



Misk  
Art Institute  
معهد مسك للفنون

**THE NEW MISK ART INSTITUTE  
PRESENTS SAUDI ARABIA'S FIRST ART BOOK FAIR  
DURING THE FIFTH EDITION OF 21,39.**

**Celebrating and exploring printed matter, with a focus on bilingual design, the fair presents exhibitors and workshops by innovative local artists, designers and publishers from Jeddah and beyond.**

**Jeddah, Saudi Arabia February 4, 2018** — Misk Art Institute announces the premiere of Saudi Arabia's first art book fair. Art Books Jeddah runs from 8–11 February 2018 to coincide with the 5th Edition of 21,39, a city-wide arts festival organized by the Saudi Art Council. The inaugural Art Books Jeddah's ambitious program includes a VIP preview on the 8<sup>th</sup> February. Public typography and book-making workshops, performances and panel discussions will take place from 9–11 February.

Art Books Jeddah is an initiative of the Misk Art Institute, operating under the auspices of the Misk Foundation, established by Crown Prince Mohammed bin Salman bin Abdulaziz Al Saud. Art Books Jeddah 2018 is hosted by Athr as part of 21,39 and presented in partnership with The Crossway Foundation, Fully Booked and Bricklab. Curated by Abdulrahman Gazzaz, Art Books Jeddah will act as the central gathering point for those interested in publishing for the arts community in Jeddah and Saudi Arabia. The focus on publications, family-friendly programs and workshops is intended to promote intrigue and engagement with arts and literature, and accessible formats. Bilingual titles will be on display throughout the fair, targeting both local and international audiences.

Featuring a selection of independent creative publishers, artists and designers working in printed formats, with a focus on female leaders and innovators in the industry, Art Books Jeddah will act as a place to consider and explore artists' books and paper-based design. The focus of the event will be a series of curated programs, which will highlight specific aspects of the making, production and promotion of art books. Through an open call and system of invitational requests, Art Books Jeddah brings together a diverse pool of individuals and collaborations from Jeddah, Saudi Arabia and beyond.

**PARTICIPATING ARTISTS AND EXHIBITORS INCLUDE:**

Basmah Felemban, Destination Jeddah, Kartt & Co, Radwan Brothers, Thinktank, The Other Story Project, Mazin Maimani, Sarah Taibah, Nur Taibah, Zarah Dar, Tribe Magazine & Finjan, Omar Hashani, Shoes & Drama, Zainab Almashat, WTD

Magazine, Raneen Bukhari, Abeer Bajandouh, Abe Loop, Design Magazine and Sarah Ali.

With workshops by Mohammad Sharaf, Zainab Almashat and Sara Alfarhan.

### **ABOUT THE MISK ART INSTITUTE**

The Misk Art Institute is a new organization operating under the auspices of the Misk Foundation, established by Crown Prince Mohammed bin Salman bin Abdulaziz Al Saud as part of Saudi Arabia's 2030 Vision program. Led by Saudi artist, Ahmed Mater, the Institute was created to encourage grassroots artistic production in Saudi Arabia and enable cultural diplomacy and exchange. Focused on establishing itself as an artist-centered cultural innovator, the Misk Art Institute will have its headquarters building in Riyadh, an artist residency focused centre in Abha, located in Saudi Arabia's southwest region of Asir, and an international office in London. The Institute's program will incorporate exhibitions and events, artist-led communications and an arts education program aimed at training and investing in the career development of young artists.

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

### **PAVILLION COMMISSION FOR JEDDAH ARTS**

Art Books Jeddah has commissioned the design of the fair's environment – a custom pavilion on the roof of Athr. Designed by Bricklab, the Art Books Jeddah pavilion will provide for an intimate space for exhibitors and the public to engage with the material and exhibitors that will be present at Art Books Jeddah.

About Bricklab: established in Jeddah in 2015, by brothers Abdulrahman and Turki Gazzaz, Bricklab is dedicated to the examination of the design discipline as it intersects with the social, economic, and cultural networks that implicitly form our built environment. by constantly focusing design on user/s experience, those significant intersections begin to reveal the role of design in our broader cultural development.

### **CULTURAL AND EDUCATIONAL PROGRAMMING**

Fair programming at Art Books Jeddah will include a full schedule of workshops, educational programs, and performative readings. Programming for Art Books Jeddah will take place during fair hours and will be free and open to the public. Programming is being produced in conjunction with programming partners Fully Booked, the Crossway Foundation and Bricklab. The program will include a diverse range of activities, including:

- Making Arabic Logotypes with graphic designer: Mohammad Sharaf.

- A performative reading by Fatima Al-Banawi as part of “The Other Story Project.”
- Zine Making workshop by artists Zainab Almashat and Sarah Alfarhan.

## **SCHEDULE**

Preview: February, 08

Fair Dates: February 09–11 / 2–9 PM

## **MEDIA CONTACTS**

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