

# المتصلي

THE DESIGNERS NETWORK

مجلة التصميم السعودية الأولى





HOME PHILOSOPHY

# visionnaire



Dining table **Phoebus** design Studio tecnico IPE | Chair **Esmeralda** design Alessandro La Spada | Consolle **Keu** design Samuele Mazza, Alessandro La Spada  
Carpet **Flaminio** - Cabinet **Jupiter** - Chandelier **Claudio** design Samuele Mazza | Set de table **Saille** design Philippe Montels



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# ISSUE

رقص

first saudi design magazine

# ١٥

*We at Design Magazine share our humble attempt to intergrate creativity into the firm fabric of society and to open the flood gates of humanities innovative power, and indulge in the discovery of self-expression.*



## FIKRA PUBLISHING

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## Colleges جامعات

King Abdul- Aziz University  
British Council  
CBA  
Canadian Language  
center (Al khobar)  
Dar Al Hekmah  
Effat  
Wall Street  
KAUST  
Future Center  
AUD (Dubai)  
AUC (Cairo)  
AUB (Beirut)  
VCU (Doha)

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**Riyadh**  
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Hewar  
**Dubai**  
XVA  
Art Space  
The Empty Quarter  
Ebdaa  
Four Seasons Ramesh  
Opera Art Connection  
Cuadro  
Traffic  
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Third Line  
Waqif Art Center  
Masqat Boutique  
**Oman**  
Maho Gallery

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Atlantis (Dubai)

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Alwan  
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Bo Concept  
Dactylifera  
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First Print (Riyadh)  
Lomar ( Jeddah – Riyadh – Khobar )  
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Moda Car  
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Tsamem  
Toby  
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Jungle Blue  
Jeddah 3N

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Crunchy Square  
Crusty  
Cup Of Cake (Al Khobar)  
Dunkin☐Donuts  
Fratelli  
Havana Cafe (Riyadh)  
Helen3  
il Gusto  
Le Caffè  
Lenotre  
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Uromshe  
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I love Hishma – Lillies  
Aziz Mall – Latifo  
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Noon – Paper Moon – Food Court  
**Jeddah Mall** - CCDK  
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Champions – Crunchies – Kalimah – Musalli  
Jewelry – Noon – Café Larica – Esquires Coffee –  
Virgin Mega Store  
**Roshana Mall**  
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**Serafi Mall** – Athr  
**Stars Avenue Mall**  
Bert3 – Crepe☐cafe – Champions – Deera Café –  
Lovesac – Pianegonda – Pomellato  
**Le Chateau** - Carrol Boys  
**Mall of Arabia** – Café Larica

### Health Centers مراكز صحية

La Perle Dental Spa  
Dentalia Clinics  
Ultimate Power Gym

### Banks بنوك

NCB –Tahlia Branch  
Samba – Ladies Branch

فين يمكن أحصل المجلة؟

WHERE CAN I GET MY COPY?

# FAMILIA الفاميلية

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## عشر سنوات من التصميم

## A DECADE OF DESIGN

This issue we take a flash back through the last decade of design and highlight the most significant influences to emerge from each creative industry within the Kingdom, from emerging publications, to the death of music icons.

Since the launch of Design Magazine two and half years ago, one of our most important realizations is that there is no single formula that defines the path to success. We've come to understand that there will be some who love, some that dislike, and along with those that support, there will be the many that will stop at nothing to bring you down!

Yet, with all these accomplishments and adversities, we've been consistently astonished with the developments in design that have influenced our society, changed our concept or understanding of design and have impacted our daily lives.

Let us dream together that the next decade will continue to afford Saudi designer's a chance to make their positive imprint in the design world and that Design Magazine will be a platform through which to share, support and encourage these amazing ideas that are yet to come.

**KHOLOUD ATTAR**  
founder/creative director

في هذا العدد نسلط الضوء على التصميم خلال العقد الماضي، وعلى أهم الصناعات الابداعية في المملكة ابتداء من المنشورات الناشئة الى وفاة بعض رموز الفن منذ انطلاقة مجلتنا منذ سنتين ونصف السنة ونحن على علم بأنه لا توجد صيغة محددة و سهلة لتحقيق النجاح، ووصلنا الى فهم أن هناك من سيحب عملنا بجانب من سيكرهه وهناك من سيدعمنا بينما سيكون هناك العديد ممن سيقفون عند لا شيء لاجباطنا. ومع كل هذه الانجازات و المحن ومازلنا مذهولين بالتطور الحاصل في التصميم و الذي أثر على مجتمعنا وغير مفهومنا عن التصميم و أثر في حياتنا اليومية. دعونا نحلم معاً بان العقد القادم سيحمل معه استمراراً في اعطاء المصمم السعودي الفرصة لتترك بصمة ايجابية في عالم التصميم، و أن مجلتنا ستظل منيراً يتم من خلاله تبادل و دعم و تشجيع هذه الأفكار المدهشة

**خلود عطار**

المؤسسة/التوجيه الابداعي



We would like to thank all of our supporters for this issue: Abdulrahman Attar, Shahenaz Sabban, Naila Attar, Shahd Attar, Suhair Gurashi, Maan Bajnaid, Tamer Tayeb, fajr basri, hala harthy, Dina Arif, Dima Shnieder, Hany Solaiman and to YOU

# CONTRIBUTORS



*Adnan Z. Manjal: Editor, Art Consultant*  
Adnan is the Editorial Director for the London-based online luxury magazine SQUA.RE, (<http://squa.re>) and is also the Business Developer for Jeddah-based art consultancy, Progress Art (<http://www.progressart.net>). Known for being hard-headed and determined, Adnan always manages to find whatever it is he's looking for. With his favorite style icons being David Bowie, Grace Jones, and Daphne Guinness, his passion and motivation always lead him back to fashion and art. Adnan lives for deep house music, Ella Fitzgerald's voice, Miuccia Prada's collections, Jean-Michel Basquiat's paintings, Paul Thomas Anderson films, gourmet Belgian dark chocolate and to make his family proud. For comments and questions contact Adnan at [azmanjal@progressart.net](mailto:azmanjal@progressart.net), or [azm@square-media.co.uk](mailto:azm@square-media.co.uk)

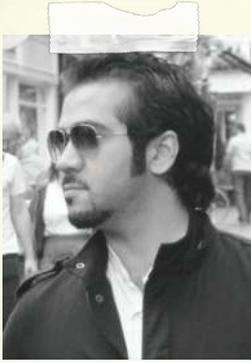
*Hisham Malaika: Architect*  
One of the Kingdoms finest architects, Hisham Malaika was previously director of award-winning Norwegian firm Snohetta, before recently joining Saudi Diyar. His favorite structure is the Johnson Wax Building, designed by Frank Lloyd Wright (1936-39), which he enthuses is "A remarkable building that dealt with the typical office building as a temple for work. It revolutionised the workplace by providing the world's first 'open plan' formation and unveiled countless other innovations still in use today. It also embodied an aesthetic that was both visionary and well ahead of its time." While, on the flip side, Malaika believes the Makkah Clock Tower to be the most hideous structure of all time, "Even non-Muslims are aghast at how this ridiculous 500m structure could have been built at the footsteps of one of the holiest sites on earth." Strong opinions? That's why we love him. Contact him at [hisham.malaika@diyar.com](mailto:hisham.malaika@diyar.com)



*Bessma Attar: Freelance Writer*  
A tad obsessive, a little messy and extremely kind, Bessma's a freelance writer whose proudest moment was when she saw her first article printed in Arab News newspaper. Singing like an angelic bird in front of 400 people at a private party, taking a bite of her homemade cheesecake and reading her name in print, are the special moments that Bessma's dreams are made of. Bessma may dislike eggplant, liars and roaches, and bake the first day of starting a new diet, but she proves her light-hearted humor and incredible wit within Design Magazine pages time and time again. For comments, you can reach Bessma at: [suffering-bluesoul@hotmail.com](mailto:suffering-bluesoul@hotmail.com)

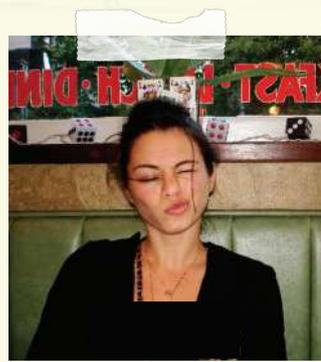


*Sara Ismail: Filmmaker*  
Passionate, ambitious, and slightly schizophrenic, Sara Ismail is a graphic designer and filmmaker that completed four-years of college by age 19. She may be young, but she knows what she likes - high resolution images and perfection - and what she dislikes - bananas and Dr. Phil! Keep tabs on this talented aspiring filmmaker, and enjoy her input and growth with Design Magazine. Contact this rising star at [saraislam8@gmail.com](mailto:saraislam8@gmail.com)



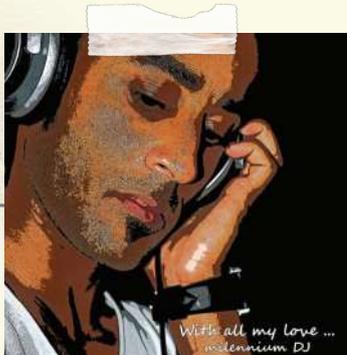
*Mahmoud Naseem: Senior Art Director, Lomar Thobe [re]defined*

Born and raised in Saudi, Mahmoud Naseem, may be described as moody, but at Design Magazine, we name such traits of this talented art director as character enhancers! An ambitious dreamer with two-international awards standing proud on his mantle, from his education and professional experiences crisscrossing the globe from Canada to Malaysia, we take a bit of his "in the biz" insight into the "Old Skool vs. New Skool" age-old graphic design debate. You can contact Mahmoud at: mahmoudnaseem@gmail.com



*Nasiba Hafiz: Fashion Stylist/ Advisor*

One of our favorite trendsetting fashion stylist and advisor, Nasiba Hafiz, has personal and professional style experience to brag about. Working with two of the top retail department outlets in Saudi Arabia, Rubaiyat and Al-Sawani, stocking their designer racks with style buys to live by season after season, Nasiba is taking a time-out from the fashion scene to rock the Mummy-scene with her newborn baby, Billy. She may make up words that don't really exist, but who needs words, when you have a fashion sense that everyone envies! You can contact Nasiba at nasibahafiz@gmail.com



*Haitham Al-Hefni: DJ, Restaurateur*

With over a decade and a half of DJ experience, Haitham Al-Hefni has had a lot of good times. Among the most memorable: Element nightclub - Beirut '04, Zinc nightclub - Dubai '05, and the Hard Rock Café anniversary party - Cairo '06 & '07. As the only DJ in the Middle East to release 11 original albums with an authorized music company, every gig and every track gets him one beat closer to his dream of one day playing in Ibiza. Crossing over from the music scene to culinary cuisine, this DJ-cum-foodie entrepreneur recently opened the doors to his new restaurant/lounge, White, in Jeddah. Contact Haitham at



*Nina Kreidie: Graphic Design Lecturer at Dar Al-Hekma College, Jeddah.*

Dirty design and poorly adapted Latin to Arabic logos, do NOT go there. Nina Kreidie, meticulous, illustrative, and all about typography, Nina LOVES to share her talent and promote the talent of her students. Having organized the first design conference in the Kingdom, Tawasul Conference, Nina takes a lot of pride in mentoring her students, showing off their talent and seeing them graduate. As one of the many talented graphic design lecturers at Dar el Hekma, check out her work by visiting: [www.ninakreidie.com](http://www.ninakreidie.com)

# Launch of Jeddah Local Radio Station 105.5 FM, December 1

Start your morning with a caffeinated blend, listen to the discussion of a wide range of interesting topics on Binat Sittat, find out that *you can* on the program "Can I," enjoy a fusion of your favorite English and Arabic music, and much more on Mix FM 105.5. The Design Magazine Familia shares our favorite Mix FM programs, ranging from delicious beats, comical skits, and exercise treats... Tune in to listen, and check out Mix FM online at: [www.mixfm-sa.com](http://www.mixfm-sa.com)

**Mariam, Editor-in-Chief:**

"I like Mega Mix, but I really admire what Captain Rima is doing to promote exercise throughout the community."

**Kholoud A, Founder, Creative Director:**

"I like the GPS segment, which gives you interesting facts and talks about different places"

**Osama, Distribution Manager:**

"I like the transit program, which is really useful and room #11"

**Dhahi, Photographer:**

"I like the Caffeine morning show"

Mohammad Gulman, Calligraphy:

**Bader, Subscription Executive Manager:**

"My favorite program is المستشار"



"I only listen to Mega Mix as it's my favorite"

**Maan, Photographer:**

"I quite enjoy Captain Reema's program, and the information the program shares on nutritional facts"

**Ahmed, Graphic Designer:**

"I like Can I and Taquwa"

**Huda, Administration Manager:**

"I'm really into Mega Mix and Countdown"

**Mohamed B, Photographer:**

"I have found the program GPS very interesting and unique. Last time I tuned in they were talking about Ghar-nata city in Spain"

**Esraa Fadaag, Graphic Designer:**

"I'm all into Mega Mix and Countdown"

**Kholoud El Hattab, Administrative Manager & Marketing Director:**

"My two favorite programs are definitely Mega Mix and Taqwa."

**Rima, Writer:**

"I like to listen to the Caffeine program as I'm in the car going to work. It shares the latest news and updates you with what's going on in a cool and hip way"

**Hala, Graphic Designer:** "Mega Mix and Countdown"

# haal inc.

Black is  
back... with a  
contemporary  
twist!

The brand name, Haal Inc. is inspired from the Arabic word 'heil' which means cardamom. Much like the distinct taste of 'heil' and its traditional essence and timeless presence in our culture the brand is a reflection of the same aspect of the spice.

With a recently launched collection ranging from trendy black on black to shoulder embellishment to beautiful beadings this avant-garde line makes for a bold fashion statement. The balance is found in the simplicity of the lines to make sure nothing is too gaudy and each piece is given its rightful statement.

This line offers contemporary abayas that are designed to coincide with current worldly trends keeping in mind its traditional concept. With a seamless blend between the conventional and the contemporary, this newly launched line deserves a viewing.

Now Available at Sotra in Ana Special Mall, Jeddah

+966 (55) 988-8040 [www.haalinc.com](http://www.haalinc.com)  haal inc.

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Decofair, Jeddah

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THINK, Photography Exhibition

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Ahmed Mater Book Launch

The Shop

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CCC Photography Competition

The Graphic Design Senior Exhibition

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Multimedia: Let the Coming Decade, Be All About YOU!

Sound: RIP Talal Maddah & Micheal Jackson

Culinary: A Decade of Delectable Delight



Movie: Decade in Production Milestones

Book: Decade in Books

Sound: Playlist



# FEED BACK

Share your thoughts at: [info@d-magazine.net](mailto:info@d-magazine.net)

Dear Design Magazine,  
I must say that Design Magazine is an original product with beautiful unique touches and I wish to thank you all for your incredible efforts.  
Yours Sincerely,  
Abdulaziz Alghamdi

Dear Abdulaziz,  
Thank you for your feedback and encouragement. We always love to hear from our readers and it really means a lot that you took the time to write and tell us how you feel about our hard work and continual efforts.

Al Salamu Alaikom, there!  
I want to tell you guys that Design is one of the best magazines in the market/ if not THE best! So I'm wondering if I could work with you in a part-time/ voluntary job?  
Thank you so much for your time and cooperation  
Anonymous

Dear Anonymous,  
Thanks for your interest to become a part of the Design Magazine team. We always love to recruit new talent and we do offer accredited internships, although spaces are limited. Please send us your CV to [info@d-magazine.net](mailto:info@d-magazine.net), and what you are interested in, and we will take you into consideration upon future vacancies.

Hi Design Mag,  
I really like the annual showcase issue. It was nice

to see all the talent here in Saudi. When will you do it again, and how can I be a part of it next time?  
Thank you,

Lara Khoury

Dear Lara,  
Because of the incredible talent throughout Saudi Arabia, we have decided to have an annual showcase issue, that will be published every November/ December. If you would like to be a part of it next year, please send an email to [info@d-magazine.net](mailto:info@d-magazine.net), with a short biography, your profession and contact details, and we will get in touch.

To Design Team,  
Your magazine is very unusual and unique. I like staying up to date with events and news in the arts around town, when I read your magazine I feel like there is so much happening. I like to follow you on facebook, but I don't get any updates. But then I saw you have two groups on facebook, which one should I join to receive news and updates?  
Keep up the good work.  
Dina Alashiekh

Dear Dina,  
Thank you for your nice comments. We do our best to keep everyone updated and current about what's happening in the local arts community, but we couldn't do it without support from our friends and readers like you. If you know of an art and cultural event or exhibition happening in Saudi Arabia, or by a Saudi abroad, please

do tell us about it. We have two groups on facebook, the Designer's Network and Design Magazine fan page. Become a member on the Design Magazine fan page and you will receive all event updates.

Salaam,  
Design Magazine is great. Thank you for creating it and producing great quality work. I want to know how I can participate in upcoming issues and brainstorm with the team. I am a graphic designer and I have a lot of ideas that I want to share and I think you will all like. I want to help make this the best magazine in the region!  
Thank you,  
Mohamed Shaker

Hi Mohamed,  
Thank you for your interest and support to make us the best. We love when people want to collaborate with us and we always have an open door policy and invite other creative's to take part in the brainstorming process. Just send an email to [info@d-magazine.net](mailto:info@d-magazine.net) expressing your interest to be contacted for future brainstorming sessions, along with your contact information and we will definitely call you.

والله منورين المنتدى اسم ديزاين ملعلع ما شاء الله وعقبال ما نشوف قناة ديزاين التلفزيونيه.  
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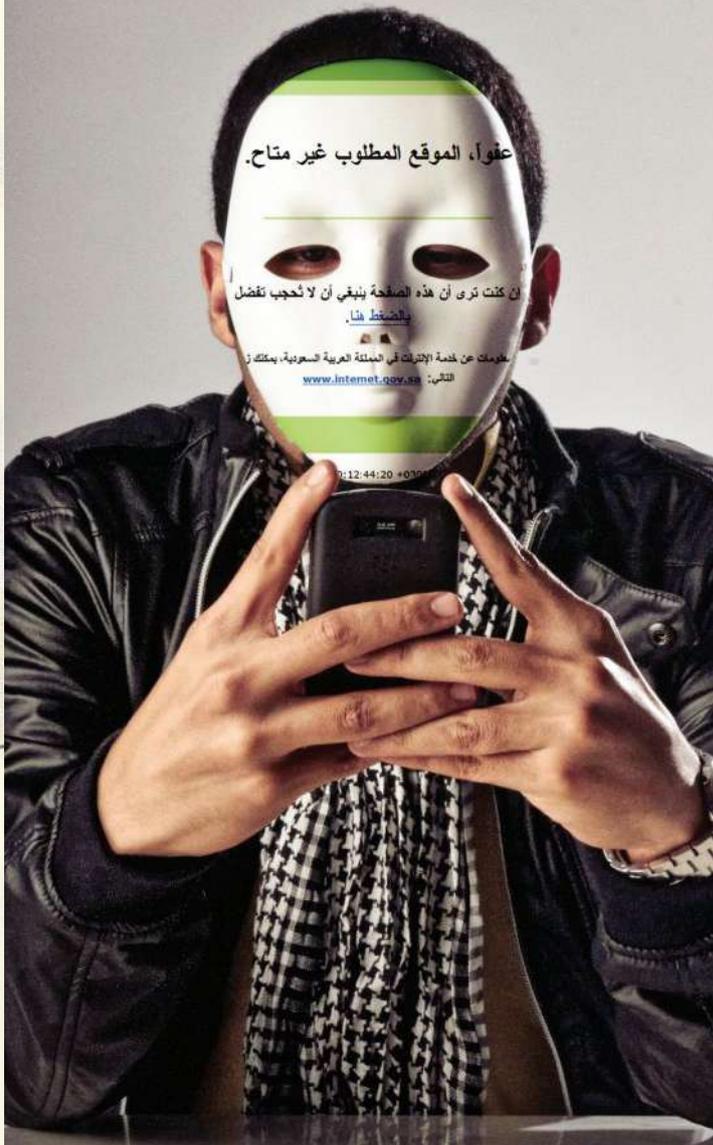
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## TARIK AL ABDULLAH - BLOCKED



It used to be that living in Saudi, meant feeling isolated and protected from the rest of the world; almost like being in a bubble. Alienating, disturbing and incredibly frustrating, people had limited access to everything: news, fashion, music, books and even magazines, movies and toys...absolutely everything!

Well, things have changed! Thank God for technology and the amazing products that came with it.

It started somewhere around the introduction of those monstrous satellite dishes, and suddenly, our information channels expanded and barriers began to crumble. Censorship was not such an issue anymore.

Oh, and then there was the advent of the mobile phone. Only the elite and well-off had access to it at the very beginning; it was a sign of prestige you could say. When prices went down, the mobile phone became ubiquitous, and in addition to functioning as a source of communication in times of distress and emergency, the mobile phone also functioned as a device to match-make loved up teens and eternal gossip queens.

when the camera phone came out, sadly some rotten individuals took photos of girls in restaurants, malls and even in the streets for fun and exploitation. Bluetooth only made matters worse, for instead of transferring business cards it was used as a tool for flirting, harassment and the transfer of "dodgy" erotic files. So, you're in a nice restaurant and the guy on the table across from you with a smile or a wink sends you a Bluetooth message with his name and number or asks you for yours. This may sound harmless enough, but it has been known to end well on the very rare occasion.

