

Ithra's
Creativity Conference
مؤتمر إثراء الإبداعي



أجندة البرنامج

Conference Agenda

Tanween

**October 31 –
November 6, 2024**

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Tanween Invites You to Fail Forward!

Tanween, Ithra's creativity conference, is the Center's most impactful annual event dedicated to design. In its 7th edition, the Tanween creativity conference seeks to shift the narrative around failure and normalize setbacks as part of the design process.

Register today for the Tanween creativity conference as we celebrate the beauty and knowledge found in the mistakes we make during the design process!



October 31 - November 6, 2024



Ithra's Theater

FAIL

FORWARD



Get your free pass!

Elias Soueidi



Javier Pena Ibanez



Who is Attending

Guillaume Crédoz



Ila Colombo



Nadia Hakeem



Nawaf Al-Nassar



Ross Lovegrove



Dr. Kristof Crolla



Sara Kanoo



Jeske Spee



Gabriela Sánchez



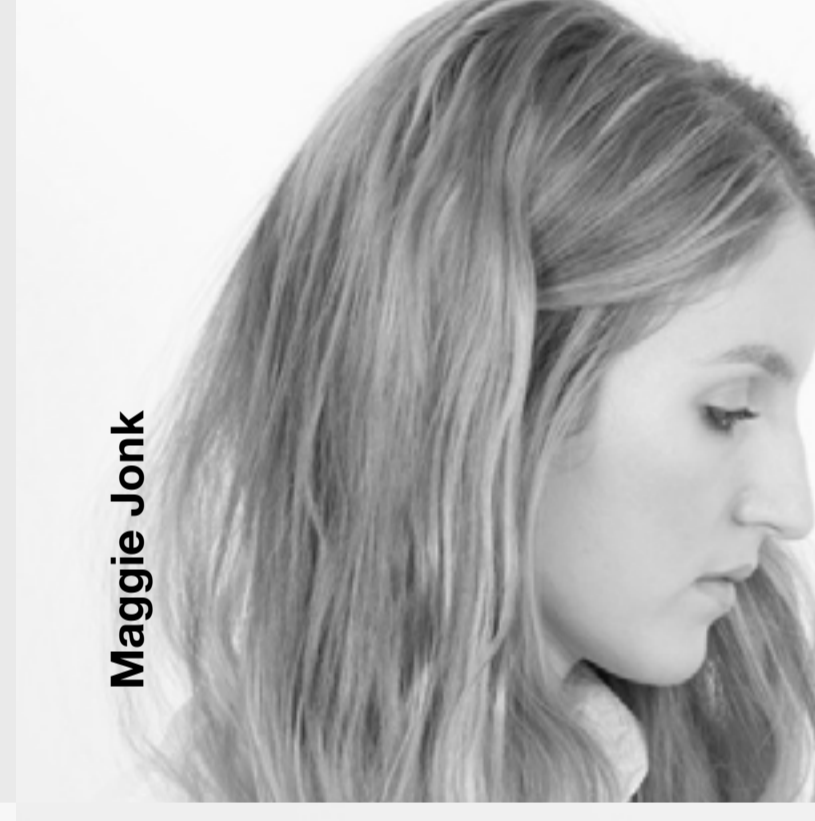
Hernan Hoentsch



Garvin Goepel



Maggie Jonk



Sebastian Errazuriz



Rana Salam



Farah AlHumaidhi



Hani Dahhan



Abdullah Alkadi



Dr. Ammar Attar



Nojoud Alsudairi



Fahad Al-Mujhadi



Michelle Jafery



Baqar Rafi Nizam



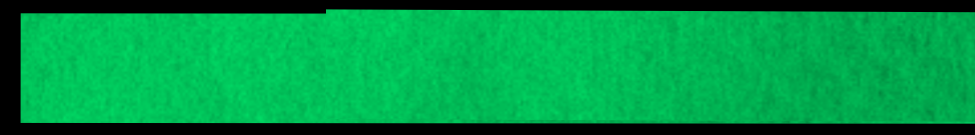
Wael Morcos



Yasser Alhumaikani



Tanween Offerings



Tanween Stage



A Day with an Expert



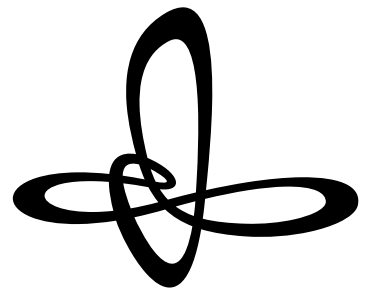
Tanween Workshops



Tanween Exhibits



Tanween Networking Oasis



Tanween Stage

We've curated panels, each delving into a specific area – fashion, architecture, product design, and more. Seize the chance to question, discuss and discover alongside experts who share your passion for design and innovation. In addition to the panels, immerse yourself for an agenda containing talks by industry experts, lightning round sessions, and musical performances.

