

*For Immediate Release*

## **Hayy: Creative Hub, under construction in Jeddah, announced as winner of multiple international architectural awards**

- **Hayy: Creative Hub, conceived by Ibda Design, has just been announced as a winner at the Hong Kong Design Awards (Gold), New York Design Awards (Silver), and honoured for exceptional design by the American Institute of Architects**
- **Founded and built by Art Jameel, the 17,000-square-metre cultural complex is due to open in 2020**
- **Hayy will be the first bespoke home in Saudi Arabia for the arts; the hub includes exhibition halls, galleries, an arthouse cinema, theatre, cafes, events spaces and artists' studios**
- **The three-storey, dynamic, contemporary development will include multiple partners and act as an incubator for Saudi talent**



**Hayy: Creative Hub (Central Courtyard)**

**Jeddah, Saudi Arabia | December 11, 2018** – [Art Jameel](#), an organisation that supports heritage, education and the arts, announced that its forthcoming cultural complex Hayy: Creative Hub has been awarded major recognition in the autumn design awards. The UAE and Japan-based architectural practice [ibda design](#) won



multiple accolades for their design for Hayy, including Gold in the Hong Kong Design Awards; Silver in the New York Design Awards; and the Honour Award for Exceptional Design by the American Institute of Architects (Middle East chapter).

**Hayy: Creative Hub** is a 17,000-square-metre development; Saudi Arabia's first bespoke home for the arts and creativity, the multidisciplinary complex is located in north Jeddah and due to open in 2020.

The three-storey complex, designed by ibda design, offers a contemporary re-interpretation of the traditional courtyard typology, common within the Gulf. The main central courtyard is surrounded by shaded, staggered terraces on the building's upper levels, which serve as extensions of the courtyard space and allow it to be conceived as a spatial whole that connects every level of the project. On the ground floor, the courtyard is enhanced by seating amongst natural vegetation and greenery.

Designed to be a cultural incubator for its community, the project uses a steel-structure, aluminum cladding, and concrete flooring. "This offers a flexibility to the spaces that can accommodate many different exhibitions, events, and activities, and adapt to the needs of the local creative talents who use it," said Wael Al Awar (Founding Partner, Principal Architect) and Kenichi Teramoto (Partner, Principal Architect) of ibda design. The aim was to promote a new perception of what architecture can be for Jeddah and Saudi Arabia.

As stated by the jury of the AIA Middle East Awards, "the understated yet rationally beautiful and sustainably designed urban courtyard project is progressively radical in its cultural mixed-use programming."

Founded and developed by Art Jameel, Hayy embraces and nurtures Jeddah's dynamic creative community, and presents the full diversity of the arts. Art Jameel is developing a central Arts Centre, plus cinema, artists' studios, and spaces for performances, events and learning; multiple community partners, from commercial galleries, comedy clubs to eateries and co-working spaces, will take over other sites within the complex.

Fady Jameel, Chairman and Founder of Art Jameel, said: "We are delighted to celebrate the international and prestigious awards received by ibda design for Hayy: Creative Hub, currently under construction in Jeddah. We look forward to launching this dynamic complex in 2020 for the Saudi community and the region at large. Art Jameel is growing as a collaborative model, working with partners locally in Saudi Arabia and across the world. Hayy: Creative Hub will bring together so many of our organisation's themes and objectives – across the arts, creative sector and entrepreneurship – and in line with Vision 2030."

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For the rendered images, please find below:

- [Hayy: Creative Hub | street view](#)
- [Hayy: Creative Hub | Central Courtyard top view](#)
- [Hayy: Creative Hub | Central Courtyard detail](#)
- [Hayy: Creative Hub | gallery space](#)



For more information visit [www.artjameel.org](http://www.artjameel.org) and join the conversation on Instagram [@art\\_jameel](https://www.instagram.com/art_jameel) | Facebook [Art Jameel](https://www.facebook.com/ArtJameel) | Twitter [@Art Jameel](https://twitter.com/ArtJameel)

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#### About Art Jameel

Art Jameel supports artists and creative communities. Current initiatives include running heritage institutes and restoration programmes, plus a broad range of arts and educational initiatives for all ages. The organisation's programmes foster the role of the arts in building open, connected communities; at a time of flux and dramatic societal shifts, this role is understood as more crucial than ever.

[Jameel Arts Centre](#), an innovative contemporary institution in Dubai, UAE, opened on November 11, 2018; [Hayy: Creative Hub](#), a major complex for the creative industries in Jeddah, Saudi Arabia, is set to launch in 2020.

Art Jameel's model is collaborative: major institutional partners include [Delfina Foundation](#), [the Metropolitan Museum of Art](#), the [Prince's Foundation School of Traditional Arts](#) and [the Victoria and Albert Museum](#). Locally, the organisation works with individuals and organisations to develop innovative programming that embraces both ancient and new technologies, and encourages entrepreneurship and the development of cultural networks.

Art Jameel is positioned alongside [Community Jameel](#), and complements its sister organisation's work in promoting positive social change, job creation and poverty alleviation across the Middle East, North Africa and Turkey.