



FOR IMMEDIATE RELEASE

**ATHR Gallery Unveils Dynamic Programming for Inaugural Art Week Riyadh
April 6–13, 2025 | JAX District, Riyadh**

Riyadh, Saudi Arabia | 24 March 2025 – ATHR Gallery is proud to announce its official programming for the inaugural edition of Art Week Riyadh, taking place from April 6–13, 2025 in the heart of the JAX Arts District. The week-long program features two major exhibition openings, exclusive industry workshops, and the launch of a cultural initiative blending art, music, and community.

True to its name - which translates to *gardens* in Arabic - Riyadh has transformed from a desert oasis into a global cultural capital. Today, its fertile ground cultivates a thriving creative ecosystem. Nowhere is this evolution more visible than in JAX District, a former industrial zone reimagined as a dynamic cultural hub.

As Art Week Riyadh debuts under the theme *At The Edge*, ATHR is proud to announce its bold new campaign: #MakeYourMark | #اترك_أثرِك - a tribute to the artists, cultural leaders, and tastemakers shaping the future of Saudi Arabia's flourishing art scene.

ATHR will open two separate exhibitions at its JAX warehouse space (H21) on April 7 from 4-11pm. *Vessel of Wreckage*, a solo exhibition by Basmah Felemban, weaves

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sci-fi-inspired mythos exploring memory, migration, and inherited narratives into a collective and dynamic whole. Through paintings, graphical drawings, generative images, and interactive works, Felemban constructs a mythical world that reflects on the challenges of tracing her family's journey from Palembang, Indonesia to Saudi Arabia. The exhibition also features *The Wave Catcher*, her acclaimed installation previously featured in the first edition of the Islamic Arts Biennale, expanding her investigation into identity, displacement, and the search for truth.

All Beautiful Things Are Fragile, a group exhibition featuring ATHR Gallery artists Mohammad AlFaraj and Ayman Yossri Daydban alongside invited guest artists Adel Abidin, Rund Alarabi, Hayfa Algwaiz, Neïl Beloufa, Petrit Halilaj, Tamara Kalo, Basim Magdy, and Athier Mousawi - navigates the fragile nature of memory, remembrance, and identity in a region where history is often fragmented, rewritten, and translated across multiple languages. Through ephemeral gestures and fragmented archives, the participating artists reclaim lost narratives and confront this historical erasure with acts of resilience, offering poetic reflections on what it means to remember in the face of disappearance.

To complement its ambitious exhibitions, ATHR Gallery will present additional groundbreaking programming spanning installation, educational workshops, and more. As part of *At the Edge*, Ayman Yossri Daydban will present *Tree House* (2019/2023), an installation of ten ground-level panels that reflect on the idea of home, identity, and new notions of citizenry. The work draws on a home he created during his residency in Detroit—not one defined by geography, but by a community unified through the culture of techno music. Through this lens, Daydban explores the self in contrast to his current residence in Jeddah, where the absence of such communal spaces built around music and dance is deeply felt. *Tree House* becomes a meditation on belonging, memory, and the invisible structures that shape collective experience.

At SaMoCA (Saudi Arabia Museum of Contemporary Art), ATHR will host two industry-focused workshops in the museum's podcast room. On April 9, Caren Rabbino, founder of Fast Forward Consulting, will lead a session offering strategies for building resilient, sustainable art spaces - from audience engagement to digital expansion. On April 10, the team behind Artlogic will explore the technologies transforming gallery operations, from cloud-based inventory to online sales tools.

ATHR launches its #MakeYourMark | اترك أثرك campaign with a special celebration on April 8 at ATHR JAX, featuring Saudi superstar DJ Cosmicat. The evening will bring together Riyadh's creative community for a night of art, music, and



connection. With this bold and multifaceted program, ATHR invites visitors to engage deeply - with the work, with each other, and with the flourishing cultural landscape of Saudi Arabia.

Vessel of Wreckage and *All Beautiful Things Are Fragile* open to the public on 7 April and will be on view through 26 June 2025.

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About ATHR

Founded in 2009 in Jeddah, Saudi Arabia, by Mohammed Hafiz and Hamza Serafi, ATHR has been at the forefront of shaping the contemporary art landscape in the Middle East. More than just a gallery, ATHR is a multifaceted platform—a dynamic ecosystem that bridges the local and international art worlds through its galleries, foundation, and art services agency.