 October 31 - November 2, 2024

 7:00 - 9:00 p.m.

Hosted by Nawaf Al Nassar

[Get your free pass!](#)

[View full agenda](#)

A Day with an Expert

November 1 and 2, 2024

5:00 - 9:00 p.m.

Experience more than just lectures and workshops with our “A Day with an Expert” program. Each program is uniquely designed, providing a dynamic agenda of interactive experiences, advisory sessions, site visits and group projects.

Choose your Expert



Accelerate your design business with
Farah AlHumaidhi



Rethink your creative process with
Sebastian Errazuriz



Capture Culture through Design with
Rana Salam

[For more information!](#)

Tanween Workshops

The Tanween Workshops inspire creativity for both junior and senior designers. Gain experience in new fields, enhance your creative approach, and invest in your professional development!



Silkscreen Printing Using Modern Techniques

📅 November 4, 2024 ⌚ 5:00 - 8:00 p.m.



Build a Pavilion Using AR technology

📅 October 31 - November 2, 2023 ⌚ 5:00 - 8:00 p.m.



The Art of Designing a Window Display

📅 November 1 - 2, 2024 ⌚ 5:00 - 9:00 p.m.



Explore Salt as a Building Material

📅 November 4 - 6, 2024 ⌚ 5:00 - 8:00 p.m.



Craft Papers from Palm Fronds

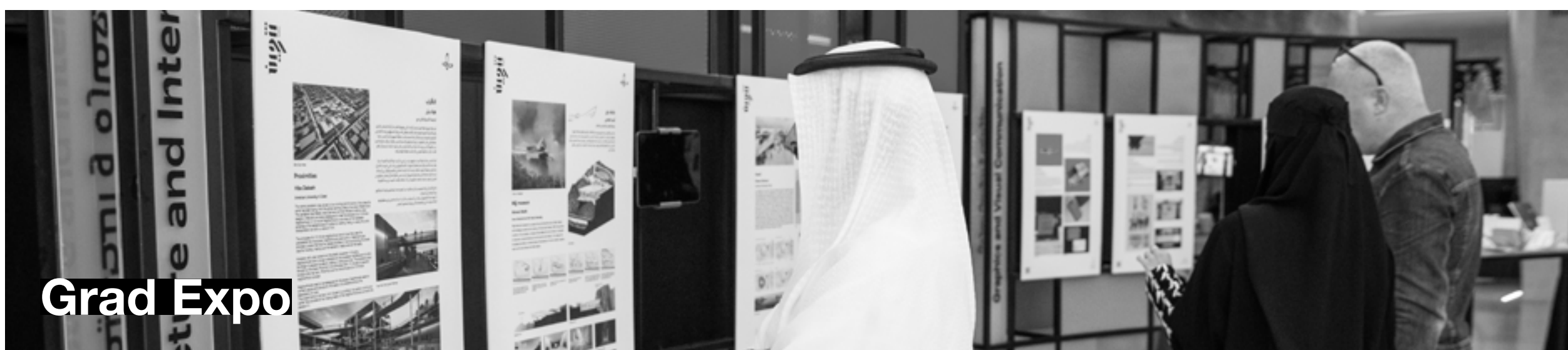
📅 November 5, 2024 ⌚ 5:00 - 8:00 p.m.

[Book here](#)

Tanween Exhibits

October 31 - November 6, 2024

Tanween returns with a number of exhibitions celebrating innovation in design and architecture, this time located inside the backstage area of Ithra's iconic theater. Tanween promises to taking visitors on an interconnected journey through five unique spaces.



Please note that due to safety protocols, attendees might require to wait some time before being able to enter the Tanween exhibitions space.

