



PIVOTING TO

# ADAPT



# EVOLVE

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# TOC



<b>/Pivot 01.</b>	<b>/Pivot 02.</b>	<b>/Pivot 03.</b>	<b>/Pivot 04.</b>	<b>/Pivot 05.</b>
<b>DREAM LAID BARE</b>	<b>IDENTITY TO BRAND</b>	<b>SHIFTING LANDSCAPE</b>	<b>BEST LAID PLANS</b>	<b>WHAT'S NEXT</b>

2006      2008      2010      2012      2014      2016      2018      2019      2020

# PIVOT 01 / The Dream

## /PIVOT 01A. The Dream

**This is Saudi Aramco's most ambitious CSR initiative and the largest cultural contribution to the Kingdom and its people.**

**/PIVOT 01A.** The Dream

**The King Abdulaziz Center  
for World Culture (Ithra).**

**Arabic for the word  
‘Enrichment’.**

**ENRICHMENT**



# /PIVOT 01A. The Dream

**Today, it is home to an iconic awe-inspiring gateway that will energize the Kingdom's creative talent.**

/PIVOT 01A. The Dream

# Ithra. Inspiring hearts. Engaging Minds.

**A Cultural Centre like no other** where we **empower** and **celebrate knowledge, creativity, culture, art and community**. A national beacon of our **heritage** and pride. Where our past informs our present. Where our present informs our future. A source for **world culture**, showcasing our **kingdom's talents**. A safe haven for all and a sustainable nurturing environment for new generations of 'thinkers' and 'makers'. **New ideas. New journeys. New opportunities.** A **diverse environment** where inspiration is found and **imagination is realized**. Where some ask 'why' and **we say 'why not'**.

## /PIVOT 01A. The Dream

**From vision of a library.  
To world-class cultural centre.**





# /PIVOT 01A. The Dream

## A VISION FOR A WORLD CLASS CULTURE CENTER

PRESIDENT & CEO OF SAUDI ARAMCO INSTRUCTS THE BUILDING OF A CULTURAL CENTER AND LIBRARY



## LAUNCH OF INTERNATIONAL DESIGN COMPETITION

SNOHETA – RENOWNED NORWEGIAN ARCHITECTURE PRACTICE WINS THE AWARD



## SAUDI ARAMCO'S 75<sup>TH</sup> ANNIVERSARY

KING ABDULLAH LAYS THE CORNERSTONE AT THE 75<sup>TH</sup> ANNIVERSARY OF SAUDI ARAMCO



**/PIVOT 01A.** The Dream

# A national beacon. A hub of creativity and innovation.

Cinema  
Great Hall  
Idea Lab  
Archives  
Energy Exhibit  
Theater  
Museum  
Children's Museum  
Library  
Knowledge Tower



