

For Immediate Release

MISK ART INSTITUTE’S GROUND-BREAKING ‘KSA/LAX’ EXHIBITION BRINGS SAUDI ARTISTS TO LA ART DISTRICT DURING CROWN PRINCE’S VISIT

- Saudi and American artists to collaborate on live performance art
- Features a range of traditional and hi-tech art forms, including paint, VR and animation
- Focuses on inter-cultural dialogue and building relationships international art institutions

Los Angeles, CA, (03 April 2018) - Following its well-received art events in Washington D.C. and New York City, the Misk Art Institute continues its program of activity during the Crown Prince of Saudi Arabia’s US visit with a dynamic exhibition in Los Angeles.

The Institute, part of the Misk Foundation, the non-profit youth empowerment foundation established by H.R.H. Crown Prince Mohammed bin Salman of the Kingdom of Saudi Arabia, is proud to present *KSA/LAX* – a one-day exhibition and event in the heart of the LA cultural scene in Arts District Los Angeles, at 7.00pm, Wednesday 4 April. *KSA/LAX* will feature a selection of Saudi Arabia’s most vital young artists presenting their work and, uniquely, collaborating with local US artists for live performance art.

KSA/LAX will take place in a warehouse at 820 Sante Fe Avenue, Downtown Los Angeles Arts District, where media and the public are invited to enjoy an immersive exhibition of large scale paintings, live performances and animated projections, virtual reality and video by a new generation of Saudi artists and designers. The event will offer a unique perspective on ancient art forms, exploring traditional themes and aesthetics in a 21st century context.

Several female Saudi artists are participating, including Noha Khashoggi, co-founder of Tahreek Studio, a motion graphics house in Dubai. Her artistic focus is the intersection of culture and language. Another artist exhibiting their work is Jeddah-born abstract artist Abdullah Qandeel, who uses bold line and color to illustrate the coalescing of Saudi traditional norms and the vastly changing cultural landscape of the Arab world.

Another key aspect of Misk Art Institute’s activity in the US during the Crown Prince’s tour is building relationships with international arts institutions. Their events have taken place in the John F. Kennedy Center for the Performing Arts in Washington D.C., and Phillips New York.

Misk Art Institute is led by renowned Saudi artist Ahmed Mater, who said: “So far, during the Crown Prince’s US visit we have presented the rich seam of Saudi artistic talent to our American friends, showing that a new generation of artists is helping create a vibrant society in Saudi Arabia.”

He continued, “the Misk Art Institute, like the Misk Foundation more generally, works to empower young Saudis by helping them to unleash their creative abilities. We do this at home, but as you can see here in Los Angeles, and throughout the States, we do it by encouraging collaboration between artists from our two countries. We use the universal language of art to boost cross-cultural exchange and we are building relationships across America with artists and leading art institutions. These relationships will persist into the future, helping bring our two peoples together

and in so doing, dispelling stereotypes about Saudi Arabia. We are telling the continuing, exciting story of change sweeping across the Kingdom”.

Artist Abdullah Qandeel said, “It’s great to be taking part in KSA/LAX and to have the opportunity to collaborate with our American artist friends. I welcome the debate that flows from my art. I invite you to observe, feel and absorb the development of the new Arab culture, the revival of a new generation where investigation replaces revelation.”

ENDS

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NOTES TO EDITORS

- **REQUEST MEDIA CREDENTIALS**

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- If you would like to discuss interviewing the artists, or representatives of Misk Art Institute, please contact:
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- **ELECTRONIC INVITATION TO KSA/LAX EXHIBITION**

Please click [here](#) for invitation.

- **ARTISTS INVOLVED:** Abdalla Khashoggi, Abdullah Qandeel, Amira Al-Almai, Arwa Mohammed Alzehr, Dana Awartani, Fatemah Faya Yaqub, Fatimah Hassan, Fatima Yahya, Fawzeyyah Mohammed Barzyq, Halimah Moshabab Assiry, Jameelah Mater, Jamelah Ali Alsoghayer, Jewaher Mater, Nala Ali, Nasser Alsalem, Nawarah Abdolrahman Moghawi, Noha Khashoggi, Nouf Beydoun, Nugamshi, Ohud Ebraheam Moghawi, Reem Mater, Safia Ahmed, Salehah Abdulazeaz Alraqde, Salehah Yahay Alalmai, Salha Al-Qahtani, Sharifa Ayed, Sharifah Mohammed Mahdi, Tahreek Motion Graphics, Zaina Al-Shahrani, Zohrah Faya Yaqub. US artist Connor Tingley is participating.

- **PREVIOUS MISK ART INSTITUTE ACTIVITY DURING CROWN PRINCE’S US VISIT**

- Washington D.C, 21-23 March <https://miskartinstitute.org/publications/washington-dc>
- New York City, 26-29 March <https://miskartinstitute.org/events/reframe-saudi-vr-experience-exhibition>

- **ABOUT MISK ART INSTITUTE**

Misk Art Institute is a new cultural organization operating under the auspices of the Misk Foundation, established by Crown Prince Mohammed bin Salman bin Abdulaziz Al Saud. Led by Saudi artist, Ahmed Mater, the Institute was created in 2017 to encourage grassroots artistic production in Saudi Arabia and enable cultural diplomacy and international exchange. Focused on establishing itself as an artist-centered cultural innovator, Misk Art Institute will have its headquarters in Riyadh and an artist residency focused center in Abha, located in Saudi Arabia's southwest region of Asir. 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. Please visit www.miskartinstitute.org for more information about the Institute's 2018 program including publications, an education program aimed at young Saudi artists and international participations in London, Paris, New York, Dubai and the first ever Saudi National Pavilion at the 16th International Architecture Exhibition of La Biennale Di Venezia.

- **ABOUT MISK FOUNDATION**

Prince Mohammed bin Salman bin Abdulaziz Foundation (the Misk Foundation) is a non-profit philanthropic foundation established by H.R.H. Crown Prince Mohammad bin Salman to discover, develop and empower Saudi youth to become active participants in the knowledge economy. Misk specifically focuses on four key areas: education, creative and digital media, technology, and culture and arts. Misk pursues this agenda both through its own programs, and through partnerships with local and global organizations. <https://misk.org.sa/en/>