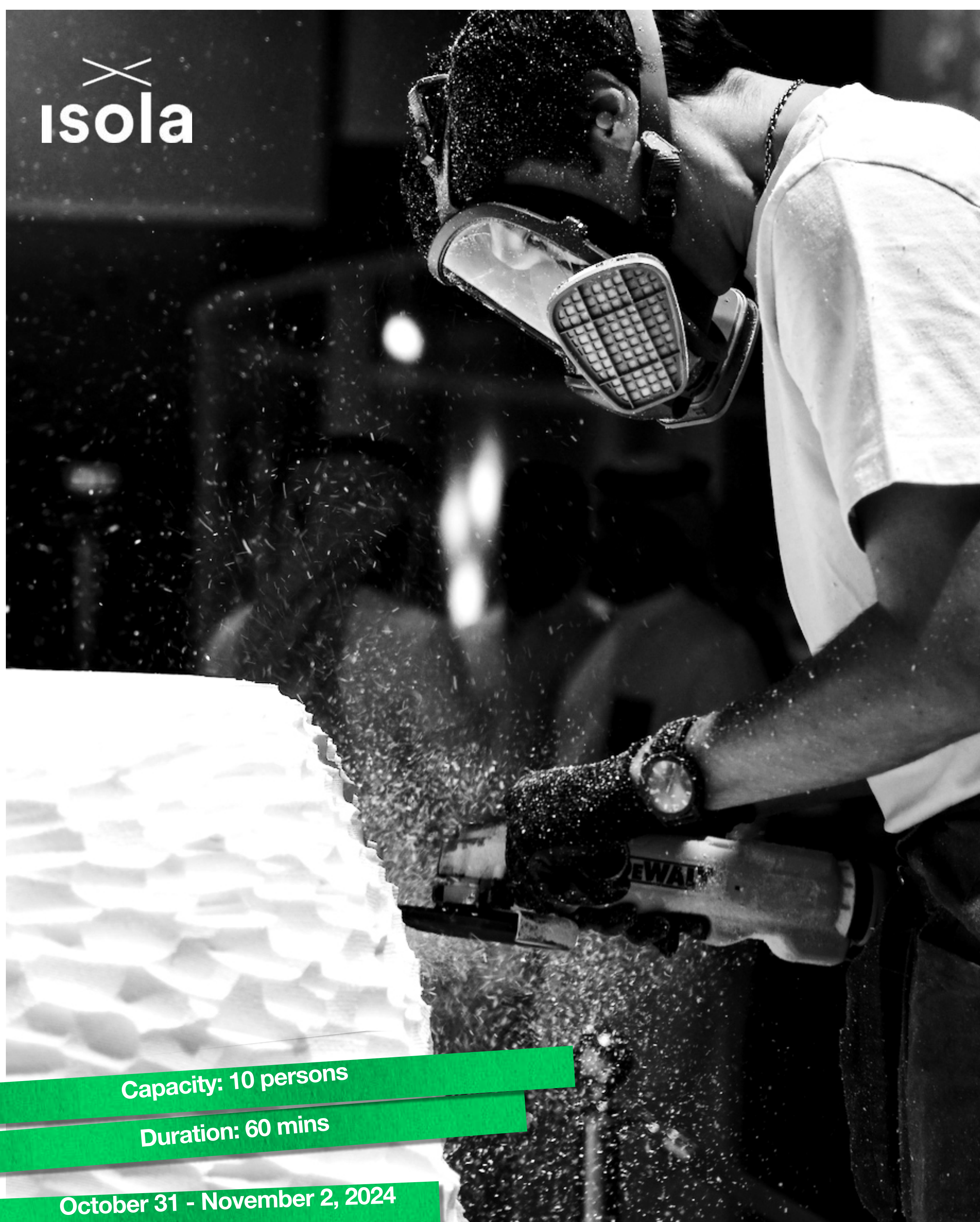
[For more information!](#)

Interactive Workshop Area

Drop in - first come first serve

Scenes of Craft invites you to step backstage and into the creative minds of ten internationally acclaimed design studios specializing in crafts, circular design or material research. This exhibition was designed and curated in collaboration with Isola Studio.

At the heart of the exhibition lies an interactive workshop area where visitors can actively engage with the designers and their craftworks. Through sketching, molding and experimenting with materials, you can experience the designer's process firsthand, sparking inspiration for your own creative journey.



Capacity: 10 persons

Duration: 60 mins

October 31 - November 2, 2024

Tanween Networking Oasis

October 31 - November 6, 2024

9:00 a.m. - 11:30 p.m.