Then came "the internet," which in fact is the single most amazing thing that could have ever happened to the world, and Saudi Arabia in particular. "Google-it" is the 2000's catchphrase we've come to live by! In addition to settling knowledge-based disputes, the internet has also provided a new medi-

# The Decade of the Electroinc Leash

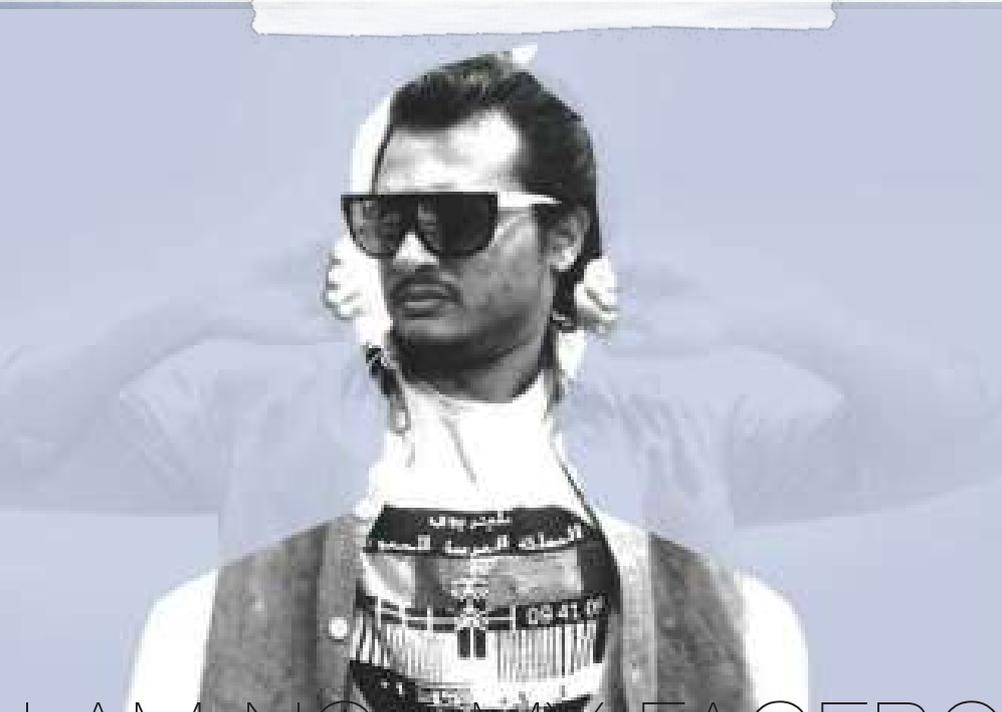
By: Bessma Attar



EYAD MAGHAZIL - CYCLE OF TOOLS

um in which males and females, in this conservative society, are able to experience "friendship," and has even resulted in marriage on many occasions. Now we move on to "the iPod." The apple iPod revolutionized the way in which we listen, store and share our music. Everyone had to have one. Instead of the classic song dedication or dated "mixed tape," husbands would give you an iPod with all your favorite songs on it; the ultimate romantic gesture. Oh, and no doubt you've heard that Lomar thobes designed a special thobe with a unique little pocket especially made for carrying the iPod.

Then the blackberry was born. "How can you not have one?" with their amazing messaging features and the unique accessories and colorful covers; essentially, a toy for grown-ups – but, who's judging?! In Saudi, the blackberry has provided a new mode of communication for people to get to know each other in a more respectable fashion that doesn't compromise the conservative traditions and values of our society. It may not be acceptable for a girl to just give away her number, but sharing one's bb pin has now become trendy and customary.



# I AM NOT MY FACEBOOK

جاري تحميل مخ...  
LOADING BRAIN...

Cancel



Technology is changing the whole world as we know it, but boy has it changed the Saudi Arabia I grew up in. The very image of a Saudi is that of a private, cautious and extremely conservative person. Now, with Facebook, this has all changed forever. Having people share so many intimate details and facts about their lives and themselves is so mind boggling. Some of my girlfriends express in front of 450 people on their friends' list that they're mad at their husbands, or angry at the world. They let everyone know that they've had a bad haircut or that their kids are sick. Some go as far as sharing personal photos of their wedding, honeymoon or travels. It's almost become like a show; "Look at me! I'm cool, liberal, open-minded, beautiful, privileged...etc." I won't deny that it's interesting and fun to see and maybe even a little addictive. It's like looking into people's lives or what they want you to think their lives are like. But it also gets to be too much, and too much of anything isn't good.

The funniest thing is that now girls Google their potential suitors or search for their Facebook profile pictures before actually agreeing to meet with them.

Like I said, times are changing and in many ways for the better. But mobile phones, Blackberries and Facebook all make it harder to get away and just relax. Sure we are more connected, but at what expense? People are able to reach you night and day whether you're at work or on vacation. My husband calls it, "the electronic leash!" Are we the Master's or the Victims? Think about that...



Bandar Al-Romaih is bringing Jeddah's outdoor local culture in, with his arty array of 1970's inspired wallpaper. Al-Romaih wanted to change the negative perception some people have of Jeddah as being ugly and filthy. So through his wallpaper, his mission was to highlight the beauty of our beloved city through the iconic and artistic images in public spaces. "I wanted to do something different where I designed a Saudi-esque wallpaper with different colors according to people's tastes and coordinate them to the color of their rooms," he added.

## THINK, PHOTOGRAPHY EXHIBITION, DECEMBER 8

Some of Saudi Arabia's incredible photographic talent was on display at Ana Gheir Mall in Jeddah. Under the auspices of Al-Watan media and sponsored by SAGIA, Toyota Abdul Latif Jameel, and Bravo, THINK magazine launched a photographic competition "Cross the border, images locally, see the world." The event was truly inspiring; the aim of this competition was to show the Kingdom of Saudi Arabia in the twenty-first century and to showcase its development, design and economy, arts and culture. It also aims to market the innovation and talent of local photographers to the rest of the world.

To learn more visit:  
[www.thinksaudi Arabia.com](http://www.thinksaudi Arabia.com)



72-4W

72-3W

72-2W

172-1W

=> Road was a total dating - had  
since several wedding  
of she had certainly given now  
then her => at we did  
Ocean Grove W

insistent

=> I tried to capture her sense of  
dreams



## TEDX ARABIA, DECEMBER 2

By: Rima Al-Mukhtar



Jeddah witnessed its own version of the popular Technology, Entertainment and Design (TED) series of inspirational events which was held on December 2nd in The Ismail Abu Dawood Hall of the Jeddah Chamber of Commerce and Industry building (JCCI).

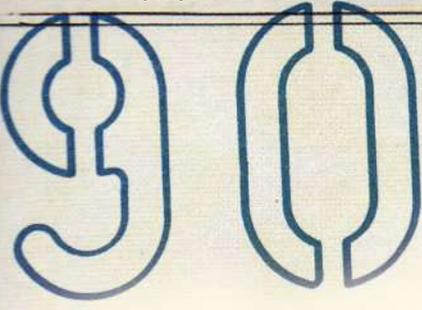
More than 900 attendees formed a strong, supportive and excited crowd and interacted with the speakers by expressing their support to their ideas and views. The event was held for eight-hours and featured 20 young and experienced speakers. Each speaker made a presentation on the subject entitled "What is innovation?"

The speakers included pioneers from the media, entertainment and technology sectors who shared their success stories at the event. And most of them were from Saudi Arabia and the Middle East and included some well-known names, such as, Dr. Ali Abo Al-Hassan, Mohammed Al-Bakri, Dr. Walid Fitaihi, Dr. Naif Al-Mutawa, Thamer Shaker, Dr. Hani Al-Munei, Hani Khoja, Muhannad Abu Diyah, Fatima Ba'azim, Yasser Bakr and more.

## ATHR GALLERY ART LECTURE SERIES, DECEMBER 4-8

Dr. Higginson lectures on the Christie's Masters program 'Art, Style and Design: Renaissance to Modernism,' and is also a contributing lecturer on the course, 'Modern and Contemporary Art: Approaches, Methods, Practices.' Dr. Higginson has been lecturing at Christie's Education for the past 7 years. He has held teaching positions and lectured in some of the most prestigious institutions in the UK and abroad such as, The Winchester School of Art, Sotheby's Institute, SOAS, The Courtauld Institute, the Tate Gallery and the National Gallery. To learn about and register for upcoming art series, please send an email to [info@athrart.com](mailto:info@athrart.com) with full name, contact number, and courses you would like to register for

Match



## THE SHOP, DECEMBER

Inner\_void

يكون هناك سلسلة معارض متواصلة لكل مشاركي تأثر ويؤثر ومن لديه موهبة ” وتضيف باعظيم أن الدعم الذي قدمه جاليري ذي شوب هو بداية قوية لدفع الفنون في القمة.

وسوف يشارك كل من عبدالله وبوقس برسومات الانيماشين مستخدما عدة تقنيات بسيطة في الرسم ودقة عالية في الأداء مستخدم الورق الأسود ويرسم بعزف الأبيض يتحدث عن أشياء يعشقها هو ودائما ترافقه خصوصا في مرحلة الشباب وتأتي أعمال المصمم ياسر بنجر بإخراجه فكرة تصميم تجمع بين مكتبة الكتب والجلوس وآخر بين تعليق الملابس وإضاءة المكان وأيضا قدم عدة أعمال رسم ديجيتال تتحدث عن جمال المرأة مستخدما تقنية المساحة اللونية والفراغ وبساطة الفكرة والتجسيد وتأتي سارة عبده لتضيف دراما فنية من نوع آخر وخاص جدا لتؤكد المسافة بين كل ما يقدمه الخمسة في المعرض وتعبير بفننا بلوحات تحمل شخصيات تتخللها الزهرة كرمز والحكاية تظهر في ملامح الوجوه وتشكل أعمال سارة بالأحبار وتعتبر شخصياتها من صنع خيالها الرائع بقولها ” كل جزء في حياتنا يحمل قصه، نظره، وتجربه صغتها في أعمالها، كما رأيتها، وشعرت بها. دمجها بين الواقع المجرد والخيال، يضيف بعداً من نوع آخر“. وتتوقف لمسافة آخر مع المبدعة سماح كامل في استخدامها فن الكولاج والبوب ارت واستخدمها بإبداع مادة قشر البيض وخامات مختلفة لتشكيل من خلال رسوم الكرتون شخصيات أرخ بطريقتها وأيضا تأتي أعمالها كولاج الكبريت كمصغر لكتب الجيب.

وتفصل المسافة مسافة آخر مع المصمم محمد باعظيم الذي أخذ صوت وصورة أم كلثوم ليشكل بها عمله بعد أن صممه نفذ على لوح الكانفس ليظهر الذكريات في رائعة ” أنت عمري“ وينتقل محمد لعمل آخر يحمل قصة عالمية للعمل الفنان دافنشي برسمه الجكوندا التي حيرت العالم بإتسامتها عبر مسافات من فن البوب آرت. تدخل مسافة عالم الفنون البصرية من عدة اتجاهات يضيف الخطيب ” المعرض يشمل خمسة فنانين مواهب معاصرة مختلفين التقنيات و يجتمعون في نقطة واحدة وهي الفن“.

The Shop hosted an art exhibit titled “Inner Void,” where local artists came to display their creative talents through various mediums. The success of the exhibition was yet another confirmation of the many talented local artists we have here in Jeddah.

For more details please call +96626642663. Rawdah street

يفتتح مساء اليوم الثلاثاء الساعة الثامنة والنصف المعرض التشكيلي لأول خمس مواهب مبدعين من رائعة تأثر ويؤثر في جاليري ذي شوب في حي الروضة . تحت مسمى (Inner\_void) مسافة داخلية.

يأتي المعرض باستضافة ورعاية الأستاذ براء الخطيب مدير محل ذي شوب الذي يقول بقوله ” اخترنا اسم المعرض (مسافة داخلية) لأنها من اشمل وأجمل تعاريف الفن مضيف عندما تقترب الشحنات الكهربائية نحتاج إلى (مسافة داخلية) ، عندما تقترب الكلمات في السطر نحتاج إلى (مسافة داخلية) لتكوين جملة واضحة ولها معنى.. عندما تتراكم متطلبات الحياة نحتاج إلى الفن لتكوين عالم منسجم وله معنى“ وتضيف صاحبة فكرة مشروع تأثر ويؤثر فاطمة باعظيم أن الهدف من استمرار نشاط تأثر ويؤثر لا يقتصر فقط على إقامة معرض جماعي بل يتعد حتى إقامة معرض شخصي من خلال قورب الفيس بوك يتم التواصل مع جميع المشاركين وتشجيعهم على الاستمرار وإرسال كل الأنشطة الفنية وإشراكهم في جميع المسابقات الدولية والمحلية و مساء الثلاثاء سيكون دافع قوي لاستمرار النشاط مع أول خمسة وسوف



# ROOM NO 5

## ROOM #5, DAR EL-HEKMA COLLEGE ART EXHIBITION, DECEMBER 20 - 22

Under the auspices of Dar Al Hekma's Creative Art Club, and the patronage of Princess Basma bint Saud Al Saudi, the exhibition Room No.5 was designed as a diversified art exhibition. According to Huda Beydoun, the President of the Club and the exhibition, "the event was named "Room No. 5" after a famous art piece by Eldzier Cortor, and because the exhibition will include 5 art sections." The 5 different art fields represented were: fashion, graphic design, photography, fine arts, and interior design. With more than 12 participants, Room No.5 demonstrated the force of the immense creative talent within young Saudi's, and the phenomenal impact this creative talent can have upon the public when unleashed. Crowds were blown away, by the foyer set-up of a dining table that showcased each artists work on the backrest of the dining chairs. The punk-rock table was set for a delectable artistic meal, complete with fish in glasses, a caged chicken and decopage international newspaper clippings, which was all illuminated by a backdrop of vanity bulb's lining a rectangular 5x10m wood panel, with Room no.5 carved out.



## NOVEMBER 28- 30 - JEDDAH HILTON HOTEL PARTICIPATION OF WOMEN IN NATIONAL DEVELOPMENT,



The two-day event, organized by the Khadijah bint Khuwailid Center, part of the Jeddah Chamber of Commerce and Industry, focused on the achievements of women throughout the Kingdom and recommendations to overcome the obstacles preventing their progress. The event was attended by both men and women, honorary guests and dignitaries. Among the participants, Her Royal Highness, Princess Adela bint Abdullah described that although women have reached the higher tiers among many professions, there is still room for much improvement. "Women's participation is below expectations. A society cannot walk with a limp," she said. She also added that media awareness is paramount in order to highlight the issue of women's participation in society and to increase acceptance.

Princess Adela called on the private sector to create more jobs for women. "There is urgent need for Saudi Arabia to diversify its activities and to balance economic growth with population growth. With 25 percent of the Saudi society financially helping the other 75 percent, this demonstrates the need for a greater role for women in social development," highlighted Princess Adela.

The event created immense controversy as it was the first time that many of the sensitive issues on the agenda were discussed in a public forum.

To stay up to date with the center's events, check out: [www.jcci.org.sa](http://www.jcci.org.sa)

## CCC PHOTOGRAPHY COMPETITION, JANUARY 31 DEADLINE SUBMISSION:

Art has been perceived and utilized as a mode of self-expression towards the assortment of concerns, worries and social issues, along with the celebration of joy, love and happiness. CCC is a reflection stemming from the belief that through art, as a means of expression, one can incite contemporary, creative and communal critique. This project aspires to produce and promote work that echoes the lives of diverse Saudi cultures. Art by that becomes a conscious effort to facilitate and contribute to social change initiatives. To request an application before the deadline Monday 31 Jan. 2011, email: [tripleproject@gmail.com](mailto:tripleproject@gmail.com), and follow them on Facebook at: <http://www.facebook.com/event.php?eid=174104402617652>

The Graphic Design Senior Exhibition, Dar Al-Hekma College, January 11 & 12: They have worked hard for four-long years, now they share the best of what they have to offer to you. Come join the fresh young graduates of the graphic design program at Dar Al-Hekma on Tuesday and Wednesday, January 11th and 12th from 7-10pm, and see what some of the graphic design industry's promising young stars have to offer. Check out more about the event on Facebook: CCC Photography Competition,



نتشرف بدعوتكم لصفحة

عرض الجواهر المصممة المكونة من المعادن المعروفة لدى ساسة الميراث العالمي

سيقان بيكاشي

وقد أقيمت بحسب دعوة الله تعالى في الساعة الأولى يوم السبت الموافق 29/1/2011م

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*Saturday 29, January 2011*

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Riyadh - Centria Mall: +966 1 293 5442

## ATHR GALLERY, YOUNG SAUDI ARTISTS: 9TH JANUARY 2011 - 9TH FEBRUARY 2011

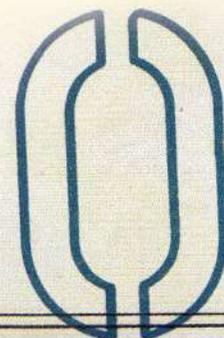
In recognition of the growing energy of artistic expression by Saudi youth, Athr gallery is excited to present Y.S.A. The upcoming exhibition, which opens 9th January 2011, presents some of the most disparate artworks by young Saudi artists across a range of styles and mediums. The artworks delicately depict the local collective conscience nowadays.

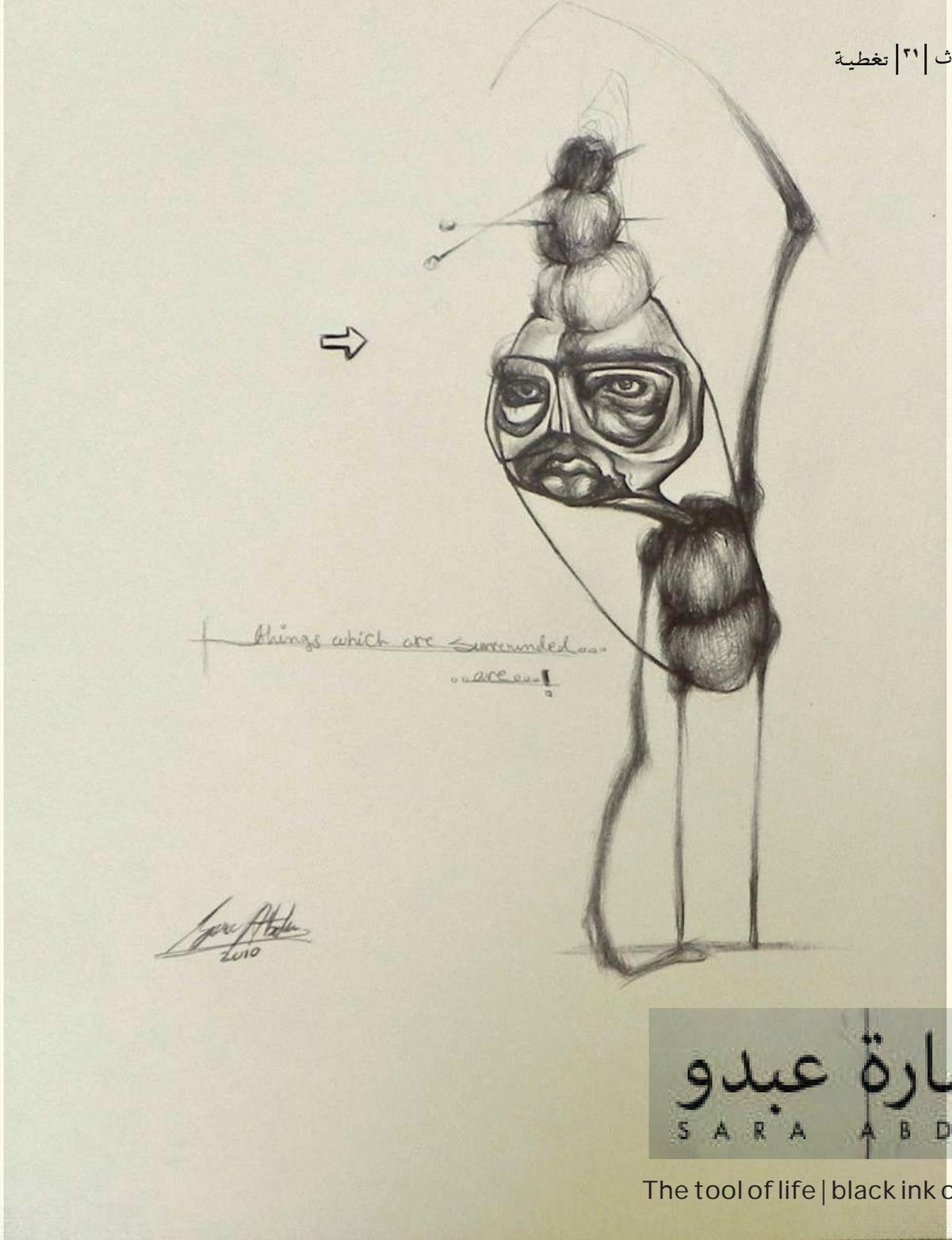
The show explores pushing borders, challenging stereotypes, exploring current realities and venturing into alternative ones. Most importantly, Y.S.A is a platform where Individual artistic identities are made known; some free from the stigma of locality and others a testimony to it.