From its inception, ATHR Gallery has served as a cultural gateway, elevating Saudi and Middle Eastern contemporary art to international prominence. Our artists are the driving force behind our vision, inspiring an ever-evolving mandate that responds to the region's shifting creative landscape. ATHR thrives on adaptability, reflected in a roster of multidisciplinary artists who push boundaries across painting, sculpture, installation, and experimental media. Their work explores themes that range from the deeply personal to the culturally expansive, reinforcing ATHR's commitment to fostering bold artistic voices.



Expanding beyond its flagship Jeddah space, ATHR AlUla became the first contemporary art gallery in the historic city, while ATHR JAX in Riyadh marks our latest expansion into the capital's burgeoning creative hub.

Beyond its gallery program, ATHR extends its impact through the ATHR Foundation, dedicated to supporting emerging artists and cultivating creative spaces. In parallel, AKTHR—our specialized art services agency—leverages our expertise to provide curatorial and logistical solutions for Saudi Arabia's expanding art ecosystem, reinforcing ATHR's role as a key player in bridging the regional and international art scenes.

As Saudi Arabia's cultural landscape continues to evolve, ATHR remains committed to shaping its future—nurturing artists, fostering dialogue, and redefining what it means to be an art institution.

Basmah Felemban

B. 1993

Lives and works between Jeddah and London

Basmah Felemban is an emerging artist whose skills as a self-taught graphic designer invest her practice with a distinctly contemporary digital edge. Felemban's artworks range in medium

from drawing, sculpture, digital animation and coding. Within her practice Felemban creates wildly imaginative cosmological works in game form. Felemban is a builder of worlds, contrived

of characters and environments that wittily combine diverse inspirations, including impossible

mathematical forms and game theory. The artist's practice, while seemingly chiefly concerned

with the technologies of the present and their innovative possibilities, is simultaneously anchored in the traditions of previous artistic forms making hers a uniquely dynamic and positively challenging opus.

In 2014, she won the Arab Women Awards in the "Young Talent" category, and was consequently invited to be on the judging panel. She received an MFA (2013) in Traditional and Islamic Art from The Prince's School of Traditional Arts in London, where she focused on 12th-14th century Islamic manuscripts, with a specific interest in those that discussed cosmographies, mythical creatures and cartography.

This research gave a historical backing to her own projects, sculptures and installations, which

likewise depict traditional Arab and Muslim cosmogonies and illuminate esoteric meanings in literature, poetry, numerology, and Islamic art. Her current practice explores worldbuilding as a

method to understand the mysteries in her family history, the role of imagination in rewriting identity, and the ways humans have resorted to bridging gaps in collective memory.

Collaboration is also key for Felemban, she is constantly generating opportunities for connection in her works. A major community project is Saudi Street Art, an online platform which encourages the public to focus their attention on the expressive art found on their city walls, as a means to better understand the younger generation's concerns and interests.

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Selected exhibitions of Felemban include her first solo exhibition with ATHR gallery, *Consecrated Networks* (2024), Jeddah, KSA. Selected group exhibitions include *First Islamic Arts Biennale* (2023), Diriyah Biennale Foundation, Jeddah, KSA; *So It Appears* (2023), Institute for Contemporary Art, Virginia Commonwealth University, Virginia, USA; *Worldbuilding: Gaming and Art in the Digital Age* (2022), Julia Stoschek Collection, Dusseldorf, Germany ; *The Secrets of Alidades* (2021), 21'39 Saudi Arts Council, Jeddah, KSA; *Desert to Delta* (2017), AMUM, Memphis, USA; *Prince's School of Tradition Art Master of Arts Graduation Show* (2017), PSTA, London, UK; *Parallel Kingdom* (2016), Station Museum of Contemporary Art, Texas, USA; *Rhizoma*, Edge of Arabia, Venice Biennale, Venice, Italy (2013) and *Journey To The Heart of Islam: Hajj Exhibition* (2012), British Museum, London.

Forthcoming (2025), the artist will be in residence with Art Explora in Paris.

Felemban's work can be found in the Greenbox Museum, Al Mansouria Foundation and the Basma Al Sulaiman collection.