongong University. His physics work involves accelerating quantum particles and photons for research and medical purposes. Drawing from his science background and passion for architecture and urban design, AlMannai's design direction centers on objects, product design, and interior design.



BOOK LITHIC

RASHED ALARAIFI - AHMED ALMANNAI

ABDULLA BINHINDI - HAMAD ALMANNAI



TAJALLA
CREATIVE AGENCY

SAND GARDEN

TAJALLA STUDIO

SAND GARDEN

AlUla-inspired table-size Sand Garden is a product that captures the essence of the serene sand of AlUla, allowing people to experience the calm and tranquillity of this beautiful destination wherever they are. People can use the included miniature rake to create unique patterns in the sand or the lion tombs miniatures. Promoting mindfulness and relaxation as they focus on the present moment. An experience that transports people to one of the most stunning destinations in the world.

TAJALLA STUDIO

Tajalla Studio is a multidisciplinary creative agency based in Riyadh, Saudi Arabia. Founded in 2016 by Badr Alrumayan, they are dedicated to delivering creative solutions, product design, and manufacturing services. At Tajalla, inspiration from culture fuels their passion for innovation. With a keen eye for detail, they take pride in their unique approach to product design, ensuring that each creation becomes a captivating storyteller of its own.



SAND GARDEN
TAJALLA STUDIO



OHJEA

THAQEB STUDIO

OHJEA

"Ohjea" is a product that aims to create an enjoyable experience in which visitors of AIUla tell about their unique visit while assembling the puzzle elements and giving the opportunity for families and individuals to visualise AIUla, as each set of pieces includes picturesque scenes that revive an unforgettable experience.

THAQEB STUDIO

Thaqeb Studio is a Saudi-based Industrial Design Studio founded by leading female industrial designers, Raghad Sendi, Aseel Hussaini, Fatemah Alghamdi, Farrah Aldossary, and Sarah Alghamdi in 2020. Thaqeb aims to evoke the local industrial design culture to pave the way for a revolutionary retake in the creation of products in the market of Saudi Arabia by merging Saudi's rich heritage and local essence with industrial design strategies and technologies.



OHJEA
THAQEB STUDIO

جائزة ALULA
العلم DESIGN
للتصميم AWARD

A New Legacy of Design,
Inspired by AlUla

📷 @artsalula