The exhibition will feature the works of: Badriya Abdallah, Sara Abdu, Faisal Abu Al-Adel, Omar Al-Ashour, Reem Bajabaa, Huda Beydoun, Nada Hakeem, Sami Jeraidi, Amna Kamel, Sa'ad bin Mohammed, Saleh AlShehri, Saud Al-Saud, Yousef Al-Shaikh, Nasser Al-Salim, Majed Al-Thebeiti, Talal AlToghais, and Salwa Zahid "Y.S.A " will run from January 9th 2011 until February 9th 2011, for more information contact ATHR Gallery at 056-865-8888 or visit [www.athrart.com](http://www.athrart.com).



Yousef Alshaikh  
THIS I a series of five micro portriats

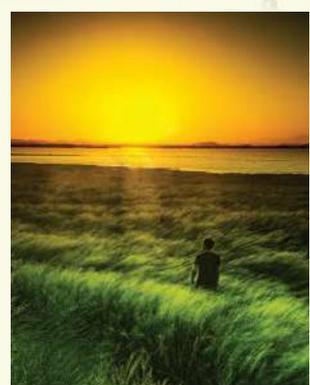




Saud Al Saud  
سعود آل سعود



Nasser Al Salim  
تاريخ الكعبة | tarikh Al Ka'aba

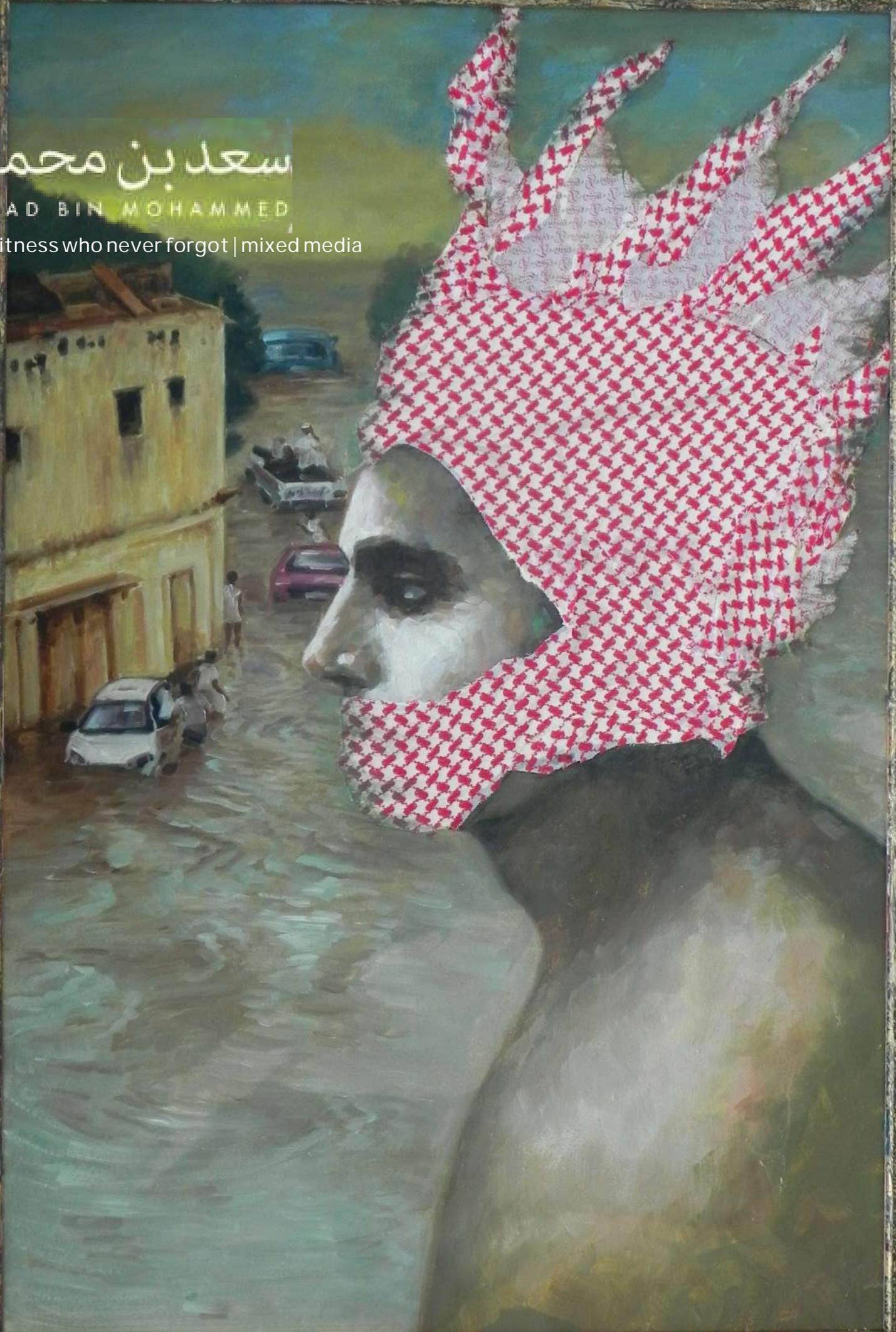


Saud Al Saud  
سعود آل سعود  
Outer Beauty

سعد بن محمد

SAAD BIN MOHAMMED

A witness who never forgot | mixed media





Bunny bonel print on canvas

خالد زاهد  
KHALID ZAHID



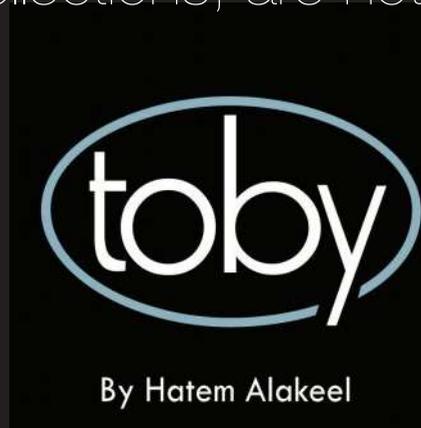
إياد مغازل  
EYAD MEGHAZEL



كذلك يفعلون | Installation



“Men today are aware of fashion,” Hateem Alakeel charmingly asserts, but Toby is more than just wearable fashion thobes, the brand caters to those with an individual sense of flair and panache and is creating a movement of loyal *Tobyista Fashionista’s* too. The designer behind Toby thobes, Hateem Alakeel has been dubbed the Middle Eastern Tom Ford, crowned the King of Thobes and regarded as the designer who has re-designed the traditional Saudi thobe. Trend shy, yet detail savvy, as the first to incorporate Thai, taffeta and mohair silks into a wearable thobe line, the global acclaim, starlet following and adoring superlatives Alakeel has earned for his Toby collections, are not without their merit.



## Shouting Out To All Tobyista Fashionistas

Design magazine delves deeper into the designers' psyche and attempts to figure out the philosophy design that is Toby.

By: Mariam Polding

How does it feel to be dubbed the Middle Eastern Tom Ford, crowned the King of Thobes, and regarded as the designer who has re-designed the traditional Saudi thobe in a way that has broken cultural/ geographic boundaries and transforming the thobe into a garment for “everyman”?

It is the most rewarding feeling to have the thobe and my designs so whole-heartedly embraced and received in such a positive manner. My objective was to modernize a classic garment with some modern elements and to infuse it with traits which would be natural in its evolution. It was never my aim in any shape, way or form to court controversy. Men today are aware of fashion. I am not asking anybody to abandon our cherished traditions, but rather to embrace new concepts and to realize that

there are options. In the end, it's about perception and broadening the field of choices for a more fashion forward discerning clientele, since I know for a fact that today's self assured, professional and social Middle Eastern men do not wish to wear the exact same outfit day after day.

Toby by Hatem Alakeel is a fashionable brand which is also a serious and wearable concept. It is not only for special occasions and glamorous red carpet events; Toby thobes can be worn and are worn on a daily basis giving the wearer the individual flair and panache he seeks in a comfortable, elegant & well executed garment. Toby caters to the professional business man as well as to the Tobyista fashionistas.

What specific styles do you believe Toby is credited for bringing to the Saudi thobe market that didn't previously exist?

In addition to Toby being the first to incorporate thai, taffeta and mohair silks into a thobe collection, the dress-shirt look is also a concept that I am proud of introducing. I wanted to give thobes the option of the classic Saville Row polished feel, while also focusing on details like French cuffs and mixed and matched classic western elegance.

The shirt and tie thobe, which debuted at my first Dubai Fashion Week show, was actually bought by Villa Moda. I thank and credit Sheikh Majed Al-Sabbah for giving me that great opportunity and for truly believing in Toby by Hatem Alakeel and my vision.

How did you come to the realization that fashion design was your calling, and then make the bold move from brand manager into fashion designer?

I have always loved fashion. I think the first person to inspire me was my very stylish Mother when I was very young. We were always dressed by her immaculate sense of style. Since dressing well was a privilege and luxury, my brother Taymour and I were fortunate to experience at an early age, it became second nature. In addition, when I attended school in Boston and I was asked to model for Jil Sander and Giorgio Armani in New York City, I became even more enamored with the world of fashion and design. From then on, it became my goal to work in the industry. Upon my return to Saudi Arabia, I worked in advertising, brand development and marketing for the Chalhoub Group. However, my creative nature and passion for design came to life when I started designing my own thobes. I realized the immediate interest of people and the great potential. A few months later, I opened Toby boutique in Jeddah, and the rest is history. I am very pleased to announce the opening of our second boutique in Jeddah within the next few months.

Do you have a design philosophy? Something that guides your creative output? Maybe even a design mantra?

Be unique; go with your instincts and dream... as big as you can! When you feel the goose bumps, that means the design is something to add to the collection. Of course, goose bumps don't happen with each and every design, but that is precisely what makes the feeling so special.

Do you often reflect yourself in your designs?

My designs are all an extension of who I am and what I believe in.

How do you feel about competition? I mean, is there a local community of Saudi designers that support and promote one another, or is it quite cut-throat?

The fashion industry is pretty much the same all over the world, but I think we are still quite innocent and respectful in Saudi Arabia. I view competition as healthy and a great way to ensure quality and innovation. It makes the fashion world more interesting, fresh and viable. Every unique designer has his or her own style. This is what all designers should realize. We must embrace each other's concepts and celebrate them.



## توبي من حاتم العقيل

يؤكد حاتم العقيل بشكل ساحر ” الرجال أيضاً مواكبون للأزياء ”، ولكن توبي هو أكثر من مجرد ثياب يمكن ارتداؤها ، فهو بشكل علامة تجارية تليي احتياج الفرد من الذوق والمهارة و كذلك خلق حركة من محبي الأتواب العصرية.

أطلق على حاتم العقيل لقب توم فورد الشرق الأوسط وتوج كملك للأتواب، ويعتبر المصم الذي أعاد تصميم الثوب السعودي التقليدي سواء بالاهتمام بالتفاصيل الدقيقة أو عن طريق دمج الأسلوب التايلاندي بالثوب أو بإدخال الحرير والموهير الى الثوب مما جعل حاتم العقيل يكتسب شهرة لا مثيل لها.

حاولنا الغوص في أعماق المصم كمحاولة منا لمعرفة الفلسفة من وراء تصاميم توبي.

كيف تشعر بعد أن أطلق عليك لقب توم فورد الشرق الأوسط وتويجك كملك للأتواب واعتبارك المصم الذي أعاد تصميم الثوب السعودي التقليدي بطريقة كسرت الحدود الثقافية والجغرافية و تحوّلك الثوب الى حلة لجميع الرجال؟

ان تلقي تصاميمي بطريقة ايجابية يعتبر أكبر مكافأة لي، فقد هدفت الى تطوير الملابس الكلاسيكية باضافة عناصر حديثة اليها، ولم يكن هدفي اثاره الجدول بأي شكل من الأشكال. ” الرجال أيضاً مواكبون للأزياء ” ولكن دون التخلي عن تقاليدنا العزيزة، انما تبني مفاهيم جديدة و ادراك للخيارات المتاحة.

فالمقصود هو توسيع الخيارات انطلاقاً من قناعاتي ان رجال الشرق الأوسط لا يرغبون بارتداء الزي نفسه كل يوم.

ما هي الأنماط التي تعتقد أنك قد جلبتها لسوق الأتواب السعودي ولم تكن موجودة من قبل؟

بالإضافة إلى كوننا أول من دمج الأسلوب التايلاندي بالثوب و ادخل الحرير والموهير إلى تصميمه ، فإنني أفضر بمفهوم ( الثوب - القميص). و قد أردت أن أقدم ثياب كلاسيكية مع التركيز أيضاً على التفاصيل مثل الأزرار الفرنسية و ادخال الاناقة الكلاسيكية الأوروبية. و قد تم شراء تصميمي للثوب بشكل قميص و ربطه عنق و الذي عرض في عرضي الأول في دبي من قبل فيلا مودا. و أشكر الشيخ ماجد الصباح على منحي هذه الفرصة العظيمة و أشكر إيمانه بتوبي و برؤية حاتم العقيل.

كيف أدركت أن تصميم الأزياء هو قدرك و اتخذت خطوة جريئة بالتحول من مدير إلى مصمم أزياء؟

لطالما أحببت الأزياء، و أعتقد أن أُمي الأنيقة جداً هي أول مصدر إلهام لي عندما كنت صغيراً . و لطالما تمتعت و أخي تيمور بأسلوب خاص و مميز ، و قد زاد افتتاني بعالم الموضة و الأزياء عندما طلب مني أن أعرض لجيل ساندر و جورجيو أرماني في مدينة نيويورك. و منذ ذلك الحين ، أصبح هدفي هو العمل في هذه الصناعة. و عند عودتي إلى المملكة العربية السعودية عملت في الدعاية والإعلان و التسويق لمجموعة شلهوب. و قد ظهرت طبيعتي الخلاقة و حبي للتصميم عندما بدأت بتصميم أثوابي الشخصية . و أدركت حينها ما أود فعله و أفتتحت توبي بوتيك بعد بضعة أشهر في جدة. و سررتي جداً أن أعلن عن افتتاح البوتيك الثاني في جدة في غضون الأشهر القليلة المقبلة.

My designs are all an extension of who I am and what I believe in.







Toby is not just all thobes and collars, what else is the brand about?

Toby is about self expression. We design shirts, t-shirts, lounge and sportswear. There are several upcoming surprises in store for Toby friends and clients. The Toby PEACE bracelet is also something I'm very proud of. After being seen on the runways of my shows during Dubai & Abu Dhabi Fashion Weeks, it created quite a stir and was featured in leading newspapers, fashion, lifestyle and society magazines, television programs, and music videos.

The idea is that the bold PEACE bracelet resonates with people from all walks of life with its universal cool factor and purpose. The word PEACE appears in red, white and green, is set on a black and white cuff, and Swarovski crystal studs are optional.

The PEACE bracelet was created to further the my message of PEACE and the desire for global harmony, regardless of one's nationality, race, religion or status. Not only is PEACE the best option, it is the only solution. The entire proceeds from the PEACE bracelet go to various international children's charities.



Christian louboutain

In your opinion, what do you think is the greatest fashion faux pas someone could commit?

Wearing something just because it is in fashion. If it suits you, great! However, if it is not age appropriate, has an unflattering cut and fit, it is time to call the fashion police as a crime is about to be committed!

What's next for Toby? What do your fans have to look forward to?

Well, we have a lot of surprises in store for our Toby clientele. I've designed a Toby junior line, to keep the young ones on equal stylish footing as their parents.

Debuting soon will also be the Toby sports pants for gym, beach or to wear under the thobe for extra added comfort. The t-shirt and the tailored short, both Toby strong points, will feature bravely next collection and provide optional wear for either under the thobe or as prime feature statements. Certainly, the Toby jacket and vest will conclude the wearable, multi-occasion Toby thobe collection, and will signature the Toby brand as truly "all encompassing."

Saving the best for last, I'm very happy to announce our second boutique will launch in January 2011, it is located in Rawdah district.

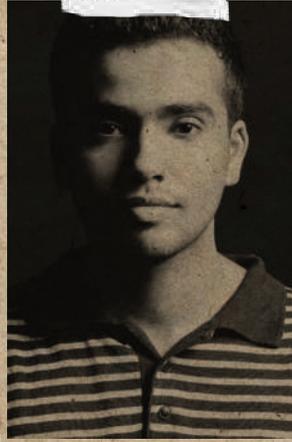
To check out the latest collection of Toby by Hatem Alakeel and to become a part of the celebrity PEACE parade by ordering your bracelet, visit the Toby boutique located on Prince Sultan St. Alzahrah district, +9662.6923215, or go to: [www.urtoby.com](http://www.urtoby.com) and join them on Facebook for the latest news and updates.



Ayman Tamor

# A 181 Degree Purview

By: Mariam Polding



He might be young, but his crisp and organic commercial and artistic photography will project you 181 degrees. Saeed Salem's portfolio speaks for itself. Gaining experience among the best in the field – he used to work with Abubakir Balfaqih at B&A, where he helped start The Passionates, and then went on to work as an art director at DDB – Salem is steadily earning the respect of his professional peers.

181 Degrees photography studio, launched in 2009, is the result of the collaboration between Saeed Salem and, fellow photographer and friend, Abdulmajeed Al-Thiban. Although Salem and Thiban have parted ways, Salem continues to operate and maintain 181 Degrees and has acquired a knack for recruiting local talent, and

impressing some important people .

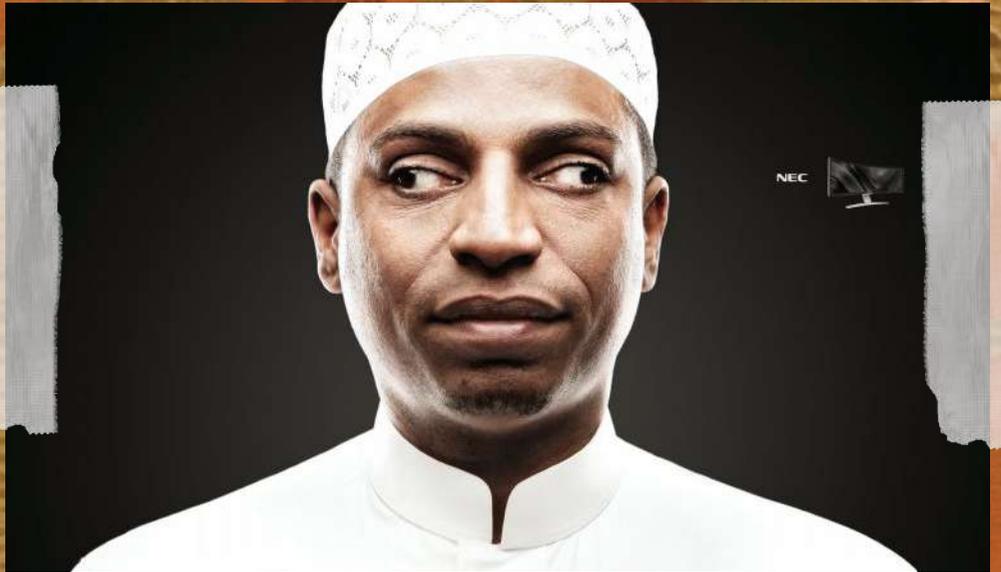
Among the array of high-profile clients are, Abdulatif Jameel motors, AL-Jaffali Mercedes, Emaar, and Almarai, and with less than a year under his britches, we predict many more good things and happy clients to come to this local studio.

On the artistic side, lush-green rolling hills, crimson-orange sunsets, and floating ocean mist landscapes, display an appreciation for nature that would make Walt Whitman proud. In contrast, the commercial side exhibits acuity for modernity and pop culture, where frames capture man against the machine, thobe fashion details, and grandiose structures. Yet, both artistic ranges speak to the multifaceted capability of Saeed Salem, as well as the creative and professional standards his studio is becoming known for.

قد يكون يافعاً ولكن طريقة تصويره الفنية و محفظة أعماله تتحدث عن نفسها، سعيد سالم الذي اكتسب الخبرة عن طريق العمل مع الأفضل في مجاله، فقد عمل مع أبو بكر بالفقيه ومن ثم عمل كمدير فني في ddb واكتسب الاحترام بين أقرانه.

بدأ استوديو التصوير الخاص بـ 181 degree في عام 2009 وجاء نتيجة تعاون بين سعيد سالم و صديقه المصور عبد المجدي الثيبان، وتعامل مع العديد من العملاء المميزين مثل عبد اللطيف جميل للسيارات والجفالي مرمرات وشركة اعمار وشركة الراعي، وتتنبأ له بالعديد من المشاريع الناجحة والعملاء المميزين.

توقف للحظة وأمعن النظر في ما وراء العدسة بزيارة موقع [www.181degrees.com](http://www.181degrees.com).





Educated in Malaysia and Australia, Salem earned his bachelor's degree in advertising before heading back West with a kindled passion for photography, which was supported and encouraged through his virtual social network of fellow local artists, deviant art.

In February 2010, Salem took his studio to the next level and merged with Pause Production, in attempt to ameliorate the quality of commercial photography throughout the Kingdom. As of yet, photography is still a virgin playing field in the Kingdom, with many talented artists practicing in relative obscurity – this will hopefully start to change with the emergence and coverage of new talents like 181 Degrees.

Q & A: Beyond the Lens with Saeed Salem

**We know what 181 Degrees Photography Studio is, but what exactly does it mean?**

The concept behind the name is Wider vision and extra touch: based on research I found, the range of view of a humans eye varies vary from 120 to 180 degrees depending on the strength of a persons' eye sight. So I added an extra degree to differentiate between all other photographers generally and our photographers under the umbrella of 181 Degrees who can add a single touch that gives each project a special flavor.