The Tanween Networking Oasis is an inviting outdoor space that features a collection of installations designed to enhance visitors' experience. The atmosphere is further enriched by live music performances from the Tanween Band, while light food and coffee carts offer a variety of refreshments to enjoy in this creatively curated environment.



Tanween Agenda

The Tanween Pass, which is available to purchase as a free ticket on Ithra's website, is required in order to access the Tanween Stage and Exhibits space.

Please note that the King Abdulaziz Center for World Culture will be closed on Sunday, November 3, 2024.



Day 1

October 31, 2024



Tanween Opening Remarks

🕒 10:00 a.m. – 10:15 p.m.

📍 Theater



Keynote Talk - Beyond Here be Dragons: Rewilding the Imagination

🕒 10:15 a.m. – 10:45 a.m.

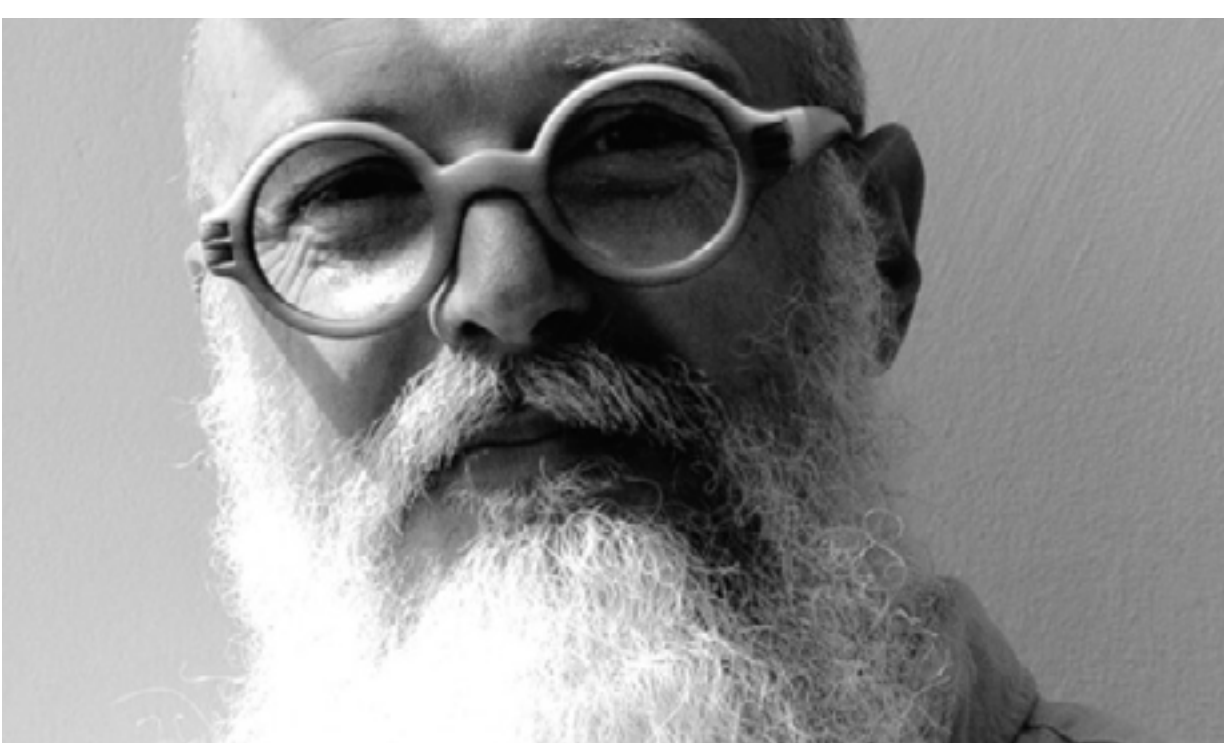
📍 Theater



Panel Discussion - Enriching the Pilgrim's Journey – The Mega Challenge

🕒 10:45 a.m. – 11:20 a.m.

