

Jeddah Arts

21,39

فناجدة

جمادي الثاني - ٣ - ١٤٤١ هـ
شوال - ١٨ - ١٤٤١ هـ

28.1 - 18.4

أيتها الأرض
I LOVE YOU
I LOVE YOU





المجلس الفني السعودي
THE SAUDI ART COUNCIL



21,39 Jeddah Arts
I Love You, Urgently

January 28th - April 18th, 2020
Opening: Tuesday, January 28th, 2020

Location: Jeddah, Saudi Arabia
www.thesaudiartcouncil.org

I Love You, Urgently: 21,39 Jeddah Arts asks us to consider alternative and symbiotic ways to inhabit our planet

- Maya El Khalil to curate the forthcoming edition, set to open on 28 January, 2020
- The 7th edition is a call to action in response to the environmental emergency from the specificity of a local context
- Program addresses three specific themes: ideas of biomimicry, adaptability, and specificity
- Edition takes inspiration from the pioneering work of Pritzker Prize winning architect Frei Otto

Entitled **I Love You, Urgently**, the seventh edition of **21,39 Jeddah Arts** is a **call to action in response to the environmental emergency from the specificity of a local context**. At a time when Saudi Arabia is undergoing a rapid transformation, it asks local and international artists, architects, designers and thinkers to seek out tangible solutions, and to formulate alternative and symbiotic ways to inhabit our planet.

The title of the seventh edition is an unexpected address. As it departs from the scientific vernacular, it emphasizes the highly personal dynamics we are living today. Through exhibitions, commissions and a series of dialogues, talks and debates taking place in the gallery spaces of the Saudi Art Council and in Al-Balad, the historic city center of Jeddah, participants are invited to address three specific themes: ideas of **biomimicry**, the imitation of the models, systems and elements of nature for the purpose of solving complex human problems, of **adaptability**, and of **specificity**, how to think of alternative and symbiotic ways to inhabit our planet from a local context.

Maya El Khalil, curator of the seventh edition of 21,39 Jeddah Arts, said:

"Artists, architects and designers – in short, creators – are in a unique position to explore ideas and take an active role in dismantling Anthropocene attitudes, replacing these with solutions to the environmental crisis we face and inspiring debate and dialogue. I have long been delighted and fascinated with the concepts and positive attitude of biomimicry, as well as with the notion that, by emulating nature's time-tested patterns and strategies, we already have the solutions to a sustainable future. I hope 21,39 Jeddah Arts 2020 is a catalyst for new ways of thinking about how we live."

As inspiration for the program, 21,39 Jeddah Arts will also feature a special presentation documenting the pioneering work in biomimicry and adaptability of Pritzker Architecture Prize winner Frei Otto (1925–2015). In a period of hyper-consumption, his radical philosophy of "architecture before architecture" provides a powerful contrast to acceleration and excess. The presentation, curated by Maya El Khalil and Georg Vrachliotis, professor of architecture theory and director of the architecture collection at Karlsruhe Institute of Technology, offers an opportunity for reflection on a vision that contributed to the urban landscape of Saudi Arabia, home to some of his most innovative projects.

Through *I Love You, Urgently*, 21,39 Jeddah Arts aims to directly engage its public with the environmental and sustainability dialogues currently taking place internationally, while encouraging an understanding of these debates within a local context and urging active new responses. Crucially, young people sit at the core of this ambition, and the seventh edition will continue building on the work by the Saudi Art Council to fill a demand gap in the artistic education across Saudi Arabia.

HRH Princess Jawaher bint Majed bin Abdulaziz, Chairwoman of the Saudi Art Council, said:

“The city of Jeddah has long been at the forefront of Saudi Arabia’s contemporary art scene, and we are excited to bring creative responses to environmental concerns to the table with the seventh edition of 21,39 Jeddah Arts. As a culturally rich melting pot, Jeddah is a place of exchange for new ideas, and we look forward to presenting a multifaceted program that we hope will be the springboard for dialogue between local and international artists and audiences, and which will give voice to young people through an extensive educational outreach program.”

The list of participants and projects will be announced in December 2019.

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NOTES TO EDITORS:

About 21,39 Jeddah Arts:

21,39 Jeddah Arts is a non-profit initiative organized by the Saudi Art Council that seeks to maintain and develop the phenomena that has, for decades, seen the city of Jeddah at the forefront of Saudi Arabia’s contemporary art scene. Illustrating the geographic coordinates of the city (21.5433°N, 39.1728°E), the annual city-wide program takes the form of curated exhibitions, educational workshops, talks and discussions, as well as other cultural events in different venues across the city, in collaboration with a range of partners. Each edition aims to cultivate and share the local arts and cultural scene, to showcase Saudi art and artists, to encourage collaboration, and to bring the international art public to Jeddah.

www.thesaudiartcouncil.org/2139.

About Maya El Khalil:

Maya El Khalil is an independent curator who, for the last decade, has been working locally, regionally and internationally with artists, collectors and institutions to develop the identity and ideas that have defined the contemporary art scene in Saudi Arabia. From its inception in 2009 until 2016, she was the Founding Director of Athr, a leading contemporary art gallery based in Jeddah. El Khalil holds a Bachelor’s Degree in Mechanical Engineering and an MBA from the American University of Beirut. She is currently enrolled in an MA Program in Art and Politics at Goldsmiths University. Born in Beirut, she currently lives in Oxford, UK.

About the Saudi Art Council:

Founded in 2014 by a group of local art patrons, the Saudi Art Council (SAC) is an independent non-governmental initiative with the aim to cultivate the local art scene, encourage interest in arts and culture, and build bridges with the international art world. SAC has established itself as a respected pioneer in the contemporary art scene within the Kingdom. It organizes exhibitions in its gallery spaces in Jeddah and across the country, curated by a mix of experienced local and internationally recognized foreign curators, as well as coordinates vocational trips abroad for artists and educational workshops in collaboration with schools. The Saudi Art Council is chaired by Her Royal Highness Princess Jawaher bint Majed bin Abdulaziz Al-Saud, the founder of Al-Mansouria Foundation.

www.saudiartcouncil.org

Partners:

Van Cleef & Arpels is an ardent supporter of the arts, and is proud to be a partner of 21,39 Jeddah Arts for the fifth year. Since opening on the place Vendôme in Paris in 1906, Van Cleef & Arpels has proven to be a jewelry design leader for over a full century. With a blend of inventiveness and poetry, Van Cleef & Arpels perpetuates a highly distinctive style that has produced numerous signatures: the Mystery Set technique, the Minaudière, the transformable Zip necklace and the Alhambra motif. Its selection of Pierres de Caractère, exceptional gems that instill an emotion, and the savoir-faire of its Mains d’Or, the virtuoso craftsmen of the workshops, have given birth to enchanting jewelry and watchmaking collections. Whether inspired by nature, couture, dance or imaginary worlds, the Maison opens the gate to a timeless universe of beauty and harmony.