**What makes 181 Degrees unique?**

We love what we do and we do it professionally in order to meet the clients' need to communicate their marketing strategy, and we offer different styles of high-end photography to suit each particular project. Also, we are the first studio in the Kingdom to offer image retouching that serves the advertising industry. Our team members come from various backgrounds, from advertising to film production, and they have an in depth understanding of professional commercial photography.

**You've been busy over the last few years teaming with some well-known industry leaders in photography, branding and advertising. So, why breakaway and start something new when you were still relatively unknown?**

I wanted to reach a level where clients say "do what you think is right, you are the expert." I don't want to end up being like the rest of the people in the industry, who just follow client orders. After I resigned, I had no option but to begin my own studio, because I couldn't, and could never, accept working under any organization that would kill my passion for the art of photography again. Doing it my way was the ideal solution to be happy with what I do, since I have confidence and possess the technical skill set.

**If you wanted autonomy, why merge 181 Degrees with Pause Production?**

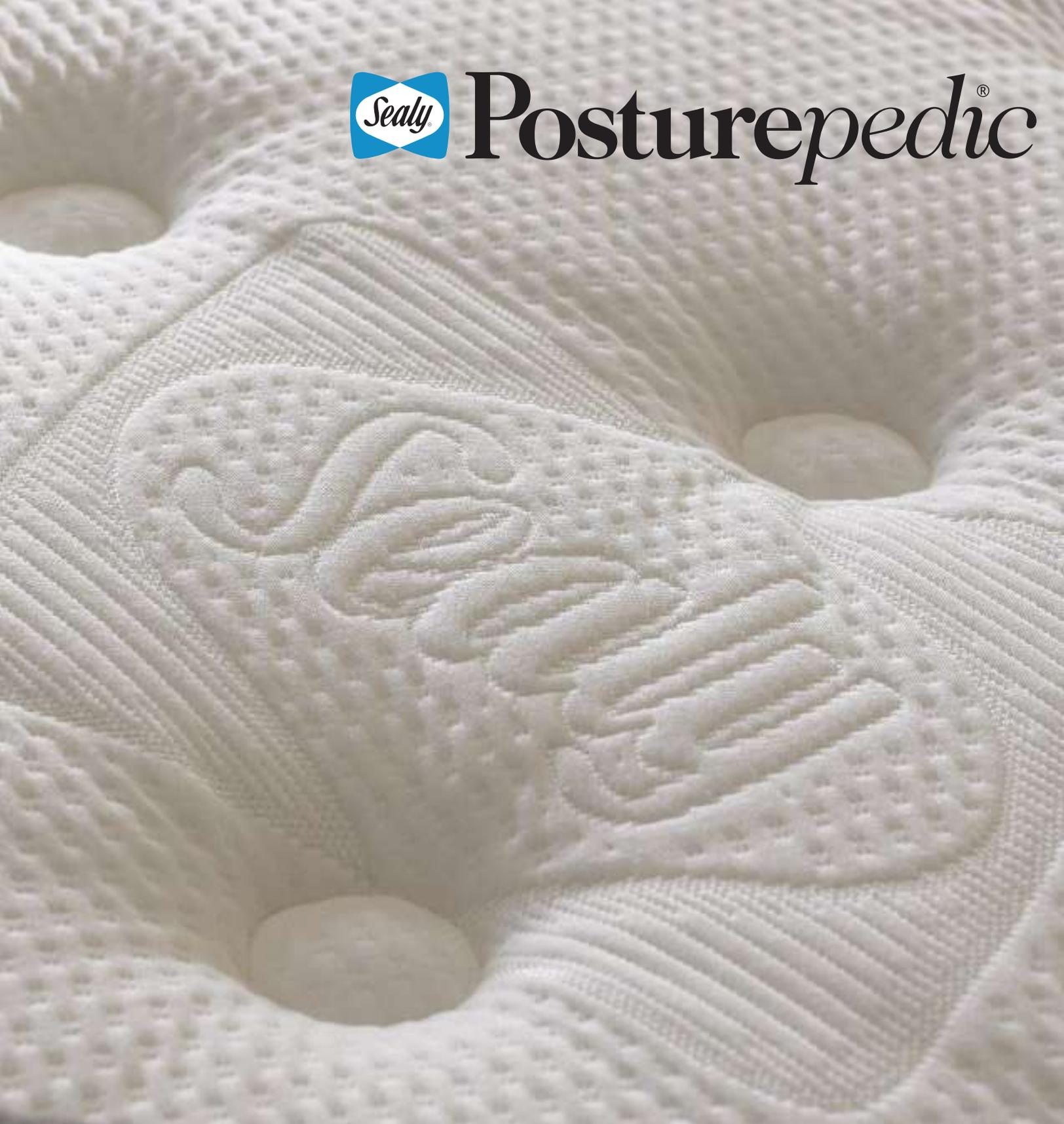
We worked together for almost two months before merging. The quality and the amount of work produced during that period, was far beyond my expectations. Both teams were devoted and shared the same goal, which is to raise the standard and quality of photography in the Kingdom. The merge seemed to be the best and the fastest way to achieve that goal and Alhamdulillah, I believe we are almost there, if not already.

Salem has visually impacted us with 181 Degrees of raw creative force. Take a moment to be impacted, and peer into the meaning beyond the lens at [www.181degrees.com](http://www.181degrees.com).





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# a decade in saudi architecture

by: bisham malaika



When Design magazine asked me to select my 10 finest works of architecture in Saudi Arabia over the past decade, I initially thought this would be a difficult task with several contenders to choose from.

My final selection however turned out to be quite straightforward as each of the 10 projects listed stood out clearly and visibly from the mélange of architecture currently being built. Each of these projects displays a unique architectural vision that elevates it above being a mere building into the status of a landmark or in some cases an icon. Many combine a deeply sensitive understanding of the local socio-cultural context and environmental constraints and are case studies for design in harsh arid climates such as Saudi Arabia.

I hope you find these projects as inspirational as I do. Some of the newer projects' animations can be viewed on Youtube.

عندما طلبت مني المجلة تحديد أفضل عشرة أعمال هندسية في المملكة خلال العقد الماضي، عرفت أنها ستكون مهمة صعبة، خاصة وأن هناك العديد من المرشحين للاختيار من بينهم.

واختياري النهائي كانت واضحة تماماً، حيث لكل مشروع من هذه المشاريع العشرة ميزة خاصة ولكل منها رؤية معمارية فريدة جعلت منها رمزاً معمارياً وليس مجرد بناء. وجمعت هذه المشاريع بين الفهم العميق للسياق الاجتماعي والثقافي والقيود البيئية والمناخ القاسي في المملكة. آمل أن توافقوني الرأي حول هذه المشاريع وأن تعتبروها ملهمة، كما يمكنكم الاطلاع على رسومات بعض من المشاريع الحديثة على موقع youtube.



## Saudi National Museum, Riyadh - Moriyama + Teshima 2000

Inspired by the simple adobe buildings of Nejd as well as the gracious red sand dunes outside Riyadh, Canadian architects Moriyama + Teshima's design for the National Museum of Saudi Arabia in Riyadh is an outstanding example of cutting edge contemporary architecture that is deeply influenced by and sensitive to the local cultural vernacular; a fitting architectural statement for KSA's national museum.



## Faisaliyah Tower, Riyadh – Norman Foster + Partners 2000

Using brise-soleil on the façade of a lightweight tapering structure, highly acclaimed architects Foster + Partners created an elegant tower that responded uncommonly well to Riyadh's harsh sun while maintaining an abundance of natural light for the offices. The golden globe crowning the Faisaliya Tower is said to be a tribute to the Islamic dome and is used as a 3-level gourmet panoramic restaurant.

## Kingdom Tower, Riyadh - Ellerbe Beckett / Omrania 2001

Although architects should be discouraged from creating all-glass towers in a city with Riyadh's climate, nevertheless there can be no doubt that Ellerbe Beckett's (in collaboration with local firm Omraniya) Kingdom Tower, with its iconic inverted arch void, is one of the most subtle, elegant and graceful towers created anywhere in the world.



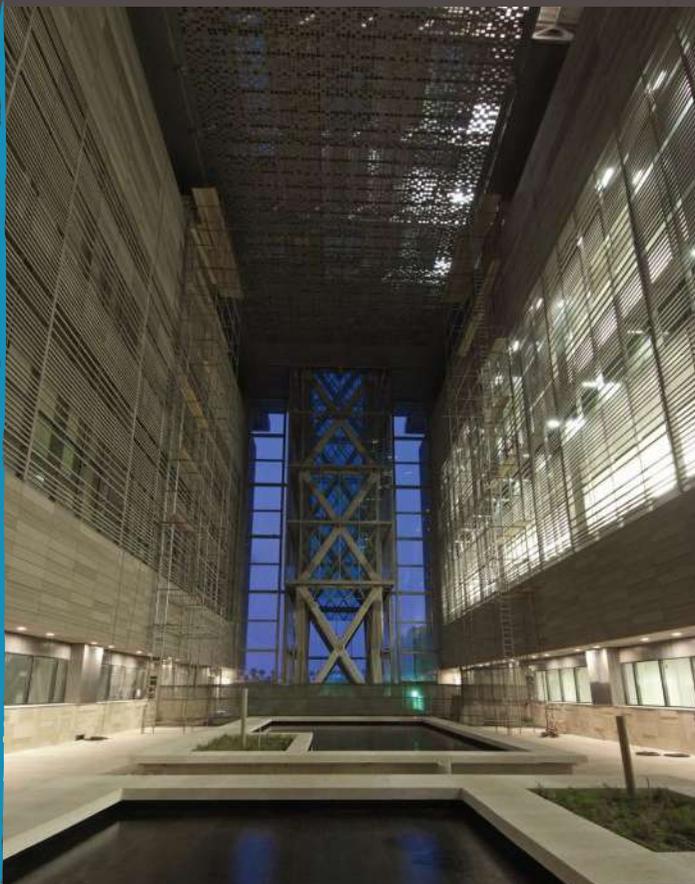


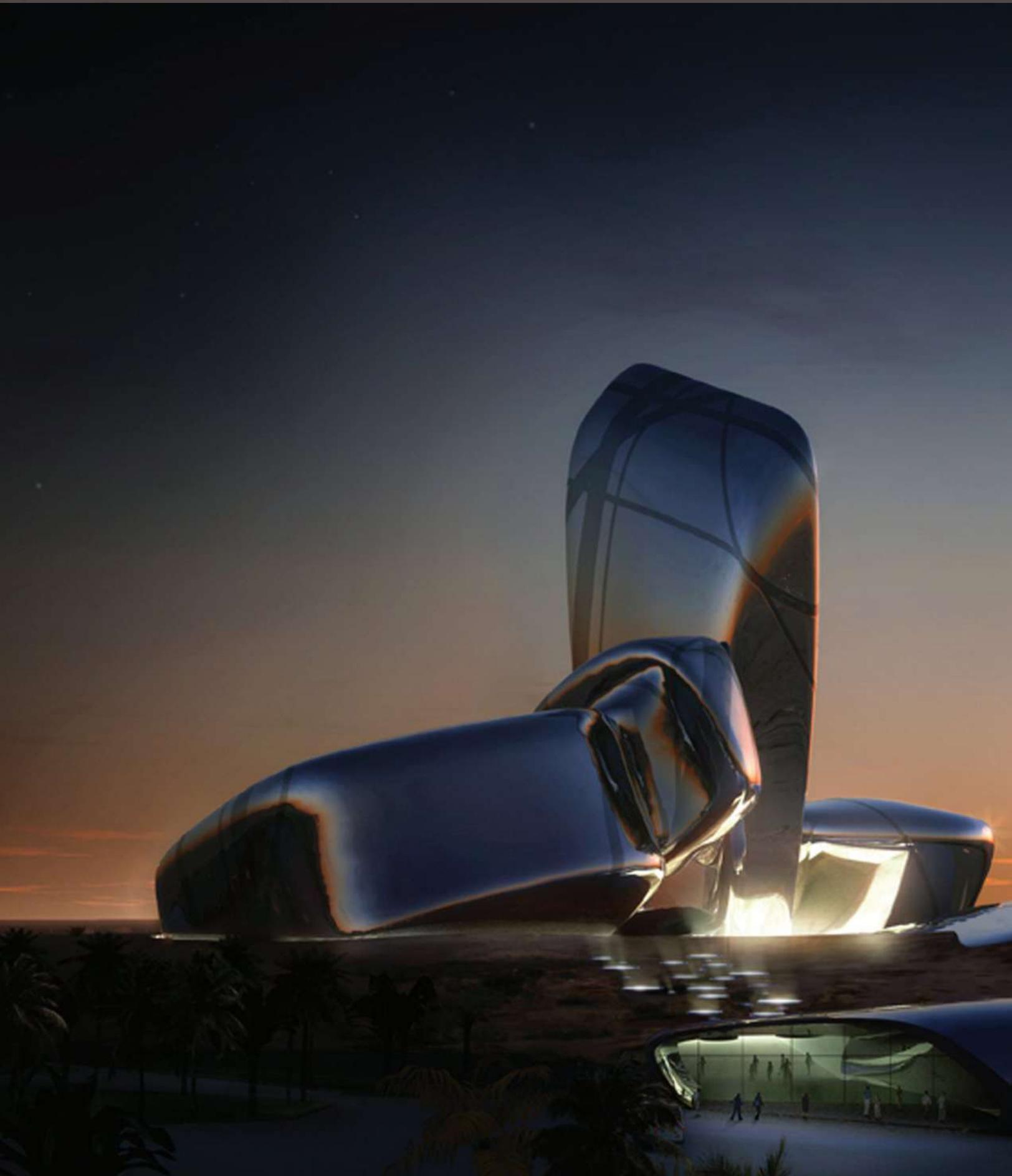
24 North Jeddah, Jeddah - Saudi Diyar / Hazem Sabbagh 2006

The only project on the list 100% designed by a local architectural firm; this office complex in Jeddah is a highly accomplished and flawlessly executed piece of architecture that was nominated for the 2007 Aga Khan Award for architecture. Its use of natural local stone, graphite metal panels and glass creates a strikingly harmonious contrast between tradition and modernity.

KAUST, Thuwwal – HOK 2009

With a rich history of outstanding projects in Saudi Arabia, American firm HOK's design for KAUST may not be their finest design in KSA, but an amazing achievement nevertheless with the entire campus attaining LEED Platinum certification. Moreover the project was a logistical miracle being designed at an amazingly accelerated rate to meet a highly ambitious construction schedule imposed by King Abdallah.







### Wadi Hanifah Regeneration, Riyadh – Moriyama + Teshima 2010

Commissioned by the Arriyadh Development Authority, this important urban regeneration project for Wadi Hanifah is the 2nd project on the list by Moriyama + Teshima. Despite its historic importance as Riyadh's main valley, Wadi Hanifa had deteriorated into Riyadh's sewer but has now been sensitively restored and revitalised into a much needed communal open public space for

### King Abdulaziz Center for World Cultures, Dhahran – Snohetta (under construction)

After an international competition that included entries by Zaha Hadid and Rem Koolhaas, Norwegian architects Snohetta's highly sculptural gleaming organic form was selected by an international jury for KSA's first comprehensive state of the art cultural center. The project is being built in Dhahran by Saudi Aramco as a generous gift to the local community in celebration of their 75th anniversary.



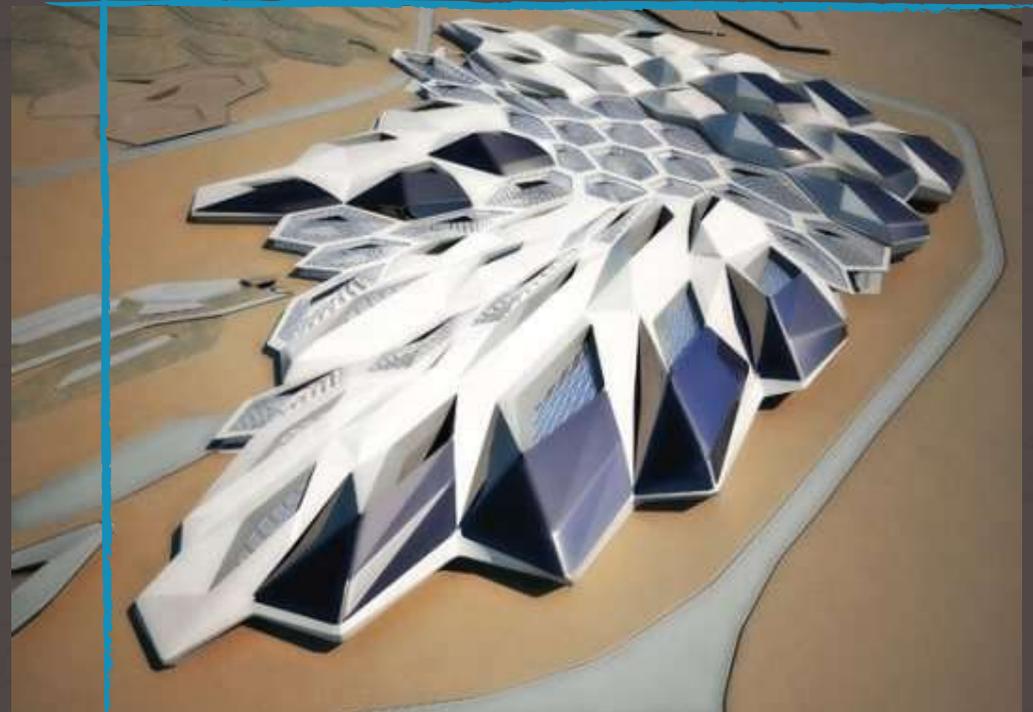


King Abdullah Financial District Masterplan, Riyadh – Henning Larsen (under construction)

Danish architects Henning Larsen's masterplan for KAFD is a sensitively conceived proposal for KSA's premiere financial district currently under construction in the capital city. Inspired by the Arabian wadi and oasis, the masterplan integrates business, residential, education and community needs within a self-contained area of 1.6 million m2 with all major buildings within the city linked by monorail.

King Abdullah Petroleum Studies & Research Center, Riyadh – Zaha Hadid (under construction)

The creative genius of Iraqi born architect Zaha Hadid is brought to the deserts of KSA with a highly futuristic design accommodating a proposed research center to study alternate sources of energy. Managed by Saudi Aramco, the project is to achieve LEED Platinum certification and should become an exemplary global showcase for sustainable creative architecture.





International Botanical Gardens, Riyadh – Barton Wilmore  
(under construction)

Two simple crescent forms offset and tilted from one another create a successful composition for this important community facility being built to further “mankind’s understanding of the process, consequence and study of climate change, capturing and displaying extraordinary ecotopes from history and from the present day, and presenting the choices that are available to us”.

The creative genius of Iraqi born architect Zaha Hadid is brought to the deserts of KSA with a highly futuristic design accommodating a proposed research center to study alternate sources of energy,



# A Decade in Graphic Design

The first design diploma offered in Saudi Arabia at Dar el Hekma,

منح أول دبلوم بالتصميم في المملكة من كلية دار الحكمة.

1999

By: Sara Ismail

2003

first graduates of the graduate design degree from Dar el Hekma.

The first photography diploma in the kingdom is also offered.

الدفعة الأولى من خريجات الدراسات العليا في

التصميم من كلية دار الحكمة. منح أول دبلوم في

التصوير في المملكة.

Freej, the first 3D animation series in the Gulf

فريج. أول سلسلة رسوم متحركة بتقنية 3D في الخليج

2006

2009

First 'Graphic Design week,' Tawasul

conference, where speakers were invited

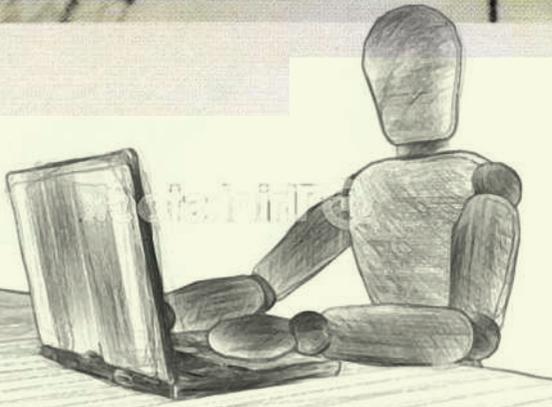
from all over the world.

الأسبوع الأول للتصميم الجرافيكي. مؤتمر تواصل حيث

تمت دعوة متحدثين من جميع أنحاء العالم

نرسم أو لا نرسم؟ بالنسبة لي لا اعتبره سؤالاً باعتبار ان الاجابة عنه بسيطة: نرسم. ان رسم الأفكار يتيح للمصمم ان يكون حراً وأن يدع لخياله أن يأخذه لأماكن بعيدة، عندها لا يبقى محصوراً بالبرمجيات. فبمجرد أن تبدأ بالرسم ستبدأ باللعب بالأمر عن طريق الشطب والتطوير وستحسه كالسحر عندما تصل الى مرادك وعندها ستحصل على الرسم الذي ستشعر أنه مناسب لكي يتم تطويره عن طريق الكمبيوتر. الكمبيوتر الذي هو في اعتقادي ليس سوى أداة لوضع اللمسات الأخيرة على عملك. القدرة على الرسم لا تعني انتاج نوعية مثل أعمال خليل جبران، ولكن الرسوم والانيات كلها لك وحدك وهدفها مساعدتك على الابداع واطلاق يدك وعقلك. ويمكن أن تكون هذه الرسومات بمثابة يوميات بحيث يمكنك الرجوع اليها والاستلها من هنا وإعادة استعمالها لزبون أو مشروع جديد. الرسم بالنسبة للمصمم هو بمثابة الأبجدية للكاتب، ولا يمكن ان تنتج بلا هذه الأدوات الابداعية. وأنا على قناعة تامة وبصفتي مصممة ان الرسم هم الخطوة الأولى نحو انتاج أي مشروع وبغض النظر عن المجال الذي يتواجد فيه





## Old Skool vs. New Skool? What's the big deal?

By: Mahmoud Naseem

When looking into whether there's a difference between the two skools of graphic design, old vs. new, I would say that there absolutely is a difference. So, what's the big deal, and what is the difference anyway?

