

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

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Summary:

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.

The research axes:

- 1- Arts in Saudi Arabia kingdom.
- 2- The northern region under the shadow of the economic project NEOM.
- 3- The effect of arts and the civilizational progress (NEOM) on the northern region of Saudi Arabia kingdom.

Introduction:

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. One of the most important points that the project addressed is caring about visual arts: here the researcher thought about presenting an image of visual arts under the shadow of that huge economic project, as for its care and the art projects that could be introduced under its big umbrella. How far is the progress that those arts could obtain at this particular time and place. In particularly that we in the kingdom pay much attention to visual arts especially in the big cities, but from my personal point of view; linking plastic (formative) arts will have more specific goals that will serve NEOM the international project and its result will be accomplished by benefiting from it. **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?

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The research axes:

1- Arts in Saudi Arabia kingdom.

1,1: previously.

2,2: recently.

2- The northern region under the shadow of the economic project NEOM.

2,1: identification of the northern region of the Saudi Arabia kingdom.

2,2: identification of the northern region of the Saudi Arabia kingdom, in particularly NEOM area.

2,3: identification of the economic project NEOM.

2,4: some sites explanation for NEOM logo.

3- The effect of arts and the civilizational progress (NEOM) on the northern region of Saudi Arabia kingdom.

1- Arts in Saudi Arabia kingdom:

The hand of an artist who has served the nature of the society and has responded to elements of time and place, and has been controlled by the spirit of Islam, that has affected what was produced by intellect and created by skillful hands. At the year 1957 when it was decided that art education should be taught at all Saudi schools, subsequently came schools' exhibitions which is considered the early start in Saudi Arabia kingdom, afterwards a few simple trials appeared in drawing, started by the male artists (Mohamed Al-Saleem, Abd Al-HalimRadwa) (Safeya Zokar, Mounira Al-Mawsaly) as female artists. (Al-Rabiee,199).

1,1: previously.

2,2: recently.

1- The northern region under the shadow of the economic project NEOM:

2,1: identification of the northern region of the Saudi Arabia kingdom:

Introduction: the northern region includes many governorates (Arar, Rafha, Turaif, Al Uwayqilah, Gadida Arar)

Gadida Arar: it is located 50 Km. northern Arar city, and 15 Km from the Iraq borders, separated from the border by Arar valley from the west and Suf valley from the east.

Rafha governorate: one of governorates of the northern region and the second biggest city after Arar, it is located on the old pilgrimage road which used to connect Baghdad and holy Mecca. It is also located on the international road that connect countries of the Arabic gulf and the east of the kingdom with Turkey, Europe and the Levant.

Turaif governorate: one of governorates of the northern region which was constructed to draw, keep and clarify the beginning of the northern Saudi borders, where a resettlement of the population took place despite the absence of water. The oil transport line (Tapline) played a significant role in settlement of the wandering Bedouins at the beginning of sixties of the last century.

Al Uwayqilah governorate: it is characterized with its location on the international road that connect Levant with the gulf countries, and it is the third biggest city in the region according to its area, after Arar and Rafha.

Shoba Nassab governorate: as an abbreviation it is called Al Sho'ba and it is a developed Saudi governorate that is considered one of the oldest area that was inhabited with population in the northern borders as Aramco has put a chamber for increasing the pumping power of the Tapline.

2,2: identification of the northern region of the Saudi Arabia kingdom, in particularly NEOM area:

Tabuk area: it is a Saudi area that is located in the west north of Saudi Arabia kingdom and is bordered by Jordan from the north, Al Jowf and Hail areas from the east, Medina from the south and the gulf of Aqaba and the red sea from the west. (Figure no.1) the area has a distinguished geographical location as it overlooks the red sea and the gulf of Aqaba from the west with long sea shores, which helped in constructing several small harbors such as Amlaj, Wajh, Deyaa. Tabuk also has borders with Jordan and there is an international road that links the Jordanian Aqaba harbor to Tabuk city through Haql city till Al Medina, in addition to the

road that connect Amman with Tabuk passing by Maan and Halat Ammar. The most significant cities of the area are Amlaj, Wajh, Deyaa, Taymaa field and Halat Ammar.