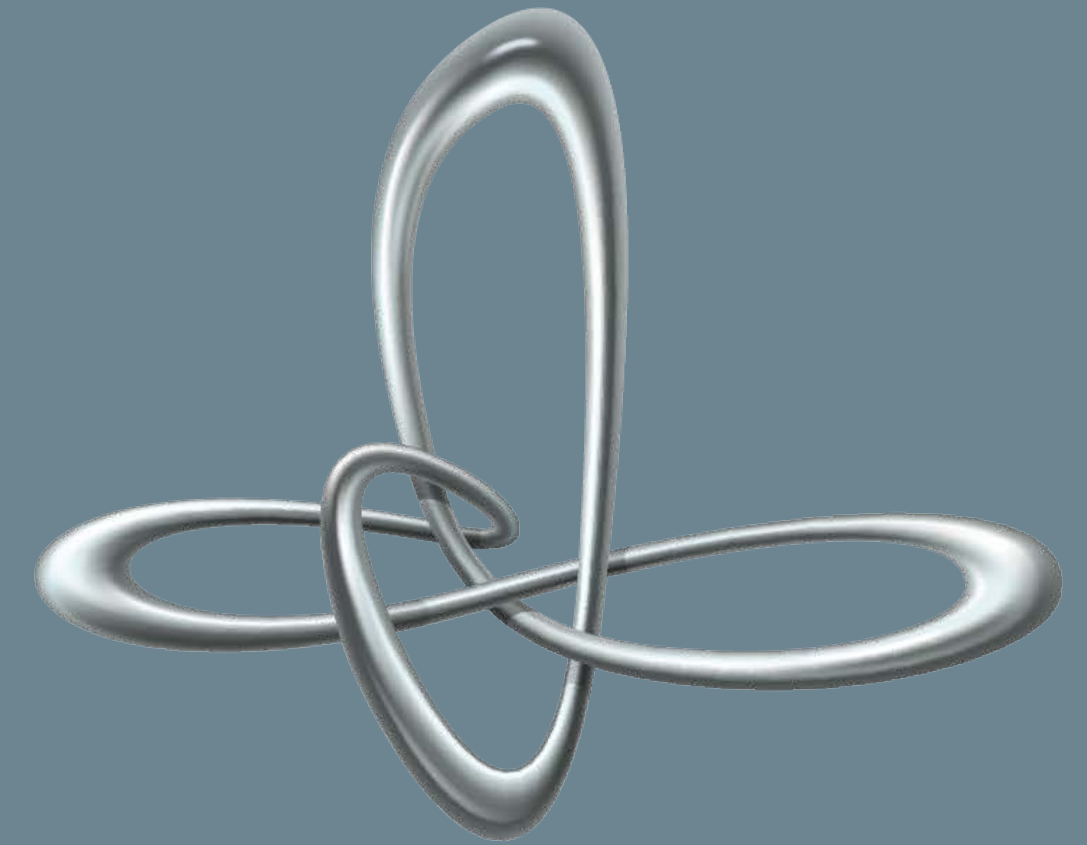
**/PIVOT 01B.** The Dream

**Building the identity.  
KACWC is born.**

**UNIQUE / INSPIRING / INFINITE**

/PIVOT 01B. The Dream

**Bridging past,  
present and future.  
A seamless journey  
of enrichment.**



مركز الملك عبد العزيز  
الثقافي العالمي

King Abdulaziz Center  
for World Culture



/PIVOT 01B. The Dream

# World's Collide. Architecture. Programming. Spoken Vernacular.



/PIVOT 01B. The Dream

**World's Collide.  
Architecture.  
Programming.  
Spoken Vernacular.**



# PIVOT 02 /

# Identity to Brand

/PIVOT 02. Identity to Brand

# From KACWC. To 'Ithra'.

Ithra

ENRICHMENT



/PIVOT 02. Identity to Brand

**From KACWC.  
To 'Ithra'.**

**Simplicity.  
Clarity.  
Hierarchy.**



## /PIVOT 02. Identity to Brand

# From KACWC. To 'Ithra'.

**Simplicity.  
Clarity.  
Hierarchy.**



# PIVOT 03 / Shifting Landscape

/PIVOT 03a. Shifting Landscape

**New expectations.  
New opportunities.**

**8  
18  
20  
22** PREMIUM.  
EXCLUSIVE.  
ELITIST.



**Mariinsky** Orchestra

The Mariinsky Orchestra  
exclusively at Ithra June 16 and 17  
**Buy Your Tickets Now**

The advertisement features a black and white photograph of a conductor in profile, wearing a tuxedo and a white bow tie. He is gesturing with his hands as if conducting. The background is dark with golden musical notes and a treble clef floating around him. The text 'Mariinsky Orchestra' is written vertically in white on the left side. At the bottom right, there is promotional text about a performance at Ithra and a call to action to buy tickets.

ADAPT / PIVOT / EVOLVE

/PIVOT 03a. Shifting Landscape

**New expectations.  
New opportunities.**

**2019  
E-VISA  
CAMPAIGN**

Ithra: King Abdulaziz Centre for World Culture

01 fill the application

02 pay the visa fee

03 get your online visa

**APPLY NOW**

/PIVOT 03a. Shifting Landscape

**New expectations.  
New opportunities.**

**2019  
GLOBAL  
CAMPAIGN**



*Saudi*

*Where in the world could this be*

**THIS IS NOT THE MALDIVES**

# /PIVOT 03a. Shifting Landscape

## New expectations. New opportunities.

# 2019 CULTURAL ENTERTAINMENT



## PAVEL FILONOV

Filonov (1883 - 1944) is another prominent Russian avant-garde artist from the early 20th century acclaimed by critics and art lovers. He created his own school of "analytical art", where small details gradually create a big picture.

١٩٤٤ - هو فنان بارز آخر من فئتي الطليعة الرائدة الروسية من شرس، ومن أشاد به النقاد وعشاق الفن. أوجد فيلونوف مدرسة الخاصة "التي" والذي تقوم فيه تفاصيل صغيرة بتشكيل الصورة الكبيرة بشكل تدريجي.

P. Filonov  
Composition (Agape) (1931)  
Oil on paper mounted on  
Wheaten and canvas

بدون عنوان  
الوقت: ١٩٣١  
نوع: زيت على ورق مثبت على قماش  
معدني وقماش

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...ue to  
...inting and  
...w of the

الفنان استخدم تقنيته الفريدة "الفن التحليلي" لإبداع لوحاته التجريدية والتعبير عن رؤيته الفسيخية للعالم. يوسع المشاهد التمتع بتفسير تفاصيل صغيرة، بما في ذلك حبيبة

The painting reflects the relationship between humans and the Universe - an eternal battle of