It's inevitable that designer's will always go back to basics to re-learn, re-develop and refresh their thoughts and adapt their skills to keep up with modern times. This means going „back to the drawing board,“ and using old tools, like sketching, in order to find new ways of expression and achieve innovative outcomes. The methodology of sketching is about reflecting your emotions, and learning from your mistakes. There is no undo button to go back and revise, like when working on a computer, so a piece of art that is produced, somehow, actually maintains its value, since its effectively „handmade;“ this can also have incredible value as it can be used as needed to look back and reference when in need of inspiration.

Yet there is a lot of value in having graphic designing technology available at ones' fingertips, complete with undo buttons, the variety of type-faces, and creative options like the use of vectors to change the artwork until it evolves into the finished project, within a much shorter period of time. Computer-based options are infinite, and learning how to use these programs can be achieved over time, and are very instantly gratifying as they quickly bring creative visuals to life; whereas sketching, may be more challenging for those that feel they are less artistic. However, technological advancement is not without its drawbacks; I believe we are entering the „everyone is an artist era,“ especially in Saudi Arabia, this became the trend, and this negatively affects the standard of graphic art in the Kingdom and demeans the hard work of those who consider themselves real artists that feel the passion pumping through their veins.



In my humble experience, I tend to subscribe to a more blended approach, which starts with mind-mapping an idea, researching it, brainstorming, sketching, then starting the artwork on the computer and after continuous development, finalizing the project. I believe that if modern graphic designers did this more, rather than going straight to their Mac's to brainstorm an idea, they would find various alternative ways to produce an original idea, drastically improving their work.

Every graphic designer subscribes to whichever method suits them and results in the best creative product, whether first sketching, or going to the computer, or mind-mapping. There are many different methods, but in the end, the result is the true judge; and, although there will always be new discoveries, and new ways of seeing things, what truly matters, is doing things in a way that helps you to produce your best work, whether old skool or new.

## To Sketch or not to Sketch?

By: Nina Kreidie نرسسم أو لا نرسسم

To sketch or not to sketch, that is the question? Personally I don't think of it as much of a question. The answer is simple; sketch.

In case I have not yet convinced you of sketching using my power of hypnosis, then allow me to explain further. When designers sketch their ideas it allows them to be free. You are not restricted to the software, and thus can let your imagination take you to faraway places. Then as you begin to sketch you will start to play around more, cross things out, develop others more, until at some point, as if by magic, you will hit the jack pot. You would have reached a sketch that you feel is strong enough to begin developing through computer programs. The computer, on the other hand is in my belief, more of a tool for finalizing your work, as they are only tools to help us work with one concept at a time. Mind you, one's sketching abilities do not necessarily need to have the same quality of a work produced by Khalil Gibran, respectively. Stick figures, doodles, gestures, scribbles, are all supposed to be indicators for you and you alone; they are meant to help with a creative block, to free your hand and your mind.

They can also become great reference diaries for you, so you can refer back, get inspiration and recycle unused concepts for other clients or projects. Sketching is to graphic designers what a journal or the ABC's are to a writer, without these creative tools, they cannot produce.

Basically, it is my strong conviction, as a graphic designer myself, that sketching is a strong initial stepping stone towards producing a final product, regardless of the field you are in.



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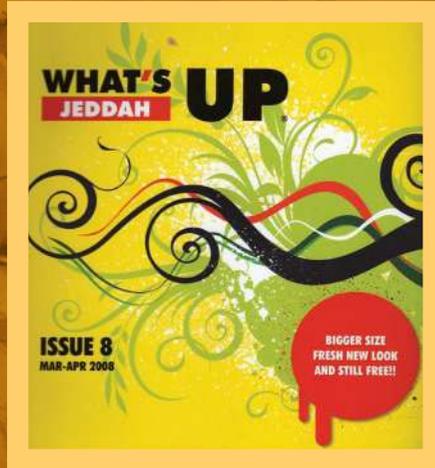
# A Decade in Saudi Publishing

من قال أن الطباعة تخبو؟ فقد وجد المعلنون وسيلة للتغلغل الى عقولنا الباطن و عرض ما لديهم من أفكار امام قلوبنا المفعمة ، و شهد العقد الماضي الكثير من المبادرات في عالم النشر في المملكة ، حيث حاولت العديد من المجالات الحديثة اعتماد شعار ( اسلوب حياة) عند طرح مواضيعها و تغطية جوانب مثل ( اين تذهب ، ماذا تفعل ، اين يجب أن تكون ، و ماذا تلبس). دعونا نلقي نظرة على المجالات التي برعمت خلال العقد الماضي

Who says print is a dying medium? Advertisers found yet another way to seep into our subconscious and dangle their pretty little luxuries before our wanton hearts in Saudi Arabia... With an open playing field, the last decade saw a lot of first's in the publication realm in Saudi Arabia. The cultural buzz word *lifestyle* went into overhaul, branding everything from boutique one-off must have's to ultra cool furnishings and even into the printing press...the catchphrase of the 2000's was all about „it's a lifestyle, “ where every fresh new magazine attempted to vicariously take you there, covering where to go, what to do, where to be and what to wear. Let's revisit the burgeoning era of magazines to sprout in the last decade.

## 2006 What's Up Jeddah:

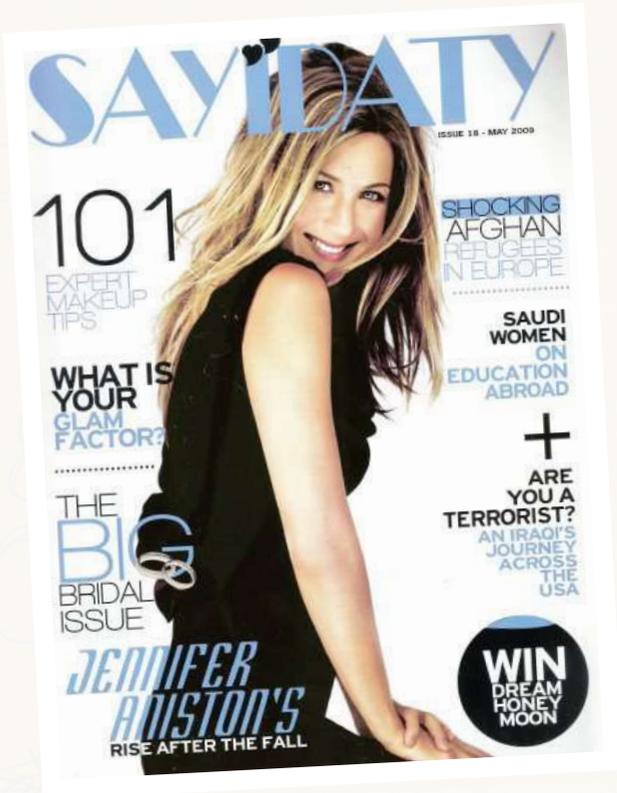
Boasts on creating a lifestyle within a lifestyle. What's Up are part of the growing networks that work to keep you in the know for what's happening in Jeddah. To request your complimentary copy, visit: [www.whatsupksa.net](http://www.whatsupksa.net)



## 2006 Dazzle, Jeddah:

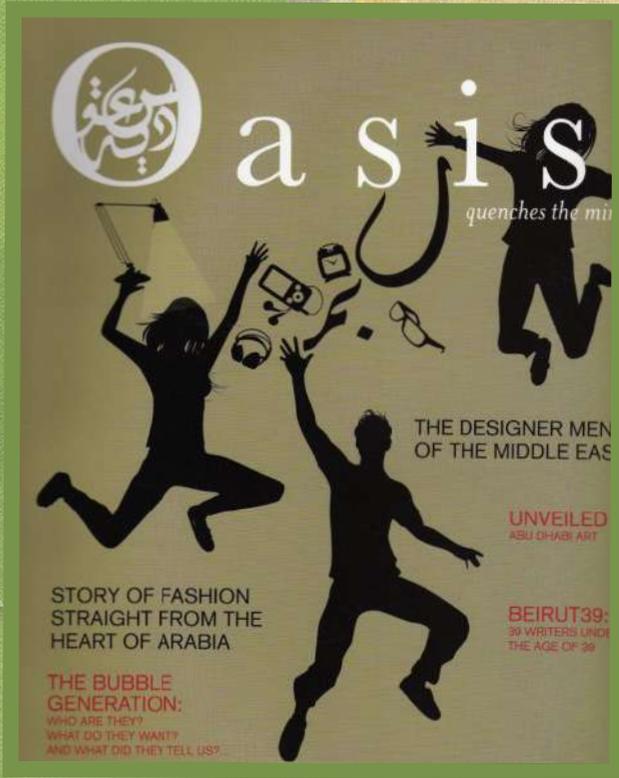
Only English magazine focusing on the dynamic Saudi female with the aim of enlightening, empowering and entertaining women, both local expatriates and Saudi alike. Available for sale at Jarir bookstore, Virgin Megastore, Danube Supermarkets, and Obeikan.





## 2007 Sayidaty Magazine English, Weekly:

Published in both English and Arabic, this magazine offers insight into the Arab woman as a positive, cultured, and entrepreneurial figure within Saudi society. Available for sale at Jarir Bookstore, Virgin Megastore, Danube supermarkets, and Obeikan



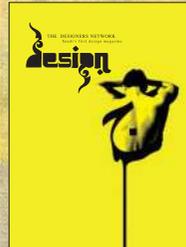
## 2007 Oasis, Riyadh:

Operated and directed by women, Oasis is a lifestyle magazine, based in English, that aims to highlight Saudi Arabia's artistic and cultural threads, which also includes special features on global issues. Available for sale at Jarir Bookstore, Virgin Megastore, Danube Supermarkets, and Obeikan



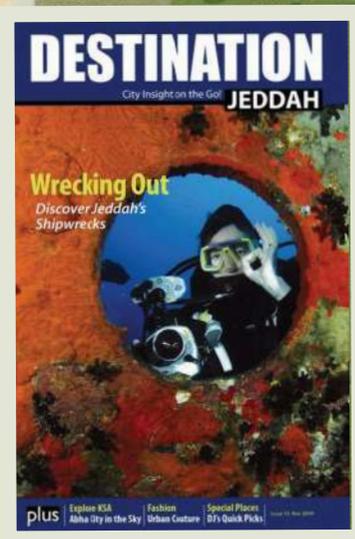
## 2008 Design Magazine, Saudi Designer's Network:

We are totally biased, because we are the only design oriented publication to hit the circuit in Saudi. Fast forward two-years and we are still the only publication to cover design in Saudi Arabia. To request your complimentary copy and for subscriptions, visit: [www.d-magazine.net](http://www.d-magazine.net)



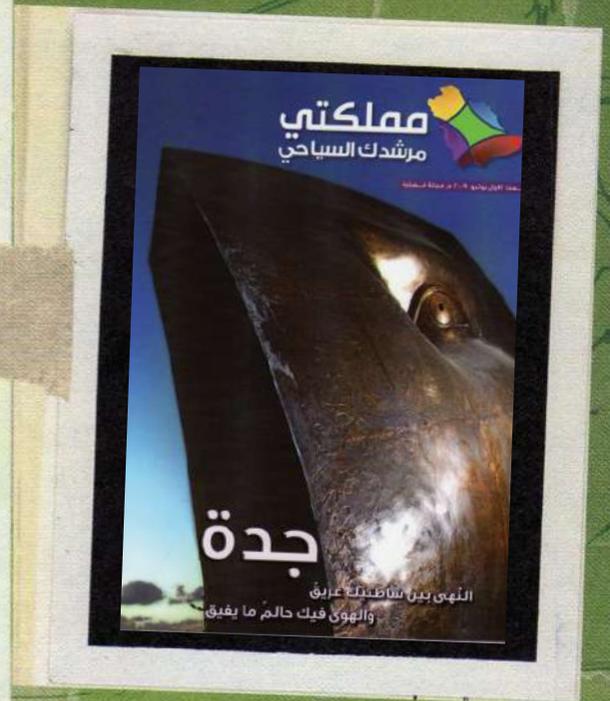
## 2008 Destination Jeddah:

This English monthly magazine aims to be the personal city guide for both locals and visitors to get in the know of what Jeddah has to offer and how to make the most of this vibrant cultural city. To request your complimentary copy, visit: [www.destinationjeddah.com](http://www.destinationjeddah.com)



## 2009 Mamlakati Your Tour Guide, Jeddah:

English and Arabic seasonal city tour guide created by the Ministry of Tourism to promote tourism throughout the Kingdom. Complete with map, directory, what to do and what to eat, this city guide will introduce you to the many activities Jeddah and the Kingdom offer. Available for sale at Jarir Bookstore, Virgin Megastore, Danube Supermarkets, and Obeikan



## 2010 Agencies – Who's Doing What:

A business to business advertising magazine in English, this quarterly publication is definite required reading for anyone in the ad industry. With in-depth coverage of the industry, Agencies is a niche magazine that provides a medium through which leaders in the field can showcase their work network with other industry professionals. Available for sale at Jarir Bookstore, Virgin Megastore, Danube Supermarkets, and Obeikan





## Decofair, Jeddah, November 28-30



Ten years ago, here in Saudi, options were limited when furnishing ones home due to lack of local furnishing stores and interior designers. Many people resorted to buying their furniture from outside the Kingdom, incurring steep shipping costs.



But now, the interior landscape in Saudi Arabia has been eclipsed by the boom in local professional interior designers and the variety of local furnishing houses. Universities and specialized institutes now offer professional qualification interior design courses, which has elevated the knowledge and practice of local students. In addition, encouraged by the staggering figures Saudi's spend on furnishing their households, international furniture companies have partnered up and descended upon the local market.



Student and professional exhibitions have also recently been introduced to showcase local talent and market to potential clients. One such student exhibition which showcases the talent of recent graduates is the annual Dar Al-Hekma College interior design exhibition. This exhibition is held specifically for students of Dar Al-Hekma with support from their teachers.

A recent professional furniture exhibition, which has now succeeded into its third year, is the hugely popular and successful Decofair. Decofair, which focuses on interior decoration and home accessories, recently opened on Sunday the 28th, for four days, at the Jeddah International Center for Forums and Events.



Decofair gave the opportunity for fresh graduates and local businesses, in addition to international leading furniture brands from different countries, to present their designs in more than 68 booths. For the first time ever, there was also a friendly and competitive vibe to the expo through the interior design competition, with five booths dedicated to competition participants, who had an unlimited budget, to conceive five different themes. Visitors were the judges, and selected the winners via sms with the best design booths number. Sponsors of the event were Al-Sunaidi Expo team who awarded the prize of SAR15,000 to encourage young designers and to help them take their first step into establishing their own interior design business.



Three days of constant voting gave opportunity for four young Saudi females to win the competition. The winners were all interior design graduates from Dar Al-Hekma College in Jeddah. Ghasal Ka'aki, Radwa Kabli, Nadia Mandoura and Jumana Ezmarli who all presented the winning



design of a living room that satisfies the needs of a Saudi family. The young designers were thrilled with their accomplishment aiming to start working in the field. "I'm very proud of this prize and I'm working on gaining experience after marketing my name and adding this accomplishment to my CV and I want to apply to Interior Design companies, especially that I'm a fresh graduate and I still need more time to start my own business," Said Ezmirly.

*"Decofair is a great opportunity for small businesses and fresh graduates to market their names," said Kholoud Attar, founder and creative director of Design Magazine, and also one of the media sponsors for the event. "Last year they astonished us with a great exhibition and this year, not only did they astonish us but they also did it while supporting young designers and new businesses, which shows the faith they have in local talent," she said.*

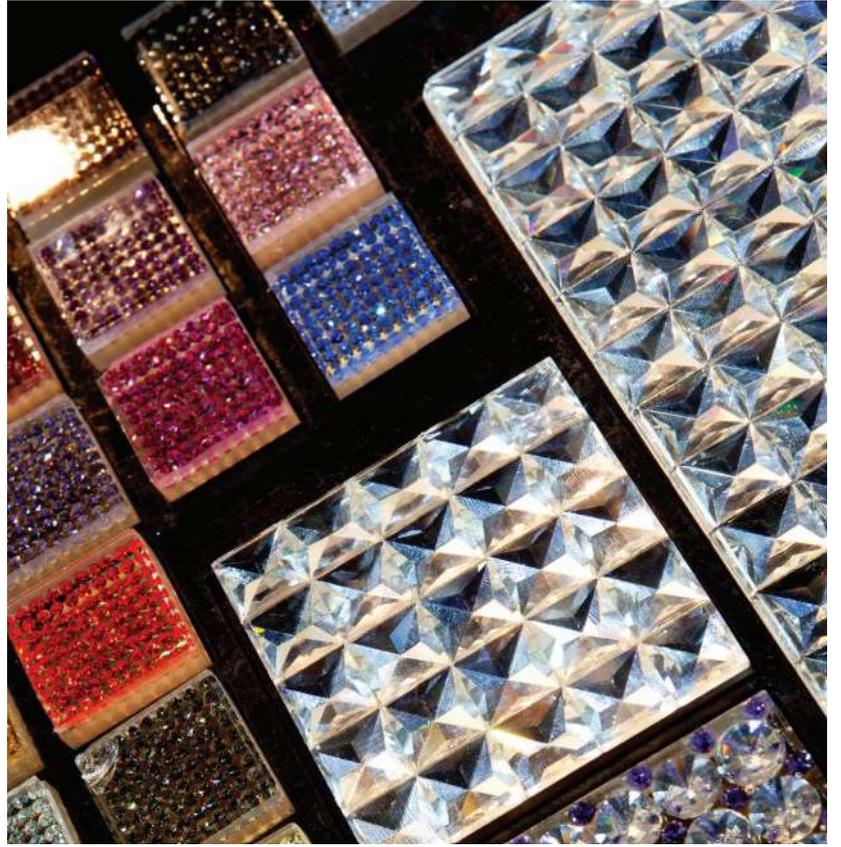
One of the exhibition corners displayed the work of 40 disabled women from The Saudi Factory for Embroidery and Sewing. "Social and national responsibility is needed to help people in need, especially when they have such talent that needs to be acknowledged by the public," said Haya Al-Sunaidi, founder of Al-Sunaidi Expo. Adding that she wishes other exhibi-

tions would give them the same opportunity to show their products and support their talents.

Al-Sindi, confirmed the events success, saying it attracted more than 10,000 visitors. The international competition also attracted a large number of talented people. Around 160 young designers participated. The arbitration committee chose only 25 designers for the finals, she said.

For the first time in the Kingdom, Decofair also used phone votes. Zain Company cooperated with us, allowing people to vote via SMS. According to Al-Sindi, 7,000 voted, and the winners got 1,374 votes while the second-placed team got 1,288 votes.

For now Jeddah is the only city that holds interior design exhibitions, but we hope to see it all over the Kingdom soon so other talented youngsters and small businesses can also have a chance to participate in the growing interior industry.



كما ظهر حديثاً المعرض الاحترافي ديكو فير الذي نجح على مدى ثلاث سنوات و حظي بشعبية كبيرة . و يهتم بالاكسسوارات المنزلية و الديكورات الداخلية. تم افتتاحه هذه السنة في الثامن و العشرين من شهر نوفمبر و لمدة أربعة أيام في معرض جدة الدولي للمنتديات و الفعاليات

أتاح ديكوفير الفرصة للخريجين الجدد و رجال الأعمال المحليين و كذلك الماركات العالمية في مجال الأثاث من مختلف العالم لعرض تصاميمهم في أكثر من 68 مقصورة.

و لأول مرة تنافس بعض الموهوبين عن طريق عرض تصاميمهم المختلفة في خمسة مقصورات و بميزانية مفتوحة . و تم اختيار الفائز من قبل الزوار الذين شكلوا لجنة الحكم . و تم رعاية المعرض من قبل فريق السندي للمعارض الذي قدم جائزة قيمتها 15 ألف ريال . لتشجيع المصممين الشباب في خطواتهم الأولى

هنا في السعودية و قبل 10 سنوات مضت . كانت الخيارات محدودة عند تأثيث المنزل بسبب قلة محلات المفروشات و مصممي الديكور. مما جعل الكثيرون يلجأون الى الشراء من خارج المملكة و تكبد تكاليف شحن باهظة

ولكن الآن ازدهرت المملكة بالتنوع في محلات المفروشات و المصممين . و أصبحت المعاهد و الجامعات تقدم دورات تأهيلية في التصميم الداخلي. كما أن المبالغ الخيالية التي ينفقها السعوديون على أثاث منازلهم شجع حضور شركات أثاث عالمية الى السوق المحلية و استحدثت بعض المعارض الطلابية و المهنية لأظهار المواهب المحلية و عرضها على سوق الزبائن المحلي

و يعتبر معرض كلية التصميم الداخلي في دار الحكمة من أبرز الأمثلة على المعارض الطلابية التي تبرز مواهب الخريجين الجدد. و يقام هذا المعرض خصيصاً لطلاب دار الحكمة و بدعم من مدرسيهم



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## 2 Decade in Fashion

by Adnan Z. Manjal and Nasiba Hafiz

The past decade saw an amazing and overwhelming change in fashion for men and women; the evolution of the Saudi traditional thobe and abaya, the various use of the shumagh, the effects of fashion globalization and the emergence of certain Saudi talents who would contribute to the fashion world at large. These elements are but just a starting point for what the next decade has in store for Saudi Arabia's fashion scene.