Figure no.1: borders of Tabuk.

2,3: identification of the economic project NEOM:

The project locates at the west north of the kingdom and it has lands inside both the Egyptian and Jordanian borders as it will provide many opportunities for development with a total area of 26.500 Km². Neom project is a private area extends among 3 countries and include a new vital destination that is located at the west north of the kingdom, (Figure no. 2) that is seeking to become an axis that gather best minds with companies in order to exceed limits of innovation to the highest levels of humane civilization. That private area was designed to excel the biggest international cities regarding the competitive capabilities and life style as it is expected to turn into a pioneering center for the whole world, (Figure no. 3). Advantages of the project are: it offers valuable advantages for companies and individuals to satisfy the needs of Saudi Arabia kingdom and attracts the best companies and qualified people from around the world. It is a development area that is full of opportunities and that project has many unique advantages.



Figure no. 2: borders of NEOM project.

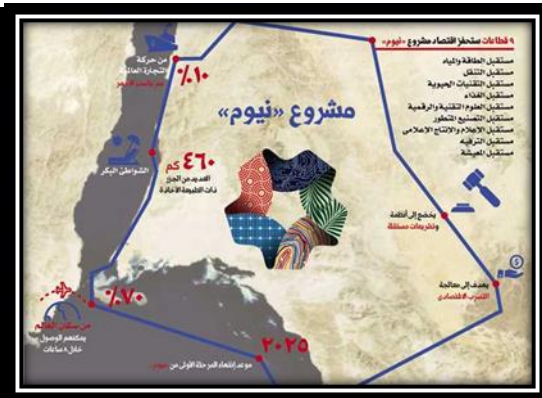


Figure no. 3: sectors of NEOM project.

2,4: some sites explanation for NEOM logo:

- 1- The 5 sides point at the habitat through green trees.
- 2- Arts through the colored print.
- 3- Solar energy through the blue squares that resemble boards.
- 4- Connections through circles that points to a network.
- 5- Technicality through the dark blue developed net.



Figure no.4: logo of NEOM project.

3-The effect of arts and the civilizational progress (NEOM) on the northern region of Saudi Arabia kingdom:

Preface: art acts as a significant mean in configuring human conscious towards major and important cases related to humanity, home or good qualities that a human should have or the bad ones that should be rejected. Kids songs, drawings and stories for instance are the first and primary means of education that compose their thoughts of honesty, loyalty, kindness for animals and love. There are various kinds of arts that affect people who don't listen to music or watch theatre or cinema for religious causes, those arts are represented in religious psalms, motifs with religious style and various religious architecture that are considered as kinds of arts. On the level of media that all its products are surrounding us whether indoor or outdoor, art is considered a basic base in building people conscious as artistic works create many works with educational and cultural roles for the masses. Art contributes effectively in gathering society around major national cases especially at time of crises, as they target all levels and all age categories. The most important thing that arts practically benefit in is production on the level of the whole society, as enhancing the artistic sense elevates workers and designers' imagination in developing works and improve their quality.

The results:

1- Connecting visual arts to the economic project NEOM will create an international and magnificent progress in Saudi Arabia kingdom.

Recommendations:

1- Those who are interested in art can reinforce the significant projects on the level of the country and the world by linking them to visual arts from the point of accepting the execution on the land of reality.

Closure:

Connecting visual arts to the economic project NEOM will create a civilized progress for the northern region in Saudi Arabia kingdom. Art is the civilization, the economic project NEOM support for visual arts will create a major civilizational movement for the northern region in Saudi Arabia kingdom.

References:

1- Shawkat Al Rabiee “contemporary plastic art” a series released and sponsored by Sheikh Sultan Mohamed Al-Kassemy.

2- Om Al-Zein Al-Maskiny “art is getting out of its phase, the concept of fabulous in contemporary aesthetics from Kant to Drida” Lebanon, Gadawel for publishing and distribution, 2011.