/PIVOT 03b. Shifting Landscape

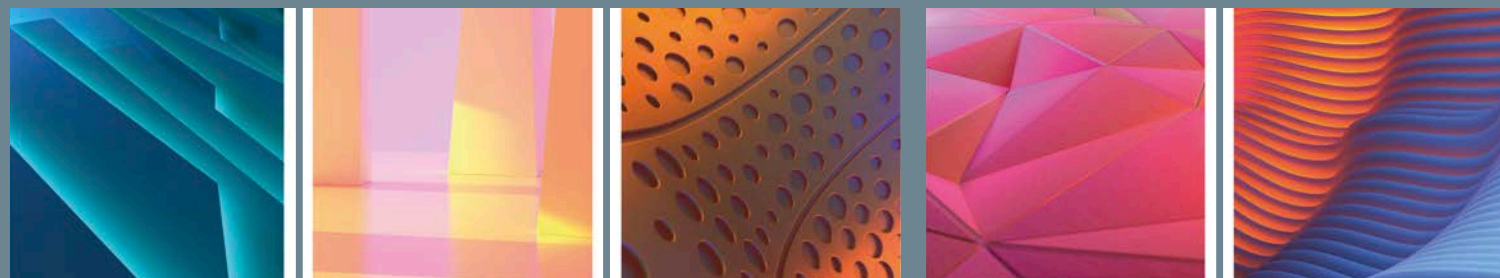
**New expectations.**  
**New opportunities.**

**DYNAMIC.**  
**FRESH.**  
**DARING.**



/PIVOT 03b. Shifting Landscape

**New expectations.**  
**New opportunities.**



# PIVOT 04 / Best Laid Plans

/PIVOT 04. Best Laid Plans

**Closing Doors.**  
**Opening Opportunities.**

**COVID-19**  
**2020**

**NEW NORMS.**  
**GLOBAL REACH.**  
**DIGITAL PRESENCE.**

# /PIVOT 04. Best Laid Plans

# Closing Doors. Opening Opportunities.

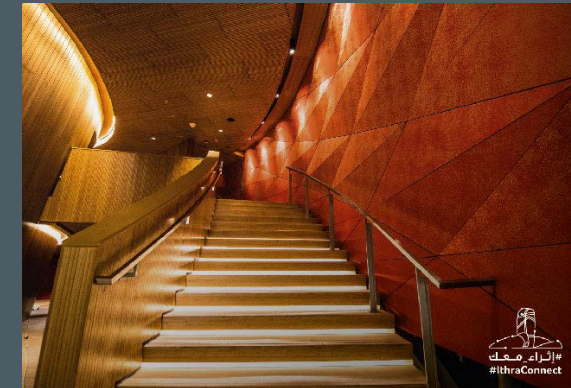
5

DAYS

8

PROGRAMMES

01. FREE ITHRA LIBRARY



02. ITHRA PODCAST



03. A BOOK IN A MINUTE



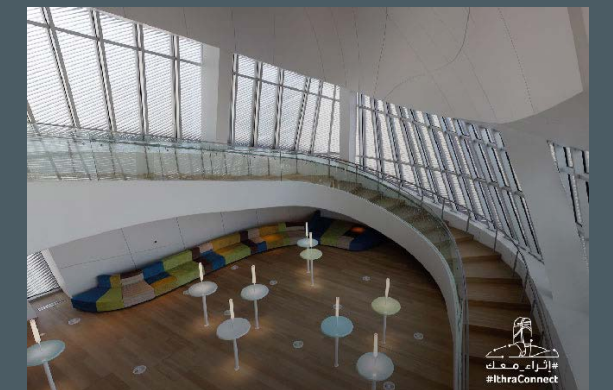
04. ITHRA GET CREATIVE



05. VIRTUAL TOUR



06. ITHRA KIDS



07. ITHRA COMMUNITY



08. THE STORY BEHIND



/PIVOT 04. Best Laid Plans

**Closing Doors.**  
**Opening Opportunities.**

**#IthraConnect**

## /PIVOT 04. Best Laid Plans

# Closing Doors. Opening Opportunities.



## /PIVOT 04. Best Laid Plans

# Closing Doors. Opening Opportunities.

### ITHRA DO

Empower with new or strengthen skills through innovative tools

### ITHRA CONNECT

Virtually meet people that share the same Interests

### ITHRA CHALLENGE

Engaging the audience knowledge through fun competitions

### ITHRA LEARN

Providing learning opportunities and igniting passions

### ITHRA KIDS

Inspire kids and parents to explore knowledge, art and creativity

# FINDING RELEVANCE

# PIVOT 05 / What's Next?



**/PIVOT 5.** What's Next?

**A Balanced Approach.  
Both Virtual & Real.**

**#EXTEND**

**Target reach to wider local & global audience**

**/PIVOT 5.** What's Next?

**A Balanced Approach.  
Both Virtual & Real.**



**#PIVOT**

**Programs to address current audience needs**

**/PIVOT 5.** What's Next?

**A Balanced Approach.  
Both Virtual & Real.**

**#REVAMP**

**Programs fit for digital consumption**

**/PIVOT 5.** What's Next?

**A Balanced Approach.  
Both Virtual & Real.**



**#ELEVATE**

**Digital presence to reflect iconic physical experience**

**/PIVOT 5.** What's Next?

**A Balanced Approach.  
Both Virtual & Real.**



**#ADAPT**  
And design for the “New-Norm”