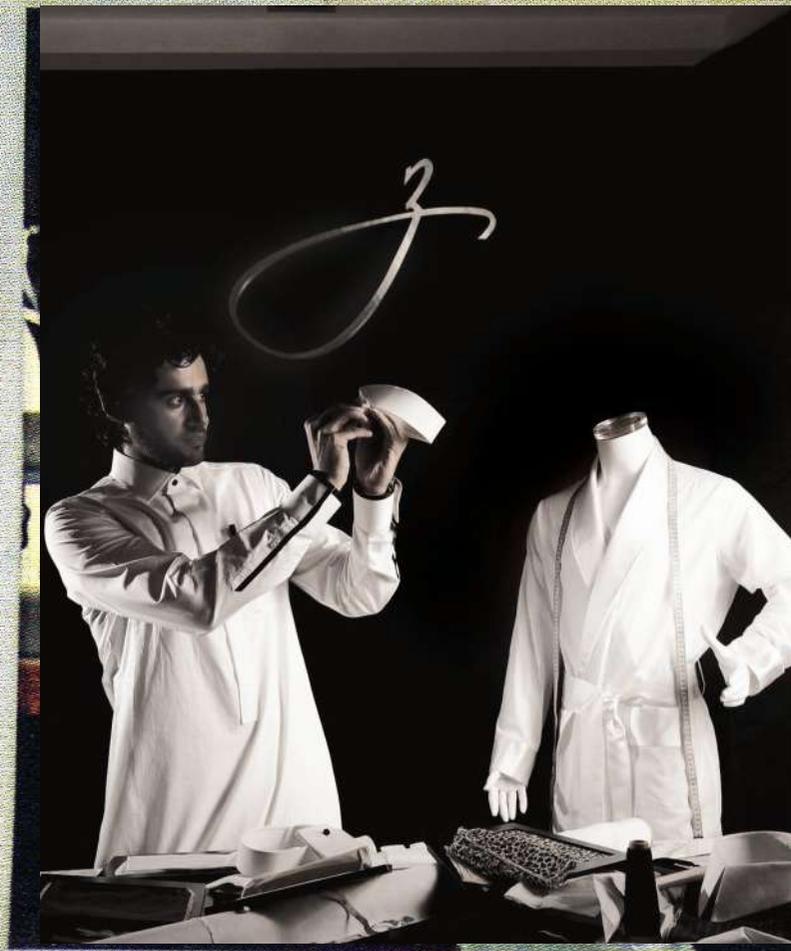
### • The Thobe:

It was just a uniform; a plain white uniform Saudi men wore at work, social events and everywhere else. Then something dramatic happened, high-end European brands started making thobe fabrics for the Saudi market, names like Versace, Dunhill and Gianfranco Ferrè were on the labels of thobes. But that was not the evolution; a Saudi designer by the name of Yahya Al Bishri reinvented that plain white thobe and made it as lavish and unique as a French couturier. He started adding embroidery, stitching and various colours.

For today's youth, who is always on the move and favors the Western influence of casual fashion, Louay Naseem entered the picture, introducing his own brand of thobes by the name of Lomar. The thobes were sporty, functional and casual. Introducing the zipper, the polo shirt collars, and rolled-up sleeves.

Shortly after, Hatem Al Akeel graced thobe fans with his own brand, TOBY. A label encompassing his own vision of east-meets-west-chic. With a high-end, luxurious and modern appeal, influenced by the runways of Milan and Paris, Hatem managed to make his thobes tempting not only to the local Saudi market, but also globally.

When it comes to the minimal approach to design, and an appreciation for architecture, a keen eye for details and luxurious fabrics, enter architect-turned-thobe-designer Omar Ashoor with his brand Omar Azure. The brand has managed to successfully integrate satin and cotton voile in such a manner that does not compromise the masculine appeal of a truly elegant thobe.



## •The Abaya:

Following the same evolution of the thobe, the abaya has seen its share of dramatic transformation in the last ten years. From the shapeless plain-looking black shaylas to the introduction of buttons for functionality and comfort. The silhouette became more fit and constructed, with the introduction of various designs, fabrics, and a delicious addition of colors and prints. Various young Saudi designers, particularly Rotana Al-Hashmi and Sanaa Addas were making a name for themselves with their chic and highly sought-after designs. And the evolution did not stop there, but behold the sporty abayas for active, working women on the go by Eman Joharjy; she added the "shirwal" silhouette



LBC's Project Fashion, the Jeddah born, Beirut-based Saudi designer, Mohammed Ashi managed to grasp the interest of every fashionista in the Middle East, an interest that is gradually expanding across the fashion globe.



شهد العقد الماضي تغييراً مذهلاً و ساحقاً في أزياء الرجال و النساء، و تطورت الملابس التقليدية السعودية كالثوب و العباءة و الاستخدام المتنوع للشماغ ، هذه التطور كان نتيجة للعولمة و ظهور مواهب جديدة سعودية ساهمت في عالم الموضة. تجديد الثوب و العباءة و الشماغ و الانتقال من الاسلوب المحافظ الى الاسلوب الحضاري، جعل من التطور على مستوى الأزياء سريع في فترة زمنية قصيرة

مصممون محليون مثل محمد عشي و نوا كوتور و السديري أثبتوا أنفسهم و اطلقوا تصاميمهم . هذه العناصر ما هي الا البداية لما سيحمله العقد القادم من أزياء سعودية.

to the abaya design for functionality and comfort



### •The Walking Billboards:

Because of globalization, it has become a common sight for men and women to clothe themselves from head-to-toe in bold and monotonous logos. Everywhere you go, everywhere you turn you will see an army clad in LV, GG, CC, DG and a man riding a horse!

### •The Saudi Talent:

A graduate from an acclaimed fashion school in Beirut, who worked under some of the most popular designers in the region, after winning the second season from LBC's Project Fashion, the Jeddah born, Beirut-based Saudi designer, Mohammed Ashi managed to grasp the interest of every fashionista in the Middle East, an interest that is gradually expanding across the fashion globe. Experimenting with luscious fabrics, immaculate details, lavish silhouettes and inspirations from his unrestrained imagination, Ashi is definitely on the right path to make a name for himself that goes beyond his homeland, already becoming an inspiration for younger Saudi designers in the making.

A graduate from Central Saint Martin's College of Art and Design in London, Nawaf Saud surely stirred things in the Saudi fashion scene with the debut of Noa Couture; not only by creating extravagant clothes, but by making his clothes realized creations of lucid dreams.

Inspiring Saudi designer Lamia Alsudairi graduated from The London College of Fashion, with a background in Theater and Costume design, she worked under the legendary Alexander McQueen (RIP) for quite some time. Her first collection debuted under her label, Asudairi in Fall/Winter 2007, with a philosophy that combines Saudi Bedouin culture with western styles, using contrasting elements from tradition and modernity.



### •The Shumagh:

After European and American brands started incorporating the Palestinian shumagh prints on scarves, this trend caught on all over the world like a Microsoft virus. Many Saudi brands and designers started integrating the black and white, red and white and many other variations of the shumagh on t-shirts, polo shirts, caps and hats and even jumpers and sweat pants.

### •The Saudi T-Shirt:

The 2000s has seen a surge of Saudi t-shirt brands that have been making the rounds in GCC and Europe as well.

It all started with One Ummah, printing messages of unity with Arabic calligraphy creatively meshed with Latin letters, this trend caught up in no-time with other brands. But t-shirt brand, Noon took this trend even further by adding local Arabic clichés to their designs with the help of graphic designer Ibrahim Abbar. Other t-shirt brands that made a lasting impression during the same time period were, Wasta (previously known as Hobb) - they added nostalgic elements from Saudi culture which gave them a great edge; Kilmah a brand that found their uniqueness by printing iconic illustrations from Saudi culture, and expanding their line to include denim, shirts and jackets





#### •The Boutique:

Saudi consumers witnessed a surge of new shopping experiences, thanks to globalization, most, if not all, big name luxury boutiques have opened flagship stores in Riyadh and Jeddah. But the interesting trend is the growing number of concept stores, where the vision of one person or a group of people is reflected on the selections of brands and items in their store, covering fashion and lifestyle. Some of these stores have truly stood the test of time and made a great difference, from Life, Cugini, Mahat, Jasmine Box, The Shop and Sid stores in Jeddah, to Maison Bo-M and the internationally acclaimed boutique, DNA in Riyadh.

The disappointment though, is that most of these stores cater only to women; there is a lack of concept stores dedicated to men, leaving a huge gap in the market still craving to be fulfilled.

# Before & After

Sometimes, it's hard to know where we want to go in life, professionally and personally. But, wherever we have been and whatever we have been through, it has impacted and shaped who we are and where we are today. Photography, perhaps like any other creative profession, is no different. An artist can capture a moment early on during his career, only with time to come to render it inadequate, amateur or simply „just not good enough.“ As a creative person gains exposure and their perspective continuously evolves, so too does their craft. In this issue, we revisit some of our favorite local photographers' before and after shots, **Abubakir Balfaqih (a.k.a Bakri Omar), Mohamad Bil Haj, Chahine Mokhtar, Rania Abdelrazek and Fahd Munir.**



في بعض الأحيان يكون من الصعب لنا أن نعرف أين نريد أن نذهب في الحياة سواء على الصعيد الشخصي أو المهني.

لقد تأثرنا به أين ما كنا و مهما اختلفت تجاربنا ( التصوير الفوتوغرافي ) قد لا يكتفينا عن أي مهنة ابداعية أخرى . فقد يلتقط الفنان لحظة في بداية حياته المهنية و يعمل على تطويرها استنادا الى فكرة انها ليست جيدة بما فيه الكفاية.

تتطور حرفة الفنان كما تتطور وجهات نظره . و في هذا العدد نعيد زيارة القطرات القديمة و الحديثة لمصورينا المحليين المفضلين محمد بالحاج . مختار شاهين . فهد منير .

*Abubakir Balfaqih.  
(Bakri Omar)*

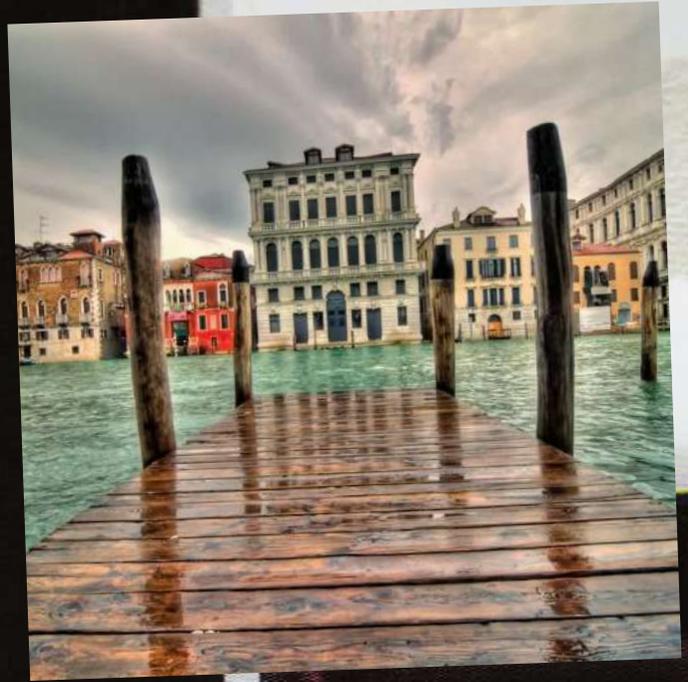


*Fahad Munir*

Photography is the art of giving. What strikes me most, is a person's reaction to a nice photo, something that leaves an impact. I'm most jubilant when people like what I show them, and especially when they smile. My aim is to make people happy, bring out more natural smiles. One way I synthesize love is through photography. Extremely similar to painting, photography is all about your own imagination; the power to share what you envision in your mind. It's never about what photography gear you own or how you adjust the settings on your camera, but seeing the picture first is what makes a photographer. Just like any other hobby or profession, don't challenge other people, but challenge yourself to do better. I believe that you shouldn't be the best, but always do better than your last time.

Life is filled with moments that pass us by simply because they happen too fast within fractions of a second. Trying to capture the subject's emotions in that

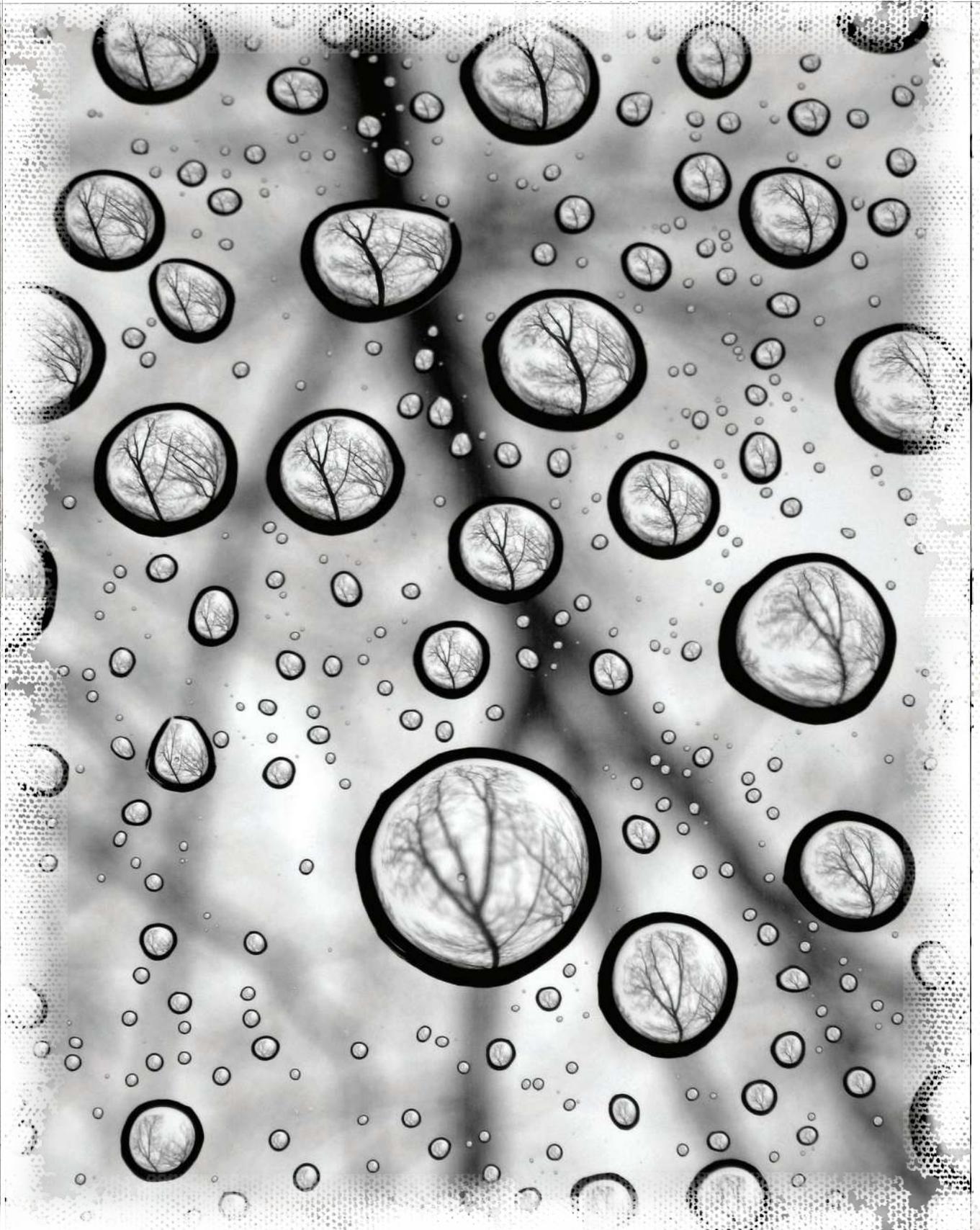
split second is the beautiful part. I want to tell a story through their eyes and my lens. I really enjoy photographing people; I love the interaction that happens and the creative control that I get while shooting people.





## Rania Abdelrazek

„In the past I have organized exhibitions for my students internationally. I also have worked on projects with the British Council in Saudi Arabia. I am very proud of the success of my students and their efforts to continue in achieving their goals in life. I am working hard to help promote positive images of Saudi Arabian women in the West and within the Kingdom of Saudi Arabia. It is important to show the progress that is being made, and give encouragement to other Saudi women to achieve their goals throughout the world. I hope to continue to promote Saudi Women Artists to help create another bridge of communication “artistically” between the West and East. „

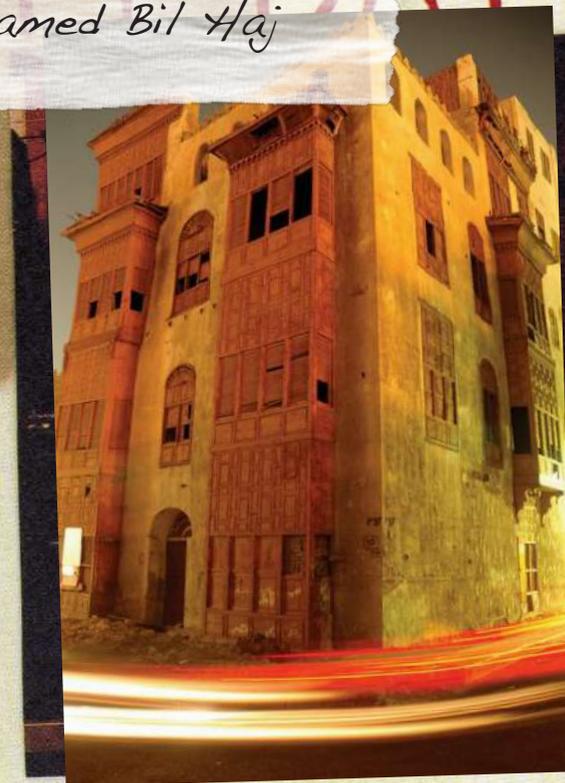




*Mokhtar Chahine.*

Discovering his passion for photography 6 years ago, after purchasing his digital SLR camera, Mokhtar has worked as a professional photographer ever since. Mokhtar concentrates his attention on photographic lighting, making his images perfectly clear and sharp. His creative mind and strong work ethic help him meet his clients' demands and produce top-quality photographs every time. However, what truly drives Mokhtar, is his passion for photography.

*Mohamed Bil Haj*



Ansel Adams has said: „There are always two people in every picture - the photographer and the viewer.“

„I am always careful not to alter the image to such a degree as to make it lose its natural beauty and quality. My challenge, as that of a makeup artist for example, is to accentuate the good features, while leaving the integrity of the subject intact,“ says Mokhtar. Check out his work on: [www.mcphotography.com](http://www.mcphotography.com)

Photography is all about drawing with light, if you can't use light elements to be at your disposal to produce the photo, then you need to master that first. A good photographer in my opinion is the one who takes every single photographic element into consideration until the last millisecond before releasing the

shutter. There is a big difference between a photographic image and a digital image, what I am talking about here is the art of photographic perspective, not the communication perspective and its effectiveness. After all, a painting drawn by hand has more value and impact from the one that has been digitally generated.



*Farah Alqawasmi*

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# The Epitome Of Cool BB APPLICATIONS

by:Rima Almkhtar



**Blu Control :**  
turn your BlackBerry into a wireless mouse & Keyboard or even use it for your presentations: <http://www.bluctrl.com/whatis.htm>

**I took this on my phone:**  
join the group of mobile photographers  
<http://itookthisonmyphone.com/>

**World Mate Live:**  
Are you always on the go, don't waste time and wait till you get to the airport to find out your flight is delayed, plan a trip on the go and get deals on hotels  
<http://www.worldmate.com/blackberry/>

## Blackberry

With the largest array of messaging features in any smart phone on the market today, and with such strong encryption features making it difficult to monitor private information, which led to several Arab countries to consider the device a „security threat,“ this gadget hasn't earned the moniker CrackBerry for no reason! Since its creation just over a decade ago, there have been over 100 million units sold, and the number keeps growing...



## البلاك بيرى

ظهر البلاك بيرى. مقدماً نمطاً جديداً من التواصل بين الناس . فقد جُذ بعض الفتيات صعوبة في اعطاء أرقام هواتفهم و لكن تبادل الرمز الخاص بالبلاك بيرى أصبح شيئاً عصبياً و متداولاً.

لقد ساهمت التكنولوجيا في تغيير السعودية التي ترعرت فيها. فقد أصبح من العادي جداً أن تصرح احد الفتيات عن غضبها من زوجها امام لائحة صديقاتها في البلاك بيرى. حتى أن البعض يعرض صوره الشخصية و صور شهر العسل و الزفاف . و أصبح البلاك بيرى طريقة للفت الأنظار عن طريق كتابة تعليقات كـ ,, انظر الي - أنا ليرال - أنا جميلة- أنا متميزة" و لا ننكر أن الموضوع أصبح اعتيادياً و مثيراً للاهتمام.