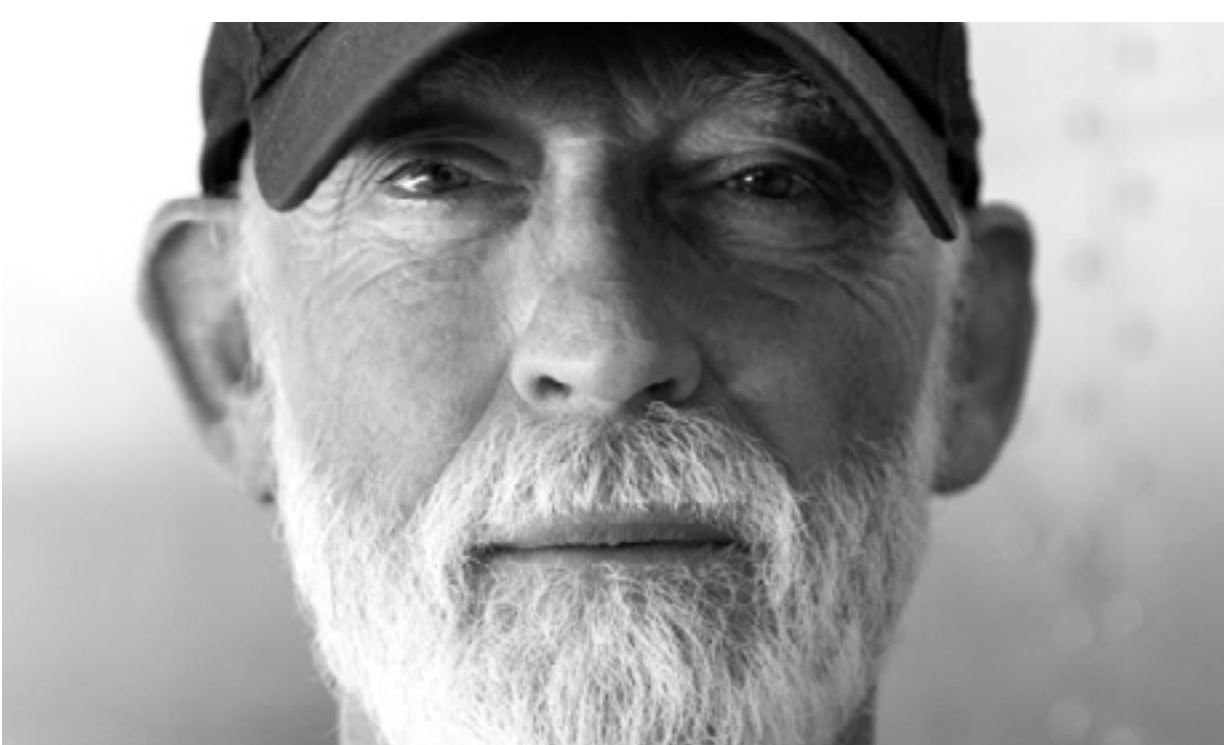
📍 Theater



Talk - Failing is Still Making a Step Forward

🕒 11:45 a.m. – 12:15 p.m.

📍 Theater



Talk - Designing the Future: The Intersection of Nature and Technology

🕒 12:15 p.m. – 12:45 p.m.

📍 Theater

Day 1

October 31, 2024



Tanween Exhibits

🕒 1:00 p.m. – 5:00 p.m.

