



Riyadh's Four Wellbeing Projects... Enhancing Life

Facts & Figures • Pictures

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Introduction

- The aim of the project is to transform the city of Riyadh into an open art fair mixing the traditional with the contemporary.
- The project includes the creation of more than 1,000 monuments and works of art in different parts of the city.
- Monuments, icons and art works are to be produced by local and world artists and designers.
- The project includes 10 programs: neighborhood gardens, parks, fields, public squares, public transportation stations, bridges, pedestrian bridges, city entrances, and tourist attractions.

Features:

10 + 1 art programs, including:

- 1- Urban Art Lab: Galleries for well-known artists in the city squares that encourage interaction between artists and citizens.
- 2- Joyous Gardens: Playgrounds in neighborhood gardens designed by famous artists.
- 3- Jewels of Riyadh: A collection of valuable artworks installed at tourist destinations in the city of Riyadh.
- 4- Welcoming Gateways: Implementation of gateways at the entrances of Riyadh city using creative designs.
- 5- Art on the Move: Installing sculptures at the most important intersections across the city.
- 6- Art in Transit: Installing artworks in Riyadh Metro and Bus stations.
- 7- **Urban Flow:** Pedestrian bridges designed by artists to strengthen the city's inter- connectivity and encourage citizens to walk.
- 8- The Hidden River: Installation of art that suits the nature of valleys and artworks on bridges using illumination

9- Garden City: a garden for arts containing a collection of monuments and sculptures

10- **Riyadh Landmark – XXL:** An iconic landmark that distinguishes the city of Riyadh.

11-Nour Festival: An annual festival to show interactive artworks based on illumination.

Benefits:

- Contribute to making Riyadh a city that hosts creative works of art and a destination for world artists, connoisseurs and specialists.
- Foster creativity in the city.
- Provide local and international artists with a unique opportunity to show their creations to visitors and the local population.
- Reinforce societal values, cultural interaction, knowledge exchange and creative collaboration within society.
- Boost tourism and recreational activities in the city.

Implementation Stages:

- Project design and study is being finalized.
- Project implementation is expected to start in the second half of 2019.
- Project implementation is expected to be completed at the end of 2023.











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