**Blackberry or Apple Apps...What's Your Fruit Applications of Choice?**  
Email & Tell me: [mariam@d-magazine.net](mailto:mariam@d-magazine.net)

### Gowalla:

Keep up with your friends, and find out about all the new and existing hotspots in your city. Your new personal tour guide to the city you thought you knew! <http://gowalla.com/blackberry>

### Shazam:

You've heard the song before, but can't seem to remember the name, or you're passing by a lounge/cafe that's playing a nice tune, just press shazam and let it do the job :

des 18 Arred



# Decade in Art

by Adnan Z. Manjal



The international reorganization of Edge of Arabia and the efforts of such galleries such as Athr, gave Saudi artists from all backgrounds a medium to voice their emotions and thoughts, further developing the Saudi art scene in many spectacular ways. The boom in interest from the Saudi audience in art is also due to the increased media coverage of such great accomplishments by Saudi artists abroad, such as Abdunnasser Gharem and Ahmed Mater; And one could only hope for this phenomenon and awareness to increase locally and globally, giving way to new and established creative voices to be heard.

أعطى التنظيم الدولي والجهود التي تبذلها معارض مثل معرض حافة الصحراء ومعرض أثر الفنانين السعوديين من جميع الخلفيات وسيلة للتعبير عن مشاعرهم وأفكارهم ومواصلة لتطوير المشهد الفني السعودي بطرق مذهلة ومتعددة. وإن اهتمام الجمهور السعودي بالفن جاء أيضا نتيجة لزيادة التغطية الإعلامية لمثل هذه الإنجازات العظيمة الصادرة عن فنانين سعوديين في الخارج. مثل عبد الناصر غارم وأحمد مطر. ونأمل أن تزداد هذه الظاهرة والتوعية محليا وعالميا بشكل يفسح المجال لسماع أصوات جديدة و خلاقة.



## • حافة الصحراء: Edge of Arabia

Since its creation in 2007, the Saudi art scene has changed dramatically. Edge of Arabia, a nonprofit organization founded by British art enthusiast, Stephen Stapleton, was created as a platform for contemporary and edgy Saudi artists who are destined to make a difference in this world. Holding shows around the world for the sake of promoting Saudi art, the exhibitions created a storm of rave reviews and critical acclaim from art journalists, collectors and aficionados everywhere. Their globetrotting schedule started in London back in 2008, followed by a show at the 53rd Venice Biennale in 2009, and continued in Riyadh, Dubai, Berlin and Istanbul during 2010. Edge of Arabia has plans to further travel around Europe, the Middle East, Asia and North America.

## • صالات العرض: The Galleries

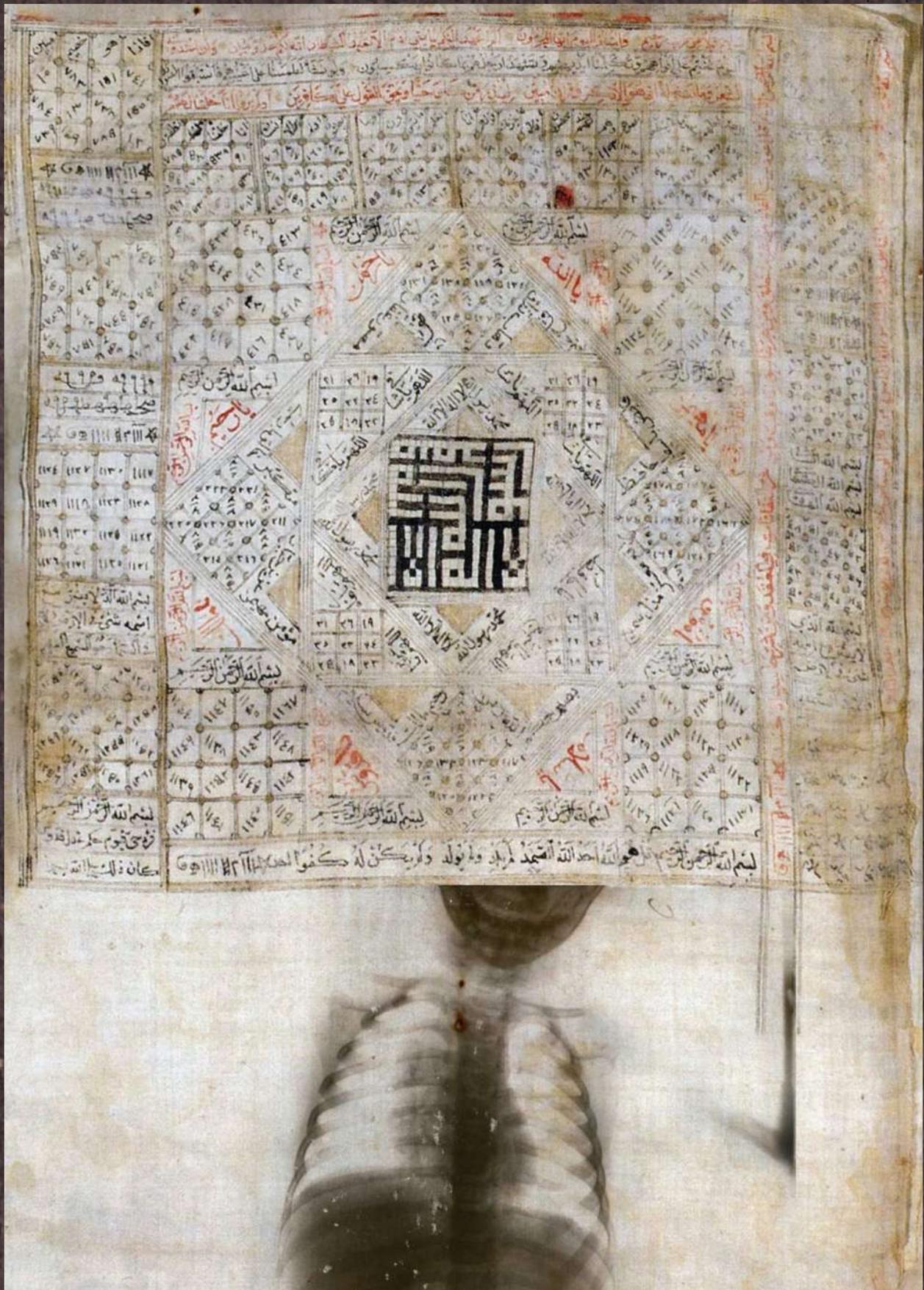
The 2000s saw an increase in the interest surrounding various art mediums, from photography, paintings and graphic design. This interest is vastly growing with no signs of stopping, thus the creation of new galleries across the country; Athr Gallery in Jeddah, Hewan Gallery and Lam Gallery in Riyadh, all of whom promote the most creative and inspiring contemporary and modern artists in the country. There is no doubt that there is still more room to fill for galleries and museums, nevertheless, these already well established galleries have created a new, modern platform for other future galleries to follow upon.



Hewan Gallery



Lam Gallery



• أحمد مطر: Ahmed Mater

There is no doubt that Ahmed Mater is taking the contemporary Saudi art scene for a wild ride that keeps getting better and better. The Abha-born medical doctor, first gained recognition as part of the main body of artists from Edge of Arabia, his "Prognosis" series put him on the map amongst the elite of Middle Eastern contemporary artists. His works has been exhibited in many galleries in the Middle East and Europe, and he has been featured in some of the most important books about Middle Eastern contemporary art. His latest work, "The Yellow Cow Series" has been shown in his first solo show in London this past October, while celebrating the first book about his work.



## Manal Aldowayan • منال الدويان

Born and raised in the Eastern Province of Saudi Arabia, Manal Aldowayan's artwork has been in Spain, Bahrain, the UK, USA, the UAE, and Saudi Arabia, establishing her as an emerging artist setting new grounds for Saudi Arabia's photographers. Her work has caused quite the controversy, hitting notes on gender equality and women's rights. Manal, who is among the few internationally recognized Saudi women artists, continues to produce inspiring and provocative artworks for the world to witness.



## Abdulnasser Gharem: عبد الناصر غارم •

The Khamis Mushait-born and Saudi Arabian Military Major created some of the most controversial, thought-provoking and emotional conceptual art from Saudi Arabia. Gaining recognition as part of Edge of Arabia, Abdulnasser Gharem's "The Path" was bought by the British Museum in London and the Los Angeles County Museum of Art in California. He is currently represented by several international galleries, proving his artwork to be highly sought-after on an international scale. Abdulnasser Gharem has demonstrated, with every piece of new work, that he is a force to be reckoned with.

The increased interest in this legendary form of street art, many of today's Saudi youth have adopted the art of spray paint on walls, creating large scale murals of self-expression.



### • الكتابة على الجدران Graffiti

The increased interest in this legendary form of street art, many of today's Saudi youth have adopted the art of spray paint on walls, creating large scale murals of self-expression. Quite a few malls in Saudi, namely Promenade 2 and Red Sea Mall in Jeddah, have supported graffiti art by promoting competitions and providing specific spaces for creative freedom.



# LET THE COMING DECADE BE ALL ABOUT YOU!

## اجعل العقد القادم كله عنك

Design Magazine is all about collaborating, networking and promoting like-minded creative's, we have gathered some of the best online platforms to share your amateur or professional portfolio's and be inspired by the projects of others. Whether you're an owner of a creative business looking to hire the best talent out there, or you're a creative person with a portfolio to share with the world, there has never been more online vehicles to show-off what you do and how you do it!

تقوم مجلتنا على التعاون و التواصل بين ذوي الفكر الابداعي ، و نعمل على جمع أفضل الأعمال الموجودة لتشاركوا مشاريعكم الناشئة أو المحترفة مع الآخرين، سواء اكنت صاحب عمل ابداعي و تسعى لتوظيف أفضل المواهب المتاحة أو كنت شخص مبدع يحمل فكرة و يرغب بمشاورتها مع العالم. كن ملهماً و حمل مشروعك على أحد المواقع التالية...



[www.cgsociety.org](http://www.cgsociety.org)

•CG Society is an online society for digital artists. If you are into 3-D animation and illustration, keep current with the latest graphics news, get in the know of annual events, and participate in showcase exhibitions worldwide. This site will offer you more than a networking experience, and a sleuth of job opportunities, it offers the best complimentary tutorials, and programs and will help you continue to produce your best. If you're not already a member.... You definitely should be.

**Behance**

[www.behance.net](http://www.behance.net)

• Build a portfolio, connect with other creative's, sell your work, get exposure, and get hired, your point of access to the rest of the creative world is here. A site catering to professionals looking to hire creative's, or creative's looking to get hired, this site offers various interactive features when building your portfolio. With a combination of text, image, video, and audio, projects can be assembled and edited via Project Editor. Added features include embedding from other public sites like Vimeo, Flickr, and YouTube.



[www.deviantart.com](http://www.deviantart.com)

•You have enough ,friends,“ now it's time to get serious! According to [www.krop.com](http://www.krop.com), friends' comments and links to other artists and websites don't belong here, only creative people that are passionate about their craft and serious about their portfolio. This website has been constructed with the meticulous creative in mind, and has been built according to the specifications of creative recruiters at top companies that already use krop, like Apple, Gucci, and Nike. The site is open to all creative professionals, and in addition to uploading your portfolio, you can also track job openings through the sites interactive job board. Happy hunting!



[www.krop.com/createdatabase](http://www.krop.com/createdatabase)

A children's book feel for creative adults, their catchphrase is „you bring your best, and we'll do the rest,“ and the rest means making available all the interactive tools you could possibly need, so that you shine. All inclusive, this site is good for absolutely anyone in the creative field with a portfolio to brag about: makeup artists, hair stylists, illustrators, architects, fashion designers, graphic artists, and more. Upload your portfolio for free, or if you have many projects that you're dying to brag about, you can pay a small monthly fee and upload more than 5.



[www.coroflot.com](http://www.coroflot.com)



[www.carbonmade.com](http://www.carbonmade.com)



**BIG BLACK BAG.COM**

[www.bigblackbag.com](http://www.bigblackbag.com)

• Upload, manage and showcase your work and make it into the animators, illustrators and photographers figdig hall of fame. An online creative community, figdig actually recruits and invites talented professionals to join their site, in order to help market and promote their work for them! Subscribed to by creative directors, art directors, designers, website designers, photographers and illustrators, among others, this site is all about the caring and sharing of quality creative work.

• This site boasts as having the largest, most established and most diverse pool of professional creative portfolio's in the world, and their job board is the largest and most active site specifically targeted at hiring designers and other creative professionals. With over 150,000 creative professionals and students from nearly every country in the world, the site hosts portfolios from every creative field: industrial, graphic, fashion, interior, textile and interaction designers; 3D modeling and rendering specialists; architects, illustrators, art directors, design managers, among many others.



<http://shownd.com/>

Aiming to provide users with a centralized hub to maintain a portfolio and secure employment, recruiters benefit from the vast array of creative professionals and artwork showcased. With clean graphics, and easy to use applications, this site hosts covers the spectrum of creative talent, from graphic designers, and photographers to illustrators and writers.



[www.figdig.com](http://www.figdig.com)

**facebook**

**flickr**



• [www.d-magazine.net](http://www.d-magazine.net): There's a reason why Design Magazine is regarded and promoted as Saudi's premiere designer's network, and it's because we work overtime on bringing talented people together. Upload your portfolio and check out others, and meet some of the best and brightest talent that Saudi Arabia and the Arab region has to offer.



# THE DEATH OF MUSIC ICONS



## 1929-2000 / Talal Maddah

On stage, with oud under his right arms, strings grating against his fingertips, the Voice of the Earth, one of Saudi Arabia's most revered oud players and singers, fell to his infinite slumber before a venue filled of adoring fans in 2000. Recording 66 official and 40 unofficial albums, Talal Maddah is most known for pioneering and celebrating the uniqueness and beauty of hijazi art throughout his career, which began in the mid 1950's. Acknowledged among the greats during his time, like Muhammad Ali Sindi, Fawzi Mhasson and Abdullah Mohammed, Maddah was encouraged to sing his first song Grower of Roses for public radio consumption in the 60's, which aired on Saudi Arabia's official radio station at the time. With concerts all across Saudi Arabia, Maddah shot to wider recognition after his debut in 1965 in the film Fog Street, being featured alongside fellow renowned singer Sabah.

Talal Maddah's smooth vocals will continue to warm many Arab souls that grew up listening to him; his memory will endure for many future generations throughout the Middle East and particularly the Kingdom. May your golden throat rest in peace, and may your vocal hum reverberate throughout history.

### طلال المداح 1929-2000

عازف عود سعودي و مغني: على المسرح محتضناً عوده تحت يده اليمنى و تداعب أصابعه الأوتار. طلال المداح الملقب بـ ( صوت الأرض) من أهم عازفي العود و المغنين في المملكة. توفي و هو يؤدي أمام مسرح مليء بمعجبيه عام ٢٠٠٠. يحمل في رصيده ٦٠ البوم رسمي و ٤٠ آخرين بشكل غير رسمي. يعتبر المداح الرائد في الاحتفال بتفرد و جمال الفن الحجازي طوال حياته المهنية التي بدأت منتصف الخمسينيات. صنّف المداح من العمالقة في عصره مثل محمد علي سندي و فوزي محسون و عبد الله محمد. أطلق المداح أولى أغانيه (وردك يا زارع الورد) في الستينات و اذيعت على الاذاعة الرسمية للمملكة في ذلك الوقت. و حفلات موسيقية في جميع أنحاء المملكة. كانت انطلاقة مداح الواسعة عند مشاركته في فيلم شارع الضباب مع الفنانة صباح. سيظل صوت طلال المداح خالداً في روح الكثير من تربوا على صوته و ستظل ذكراه على مدى أجيال في العالم العربي و في المملكة خاصة. فلتظل دندنة حنجرتك الذهبية تتردد على مدى التاريخ

## 1958-2009 / Michael Jackson:

1 out of 8 are pretty good odds, but no one would expect that the little jerry curl kid from Gary, Indiana, parading on stage as one of the Jackson 5 siblings would one day become the King of Pop and be legendarily recognized as one of the most successful entertainers of all time by the Guinness Book of World Records.

Thriller, Beat It, Billie Jean, Michael Jackson helped us find our groove and do our thang rocking it to the wee hours of the morning. None other than the King of Pop himself has vibrated many lethargic feet lifting those kushy tushies from sedentary to stellar in less than zero to 60 seconds. Time and time again the age old beats of Pop himself lifted many a dull night into all night dance parties to remember. Jackson holds the honor for best selling album Rock Roll Hall of Fame twice!

His early departure rocked souls and shattered hearts. Damn you Dr. Conrad Murray, we know you were just placating the King of Pop, but his temporary coma sedation was made permanent on that fatal night in June 2009.... Physically you may stand among us no longer, but vocally and spiritually we will listen and remember you forever. Rest in Peace.

"Did you have to go and leave my world so cold? You are not alone [we] are here with you....."

## مايكل جاكسون 1958-2009

لم يتوقع أحد أن هذا الطفل الأني من ولاية انديانا و الذي كان يطوف  
 للمسح باعتباره أحد الانشقاق جاكسون الخمسة سيكون ملك موسيقى  
 البوب و أسطورة في الفن حسب كتاب غينيس للأرقام القياسية.  
 من منا لم يرقص على أغانيه التي استطاعت أن تجعل من أي ليلة ضجيرة  
 ليلة لانتسى.  
 يحمل جاكسون أفضل الألبومات مبيعاً على الإطلاق كما أنه الفنان  
 الوحيد الذي الذي نسي مرتين إلى متحف الروك اند رول الشهير. هذا  
 رحيله المبكر نفوس محببيه و حطم قلوبهم. نحن نعرف يا دكتور  
 كورادو موري أنك كنت تحاول أن تريحه و لكنك منحتنا راحة أبدية في  
 يونيو ٢٠٠٩.  
 ربما لن تكون معنا بجسدك و لكن روحك و صوتك ستظل بيننا إلى الأبد.





# A Decade of Delectable Delight

Times have changed, and so too have our palettes, and with it our local culinary landscape. Coffee shops, tea lounges, shisha lounges, healthy eating, and the explosion of sushi restaurants, bakeries, and local franchises have hit the Jeddah restaurant scene with full force. Jeddah has come a long way from Kudu being the only local Saudi franchise to boast of. Today, our cuisine selection has multiplied and is actually starting to reflect and cater to our particular tastes; Deera Café blends beans that are acquired and named after regions across the Arab peninsula, while

Crunchy Square reinvents the Motabag and Masoob. From saturated fatty „Americano“ style burgers to healthy eating, and the ultimate shisha experience, we’ve come quite a way in the last decade, and this is how it’s panned out...

## Coffee Shops & Tea Lounges

At the beginning of the decade one was hard pressed to find that perfect coffee roast or tea blend. But then, it was as if coffee and tea addicts began to harvest the coffee berries and tea leaves themselves, as specialty shops began to sprout everywhere. Now, java junkies are spoiled for choice with roasted blends from around the globe.

- The Coffee House, Starbucks, Second Cup, Bernie’s, Costa Coffee, Coffee Bean & Tea Leaf, Coffee Republic, Café Ceramique, Cilantro, Bridges, Te Amo, Teayana, Chai & Ba, Cappuccino Grand Café, Book Café, Deera Café, and the list goes on...





### Restaurants & Shisha Lounges

Permitted, banned, revolted against, then restored, permitted and once again adored.

The only Saudi city to permit public consumption of shisha, as far as we are aware of, you can take away many things, but don't mess with a Jeddawi's shisha! The sheer debilitating affect the ban of shisha had on local businesses, was enough to have businessmen rally enough resistance to have the ban lifted and their right to vend the fruit vapor reinstated.

