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ATHR Gallery Brings Daniah Alsaleh and Basmah Felemban to Frieze London 2025

London, UK | September 24, 2025- ATHR Gallery announces its participation in Frieze London 2025 with a two-artist presentation featuring Saudi artists Daniah Alsaleh and Basmah Felemban. This female duo showcase brings together works that reflect on Saudi Arabia as a landscape in flux, continuously reshaped by the movements of people, ecology and stories.

Drawing on her research in the historic Nabataean city of AlUla, Alsaleh traces layers of history through materials and memory. In her *Stone Palette* series, she grinds the mineral carnelian - once transported along ancient trade and pilgrimage routes - into pigment to paint contemporary views of AlUla. In the multimedia installation *Hinat*, Alsaleh turns to a Nabataean woman whose remains were found in Tomb 117 at the archaeological site of Hegra. The inscription reads: "This is the tomb which Hinat, daughter of Wahbu, made for herself and for her children and her descendants forever." This explicit mention of Hinat is a rare reference to a woman in the region's history. The installation combines photographic transfer, painting, video and algorithmic generation across several panels to imagine Hinat alive,

immortalized in a world where memory, fiction, and reality meet. Like ghosts returning, the silhouettes of women and the fabrics they weave emerge distorted, as if from a blurred memory. For Alsaleh, mobility isn't the mere passage of stones and caravans but the circulation of stories.

Where Alsaleh chronicles, Basmah Felemban looks ahead. Her work approaches the landscape as an informational system, translated across multiple disciplines. Her perspective is futuristic, imagining new terrains built from fragments of language and data. Marine life becomes a guide to continuity: ballpoint drawings of *Coral Sprite Leaf* (2024) trace how heat and currents inscribe themselves onto coastlines, while *Monsters in Still Places Zine* (2024) probes the uncanny silences and hidden narratives of the desert. Alongside paintings of catfish that depict the improbable yet tangible presence of river fish in arid terrains, these works expand into speculative narratives where natural and digital flows intersect. Through drawings, paintings, publications, and A.I.-based works, Felemban transforms ecology and information into imaginative blueprints of what is yet to come

Together, Alsaleh and Felemban present a dialogue between past and future, archive and algorithm. Their works reveal a Saudi Arabian landscape that is never still: a living terrain where histories resurface, futures are imagined and the very notion of place itself is in constant motion.

Frieze London, The Regent's Park, Booth A23 | October 15–19, 2025

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About ATHR

Founded in 2009 in Jeddah, Saudi Arabia, by Mohammed Hafiz and Hamza Serafi, ATHR Gallery has from its onset been a pioneering gallery with a focus toward elevating contemporary Middle Eastern art on a global scale. Serving as a cultural bridge between Saudi Arabia and the world, its artists have been the driving force of the gallery from the inception and have inspired the responsive mandate that evolves to accommodate the ever-changing local scene. ATHR Gallery prides itself on being adaptive – a testament to a legacy that has spanned over a decade and encompasses artists working across multiple disciplines and subject matters, from traditional media such as painting and sculpture to more

unconventional methods that echo the daring nature of the gallery. The topics they address also vary wildly, covering a spectrum of narratives that range from the interpersonal to the macro-cultural.

ATHR has expanded its presence in Saudi Arabia with two new locations following the success of its flagship space in Jeddah; ATHR Al-Ula is the first contemporary art gallery in the historical city, while its latest outpost, ATHR JAX in Riyadh, marks the gallery's move to the capital. Following the success of ATHR Gallery, ATHR has branched out to create the ATHR Foundation, with a focus on fostering the careers of emerging artists and the development of artistic spaces. ATHR has also diversified its ventures to include AKTHR: a cultural project delivery agency for Saudi Arabia and the Gulf region.

About the artists

Daniah Alsaleh

Daniah Al-Saleh (b. 1970, Riyadh, Saudi Arabia) is a multidisciplinary artist whose practice reflects on memory and cultural conditioning: how messages and beliefs are absorbed, transmitted, and reinforced through media and social networks. Questioning behavioral patterns and paradigms in the everyday, she destabilizes mainstream assumptions that shape cultural narratives. Her work deconstructs accepted meanings to suggest alternative positions, often looking closely at the ordinary and ubiquitous, from cultural tropes to memory, connectedness, and division. Through diverse materials and computational processes, Al-Saleh uses analogies to uncover unexpected perspectives. Behind her carefully constructed aesthetics lies a sharp commentary on human fragility, insecurity, and vulnerability.

Basmah Felemban

Basmah Felemban (b. 1993, Jeddah, Saudi Arabia) is a multidisciplinary artist whose practice moves between Islamic art, geometry, digital design, and speculative world-building. A self-taught graphic designer, she earned her MA in Islamic and Traditional Art from the Prince's School of Traditional Arts, London. Drawing from Arab and Persian cosmographies and philosophies of the 10th–12th centuries, her work merges historical knowledge systems with contemporary tools such as video games, CNC machines, and digital mapping. She produces works ranging from secret languages and interactive interfaces to digital video and sculpture, exploring identity, migration, and the gaps in collective memory. Deeply influenced by her upbringing in Jeddah, with its multicultural legacies and proximity to water, she embraces a forward-looking, speculative lens that resists reductive framings of Islamic art. Beyond her artistic practice, Felemban has established herself as a curator and community-builder, leading projects such as *The Waves Won't Stop When You Leave* (2019), *RSH Festival* (2023), and *Biting Between One's Teeth* (9th edition of *Young Saudi Artists*, 2025).