

Arts in NEOM project Civilized progress in the northern region in Saudi Arabia kingdom

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Abstract:

Here in Saudi Arabia kingdom we are facing a scientific revolution that accompany the economic project NEOM that has been launched by the country in the northern lands of the kingdom where a certain set of goals have been assigned for it, to care for the economy and bring prosperity for each Saudi citizen. One of the most significant points that will be supported by the project is caring about visual arts which can create a civilizational revolution at Al Ula region in Saudi Arabia kingdom.

The research title: Arts in NEOM project, civilized progress in the northern region in Saudi Arabia kingdom.

The study assumes: the existence of a major and effective role of the economic project NEOM in the northern region to upgrade arts in Saudi Arabia kingdom. The word NEOM is an abbreviation for the 1st 3 letters of the Latin word NEO which means “new” while the letter M is an abbreviation for the Arabic word “mostakbal” which means future. The project location is at the western north of the kingdom.

The goal of the study: is to confirm the presence of a progress in visual arts in conjunction with the economic project NEOM, and the presence of a clear civilized effect on the northern region of the kingdom. The study significance: is that NEOM has many projects as the kingdom vision has been determined in 2030: Saudi Arabia is; the Islamic, Arabic depth, extra investment power, linking axis for the 3 continents. A benefit is going to be achieved for both individuals and society equally. Including the presence of arts’ effects as a civilized basis and a clear influence on the northern region of the Saudi Arabia kingdom. The research problem resides in the coming question: is there a civilizational and effective role for arts under the shadow of the economic project NEOM in the northern region of Saudi Arabia kingdom and how far can we benefit artistically from that civilizational progress? The research methodology: the research follows the descriptive approach as data, details and information will be collected around the northern region of Saudi Arabia kingdom and project NEOM with a complete study about the current status of arts in Saudi Arabia kingdom. The results: linking visual arts with the economic project NEOM will create a civilizational progress for the northern region of Saudi Arabia kingdom. Recommendations and closure: art is the civilization, the economic project NEOM support for visual arts will create a major civilizational upgrade for the northern region of Saudi Arabia kingdom.

Keywords:

NEOM, Civilized progress, the northern region