- Java Lounge, Vertigo, Bubbles, Pearls, Nosh lounge, Melange lounge, Papaya, White, Campioni Sports Cafe, Fratelli, Cast & Crew, Café Lenotre, Balsamico Too

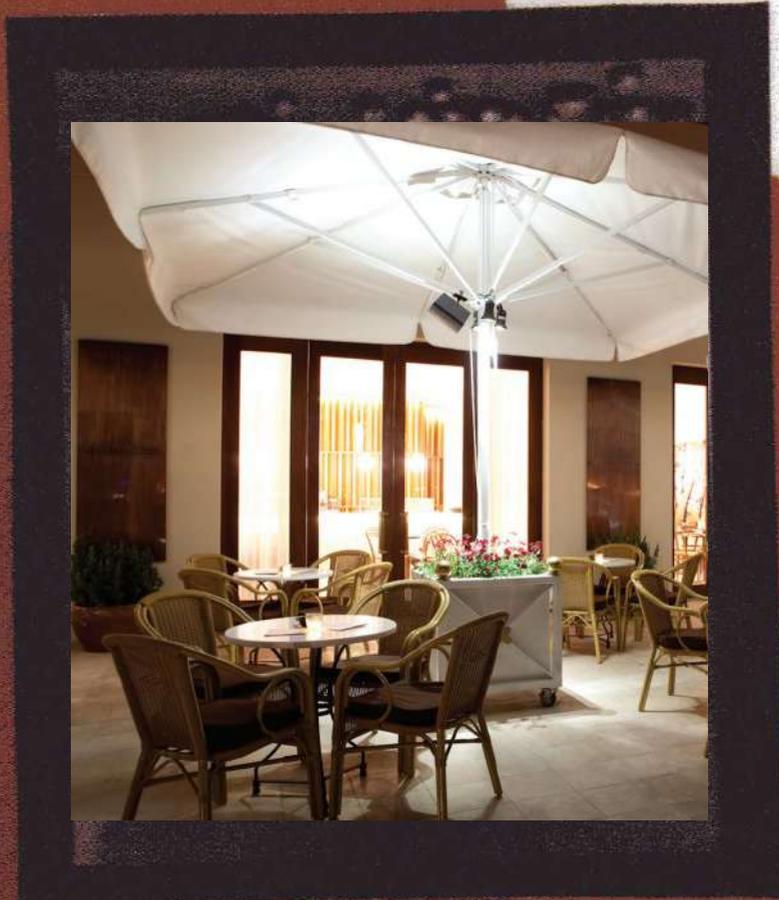
### Healthy Eating

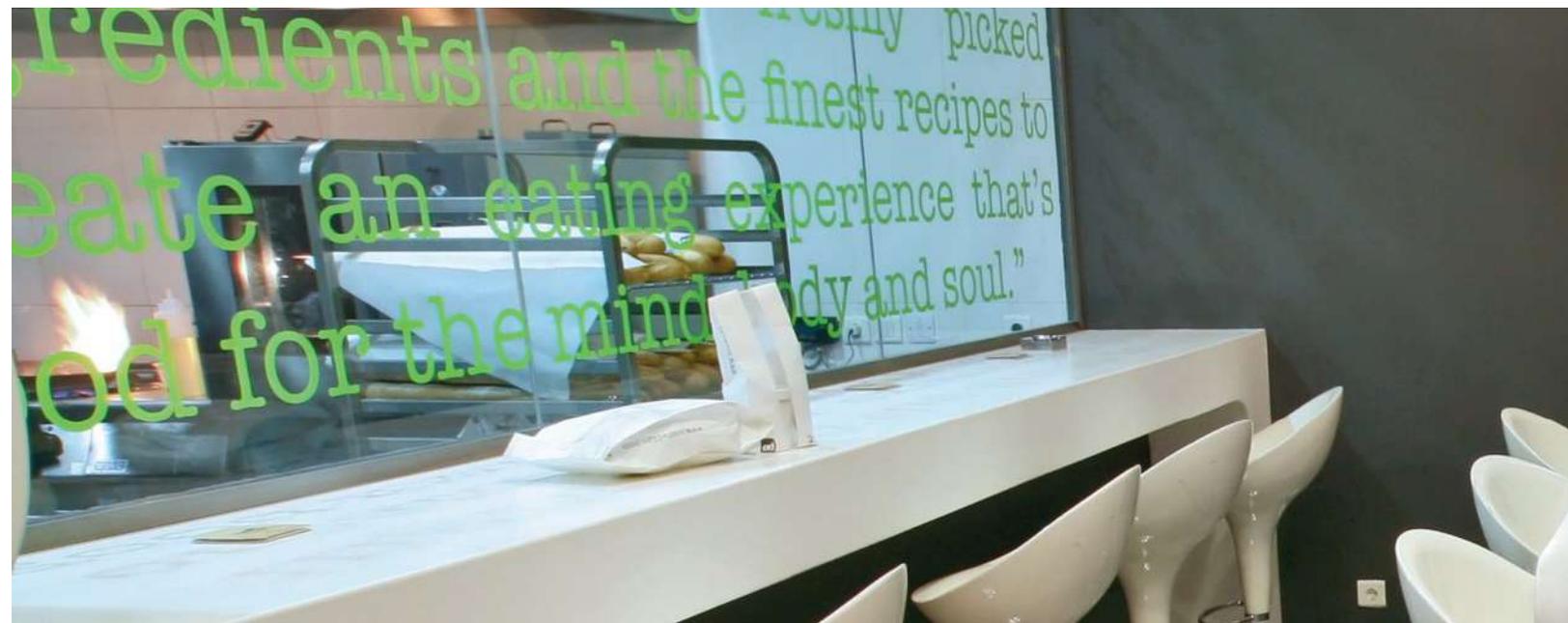
Although paling in popularity to fatty fast foods, shops and centers catering towards healthy eating and diet food have been gaining a loyal local following.

Overconsumption has led the human race to embark upon the eternal quest for quick fix weight-loss solutions. However, in recent years, more sensible consumption has

increased the popularity of organic wholesome foods, available locally and hopefully, restaurant menus will start to reflect this more.

- Diet Center, Diet World





### Sushi Explosion

We still have a long way to go to match the quality and variety of sushi fare on offer across the region, but we certainly have come far. Prior to the last decade, sushi was a delectable delight enjoyed while abroad. Although, falling short in terms of variety and quality to what genuine sushi lovers may be accustomed to, the local selection may at least somewhat satiate your California roll and wasabi withdrawal symptoms.

- Sushi Yoshi, Shogun, Wakame, Ohayo, Benihana, Osaka, Noodles, Zn Lounge, Mabu

### Bakeries & Home Catering

Summoning the Arabian Betty Crocker within, cupcake consumption is on the rise and so are the bakeries that make them. Cupcakes are not just for kiddy parties anymore... as one manicured hand kneads her dough in attempt to outdo the other, competition is fierce.

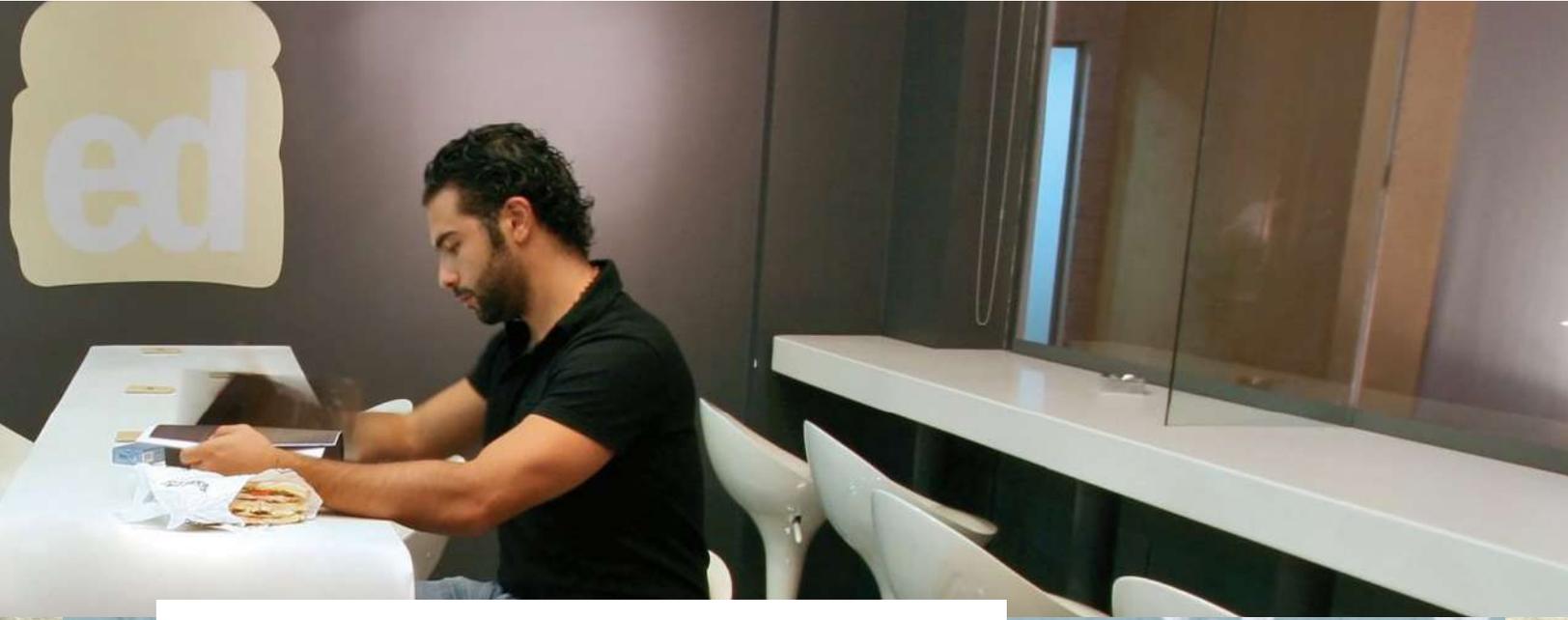
- Munch Bakery, Helen's Kitchen, Auntie J, Crunchez, Crusty, Al Forn, Lite Bite, Chocolate Corner, Nesma Chocolates, Voila and many more yet to be discovered

### Local Franchises

McDonaldization, give way to Al-Baikization...because we are as mad about cows as we are about chickens...if not a little more. We are really proud of all the home-grown gastronomic talent, classic favorites with a local twist fill our stomachs and make us proud.

- Al Baik, Toasted, Lallo's, Balsamico, Crepe café, Burger Boutique (Riyadh), Roodys, Sultan Burger, Philly's, Jan Burger, Joe's Diner, Wonder Burger, Diner 66, Hot Waves, Smash Burger shack





**المطاعم و مقاهي الشيشة:**  
جافا لاونج، فيرتيجو، بيرلز، نوش لاونج،  
ميلانج لاونج، بابايا، ايت، كابوني  
سبورت كافيه، فرايتللي، كاست اند كرو،  
لونتر كافيه، بلسميكو 2.

**الطعام الصحي:**  
دايت سنتر، دايت ورلد

**مطاعم السوشي:**  
سوشي يوشي، شوجان، واكامي، وهايو،  
بنيهاننا، أوساكا، نودلز، زن لاونج

**المخابز:**  
منش، مطبخ هيلين، كرانشيز، كرستي،  
الفرن، ليتل بايت، ركن الشوكولا، نسما  
شوكولا، فوالا.

**المطاعم المبتكرة محلياً:**  
البيك، توستد، لالو، بلسميكو، كريب  
كافيه، برغر بوتيك الرياض، روديز،  
سلطان البرغر، فيليز، جان برغر، جوز  
داينر، وندر برغر، داينر 66، الموج الحار.

تغيّر الزمن و تغير معه مفهوم الطهي  
لدينا ، فقد اقتحمت المقاهي و صالات  
الشاي و الشيشة و مراكز الطعام الصحي  
و مطاعم السوشي و المخابز و المطاعم  
المحلية مدينة جدة بكامل قوتها . و  
قطعت جدة شوطاً طويلاً منذ كان كودو  
المطعم المحلي الوحيد الذي تفتخر  
به . فقد تضاعفت الآن الخيارات لتلبي  
مختلف الأذواق و أصبحت المقاهي  
كمقهى الديرة يمزج الحبوب المختلفة  
و المسماة بحسب المناطق في أنحاء شبه  
الجزيرة العربية ، بينما ( كرنشي سكوير )  
اعاد ابتكار الأطباق المحلية كالمعصوب  
و المطبق . و التنوع يبدأ من البرغر  
الأمريكي الى الطعام الصحي و صالات  
الشيشة ، فعلى سبيل المثال:

**المقاهي و صالات الشاي:**  
بيت القهوة، ستاربكس، سوكند كوب،  
بارنيز، كوستا كوفي، حبوب القهوة  
و أوراق الشاي، كوفي ريببلك، كافيه  
سيراميك، سيلنترو، بريدجز، تيامو،  
تيانا، شاي أند با، كابوتشينة جرانند  
كافي، بوك كافيه، ديرة كافيه.





## LUXURY SHOPPING AT MANUEL MARKET

BY:MARIAM POLDING

Redefining the traditional market experience, Manuel market opens in Heraa Avenue Mall, and makes sensory market shopping the new everyday standard. A new concept to be introduced to the supermarket scene in Saudi Arabia, Manuel's represents the much-loved Torero (bullfighting hero), that originates in Spain. Manuel speaks to honoring traditions, the strength of one's culture, and high-class experiences; yet, at the same time, Manuel is your friend, and he'll do anything to share the best of what he has to offer with you. And so, our friendship with Manuel begins... Manuel has been created with such detail, that every part of the showroom floor will set off your senses. Appealing to your visual sense, Manuel market has created attractive color-coordinated

displays by using light effects and images that will attract you upon first sight. Fresh baked goods, such as melted labnah mana'esh with sprinkled zataar hot from crackling-fire brick ovens, will warm your stomach and stamp Manuel as a part of your new daily breakfast routine. Textures and products, appearing for the first time in Saudi Arabia, will excite you with such pleasure, that it's as if you can actually hear the echo of cheer for Manuel's victory and ability to please us all.

On your next market outing, for a real sensory experience, and to enjoy the best of what the culinary world has to offer, visit Manuel... our Torero, our neighbor, our new friend in Jeddah.

For further market details, call:  
920013010

الذخيرة

الذخيرة





كإعادة لتعريف مفهوم السوبر ماركت التقليدي، تم افتتاح مانويل في سوق حراء ليجعل من التسوق عملية حسية يومية. يعبر مانويل عن تكريم التقاليد و قوة ثقافة الفرد و التجارب المميزة، و في نفس الوقت مانويل هو صديقك الذي قد يفعل المستحيل ليشارك معك أفضل ما لديه.

تم تصميم مانويل بتفاصيل تخاطب حواسك، و بألوان جذابة و باستخدام لافت للمضوء و الصور لجذب انتباهك من أول وهلة. المعجنات الطازجة كمنافيش اللبنة و الزعتر ستجعل من مانويل روتين افطارك الصباحي. و كذلك منتجات و بضائع تعرض لأول مرة في السعودية، كل ذلك لارضاء زبائن مانويل. قم بزيارة مانويل و تمتع بالأفضل.



**Dates:** 10th / 11th March 2011

**Time:** 10am to 5pm

**Course Fee:** SR 2,700

**EARLYBIRD: SR 2,500**

(Payable by February 20th)

**Venue:** Dar Al-Hekma, Jeddah

# DESIGNING with NATURE'S INTELLIGENCE

## 2 Day Introduction Course to Classical Feng Shui

With Master Sarah McAllister

Dates: 10th & 11th March

### Course Highlights

- Insight into Feng Shui for Urban Planning and Architecture
- Learn how Feng Shui can help a business
- Discover basic principles to use at home to enhance harmony
- Promoting peaceful and prosperous communities
- Examples of Feng Shui Interior Design
- Value of spatial design in harmony with nature
- Demystify common misconceptions about Feng Shui



Register now at Dar Al -Hekma`s Continuing Education Department  
Tel: 630 3333 ext. 193, 204, 255  
E-mail: [ced@dah.edu.sa](mailto:ced@dah.edu.sa)



2000 - Arabic Typography by Huda Smitshuijzen AbiFares: At the beginning of the decade, this concise overview of Arabic typography made headlines as the essential handbook for everyone using Arabic type. By the end of the decade, this book still stands its ground as the go to reference for practitioners that consider Arabic typography and aesthetic design as interconnected parts of the greater communication whole.

الطباعة العربية لـ 2000  
هدى أبي فارس



2005 B – The Book by Abubakir Omar Balfaqih: The first fresh look at what Saudi is capable of in terms of graphic design, this book showcased to the local and global community the many talents we harbor within. Part B & A portfolio, part local agencies and part up and coming designers, this book has successfully contributed to the amelioration of design standards in the field of graphic design locally.

الكتاب لـ أبو بكر  
عمر بالفقيه



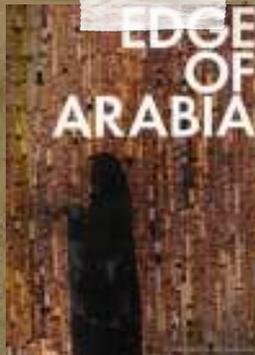
2006 - New Visual Culture of Modern Iran by Reza Abedini and Hans Wolbers: A compilation of iconic posters, graphic design and mixed art that depict the hidden messages of resistance, objection and truth that thread through the subconscious of the Iranian populace.

الثقافة البصرية الجديدة  
لـ إيران الحديثة لـ رضا عابديني و  
هانس ولبرز



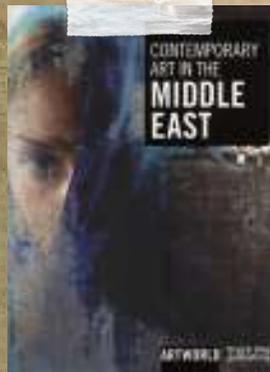
2008 Arabesque Graphic Design from the Arab World and Persia, by Ben Wittner, Sascha Thoma, Nicolas Bourquin: An ambitious published project that has involved more than 100 graphic designers spanning the region, this book represents the most innovative and groundbreaking design work that is inspired by and reflects the richness of the region's visual culture.

تصميم الجرافيك العربي  
من العالم العربي و بلاد فارس لـ  
بن ويثنر و ساشا توماس و نيكولاس  
بوركين



2009 Edge of Arabia: The Edge of Arabia book is the first and currently only comprehensive book on Saudi contemporary art, and is the printed version of the live exhibition currently jet-setting across the globe. Sponsored by Abdulfatih Jameel and SAGIA, the book is in part an effort to stimulate artistic and cultural activity that will contribute to social and economic prosperity in Saudi Arabia, through developing target creative industries and defining and implementing strategic cultural initiatives.

هافة الجزيرة العربية 2009



2009 Contemporary Art in the Middle East: Shattering stereotypes, this book is the first among the new series ARTWORLD, whose aim is to debut the work of the most cutting-edge contemporary artists emanating from the Middle East today.

الفن المعاصر في  
الشرق الأوسط



2009 New Vision: Arab Contemporary Art in the 21st Century: With attention of the global art community focusing more on the Middle East, comprehensive and scholarly books such this become of ever increasing significance. With in-depth essays and stunning color illustrations, this title heralds as the touchstone on contemporary Arab art.

الفن العربي  
المعاصر في القرن الـ 21

# THE 2000'S : A PLAYLIST

BY: HAITHEM AL-HEFNI

Years

Arabic Songs

English Songs

2000

حبيبي ده - هشام عباس  
ياورد - عبدالمجيد عبدالله  
تهددني - نوال

Eiffe 65-Bleu  
She Bangs-Ricky martin  
Music-Maddona  
Bye Bye Bye-N sync

2001

ويلي - راشد الماجد  
سهروني الليل - راغب علامه  
أكثر واحد بيحبك - عمرو دياب

Hero-Enrique Iglesias  
Lady Marmalade- Christina Aguilera  
One More Time- Daft Punk

2002

يوم ورا يوم - سميره سعيد + الشاب مامي  
آه ياليل - شيرين  
مهما جري - عيضة المنهالي

WhenEver WhereEver- Shakira  
Walking Away-Graig David  
Its Getting Hot-Nelly  
Addictive-Truth Hurts

2003

أخاصمك آه - نانسي عجرم  
آه يا عيني - لؤي  
من يقول - راشد الماجد  
مقصرني سؤالك - رايح صقر

work it-missy  
In Da Club-50 Cent  
Satisfaction- Benny Be Nassi

2004

يا عمري أنا - ميامي  
الشاكي - حسين الجسمي  
عنيك كداين - نوال الزغبي  
يا مسهر عيني - رامي عياش

Get Busy- Sean Paul  
Hotel-Snoop Doggy+Chingy  
Holiday in Yeah- Usher

2005

عاشالك - إليسا  
التنورة - فارس كرم  
الأماكن - محمد عبده

My Humps- Black Eyed Peas  
Pon De Replay- Rihanna

2006

بجلك أنا كثير - وائل كفوري  
يا طيطب - نانسي  
الخيانه - حسين الجسمي

Hips Don't lie - Shakira  
Smack That- Akon  
Sexy Back-Justin+World Hold On

2007

أحلى حاجه فيكي - محمد حماقي  
بنت الأيه - تامر حسني  
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سواها قلبي - أصالة

The Way I are-Timbaland  
Rise Up- Yyes Iarock

2008

شفت بعنيه - حسام حبيب  
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ويلاه - راشد الماجد  
قوم درجني - ماجد المهندس

NaNa Right Now- Akon  
Infinity- Gura Josh Project  
Just Dance- Lady Gaga  
The Wedding-Qusai

2009

كل اللي فات - تامر حسني  
وياه - عمرو دياب  
خاينه - راشد الماجد + اسماء المنور  
أوريكم فيه - أحلام

I Gotta a Feeling- Black Eyed Peas  
I know you want me-Pitbull  
Sexy Check- David Guetta+Akon  
stereo Love- Edward Mayo

2010

القوس قوسك - عبدالمجيد عبدالله  
الناس الرايقه - عدويه + رامي عياش  
سته الصبح - حسين الجسمي

OMG- Usher  
Alors On Dance- Stromae  
Waka Waka- Shakira  
No Speak Americano- Yolanda Be Cool

# production milestones

By: Sara Ismail

2000- Non-standard video codes were created like mp4



2000- The year TiVo came to the market



2001- The year that DVDs sold more than VHS tapes



2005- The year that Digital cameras sold more than film cameras



2006- The release of the 5D Canon (photography camera AND professional full HD video cam on which photo lenses can be used for video)



2006- The year the first Blu Ray was released



2006- First Saudi Film debuted, Keif al-Hal, produced by Ayman Halawani and directed by Izidore Musallam



2008- First Saudi Film Festival took place in Damman



2009- HDTV channels first released in the middle east (UAE)



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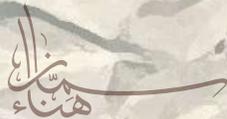
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