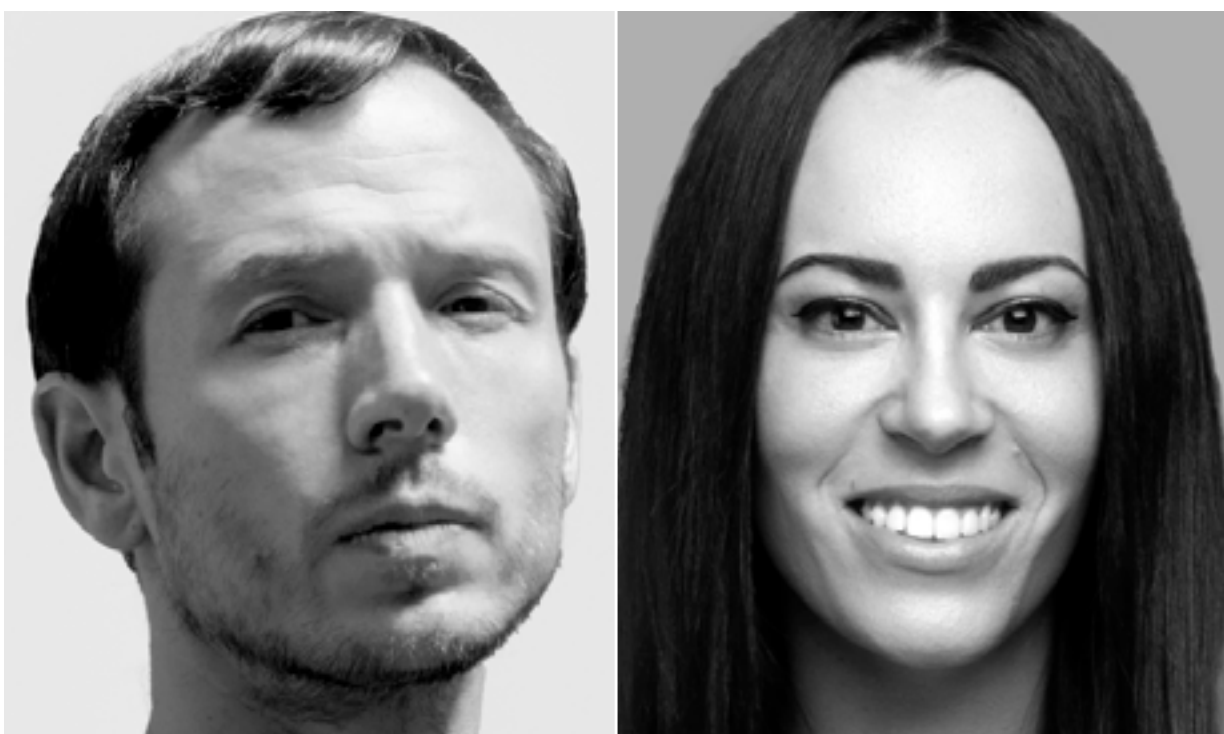
📍 Theater



Panel Discussion - Originality within a Repetitive Design Landscape

🕒 5:30 p.m. – 6:25 p.m.

📍 Theater



Panel Discussion - Thriving in an AI Era

🕒 6:40 p.m. – 7:25 p.m.

📍 Theater



Tanween Exhibits

🕒 7:30 p.m. – 10:00 p.m.

📍 Theater

Day 2

November 1, 2024



Tanween Exhibits

🕒 4:00 p.m. – 5:00 p.m.

📍 Theater



Panel Discussion - Bridging the Past and Future of Arabic Typography

🕒 5:30 p.m. – 6:25 p.m.

📍 Theater



Panel Discussion - Architectural Flexibility Between Experimentation and Interaction

🕒 6:40 p.m. – 7:25 p.m.

📍 Theater



Tanween Exhibits

🕒 7:30 p.m. – 10:00 p.m.

📍 Theater

Day 3

November 2, 2024



Tanween Exhibits

🕒 9:00 a.m. – 6:00 p.m.

📍 Theater



Panel Discussion - Design through an XR Lens

🕒 5:30 p.m. - 7:30 p.m.

📍 Theater



Tanween Closing Ceremony

🕒 7:30 p.m. – 8:25 p.m.

📍 Theater



Tanween Exhibits

🕒 9:30 p.m. – 10:00 p.m.

📍 Theater

Day 4, 5, and 6

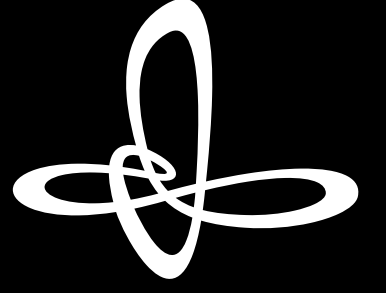
November 4-6, 2024



Tanween Exhibits

🕒 9:00 a.m. – 11:30 p.m.

📍 Theater



Our Partners

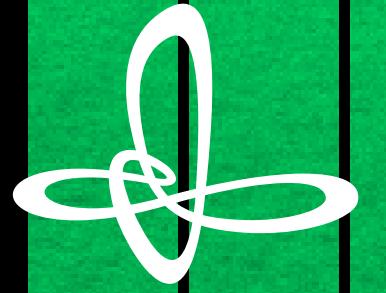
Main Partner

GIB

بنك الخليج الدولي

Community Partners

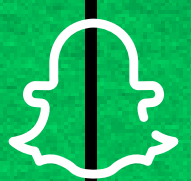




**Are you ready
for Tanween?**

See you there!

Keep in touch!



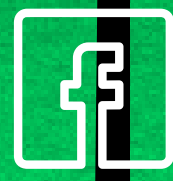
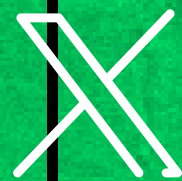
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