

**Contemporary
Kingdom
the saudi art
scene now**

canvas folios

INTRODUCTION THE SAUDI ART SCENE

In recent years the Saudi art scene has witnessed a surge of activity that has seen it playing an increasingly important role on the Middle Eastern art circuit.

From a young exciting crop of artists to the international initiatives to promote them, contemporary practice in Saudi has been making waves in the international art market, a move that is marked by well-deserved recognition via the Kingdom's first ever Platform in 2009 at the 53rd Venice Biennale and first Pavilion in 2011.

Within the Kingdom, this next generation of artists is playing a vital role in establishing an art market infrastructure – through galleries, education programmes and public institutions alongside established patronage and the rise of young collectors.



CONTENT HIGHLIGHTS

THE ORIGINS

The origins of the Contemporary Saudi art movement including foundations, education and Modern Saudi art.

CONTEMPORARY ARTISTS

Spotlight on a selection of celebrated Contemporary Saudi artists.

ESSAYS

Scholarly articles by leading experts of Middle Eastern art.

GALLERIES

Interviews with gallerists, reviews of their spaces and international galleries which represent Saudi artists.

COLLECTORS AND PATRONS

Profiles of collectors and patrons based in Saudi Arabia and the Diaspora.

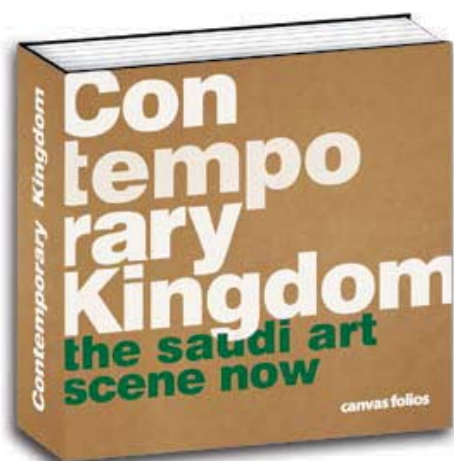
THE YOUNG PROTAGONISTS

The next generation of Saudi art enthusiasts who are making a difference.

LOCAL & INTERNATIONAL INITIATIVES

Private and government projects
Global presence; eg the Venice Biennale and Edge of Arabia
Public art
Public institutions
Consultancies
Museum collections

APPROXIMATE BOOK SPECS



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INSIDE SPREADS LOOK AND FEEL



Faisal Samra

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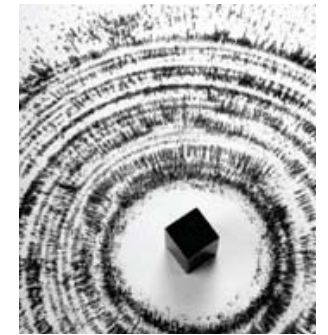


Ahmed Mater

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Artemisia

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MARKETING CAMPAIGN LAUNCH Q4 2012



ADVERTISING

Three full pages in *Canvas* magazine (from launch date onwards)

Quarter page ad x 4 issues of *Canvas Daily* at Art Dubai

Quarter page ad x 4 issues of *Canvas Daily* at Abu Dhabi Art

Leader board ad x 3 months on www.canvasonline.com

Leader board ad x 3 months on www.canvasguide.com

HTML blast to *Canvas* database of over 40,000 addresses

Advertising in art publications such as *The Art Newspaper*, *Frieze* and *Art and Auction*

Online advertising on www.artinfo.com

PR

A leading PR agency will be appointed for editorial placement and media engagement

Press releases to leading media and industry professionals

Innovative PR opportunity

Platform for long-term cultural goals

Review in *Canvas* magazine book section

Review on www.canvasguide.com

DISTRIBUTION

Leading bookstores

Museums and galleries in the Middle East, North Africa, Europe and North America

Online sales via *Canvas* website and Amazon

EVENTS

Book launches in Jeddah, Dubai and London

Potential panel discussions during important international art events such as Art Basel, Frieze Art Fair and Art Basel Miami Beach

Promotion at *Canvas* stand at international art fairs including Art Dubai, Abu Dhabi Art, Art Basel, Art Basel Miami Beach and Frieze Art Fair

Series of exclusive private dinners to promote the book among collectors and patrons

SPONSORSHIP OPPORTUNITIES



TITLE PATRON x 1 (CORPORATE) - \$150,000

BENEFITS

- Prominent recognition/logo on book jacket
- Placement of promotional card in book
- Logo on all advertising
- Logo + mention in all press releases
- 500 books*
- 100 invitations to book launch events
- Innovative PR opportunity
- Platform for long-term cultural goals
- Presence at press conference
- Branding at panel discussions and launches

LEAD PATRON x 3 (CORPORATE) - \$75,000

BENEFITS

- Recognition/logo on book jacket
- Logo on all advertising
- Mention in all press releases
- 250 books*
- 50 invitations to book launch events
- Innovative PR opportunity
- Platform for long-term cultural goals

PATRONS (INDIVIDUAL) - \$10,000

BENEFITS

- Acknowledgement in book
- 10 books*
- 5 invitations to book launch events

*Excluding shipping costs

BULK ORDERS

Contemporary Kingdom is an innovative corporate gift to promote your company's image as a supporter of the arts and make a lasting impact on your clients. The cover price of the book will be \$90. Pre-publishing bulk orders offered at a special discount.

200 COPIES
@ \$85/copy*

Total: \$17,000
Saving of: \$1,000

500 copies
@ \$80/copy*

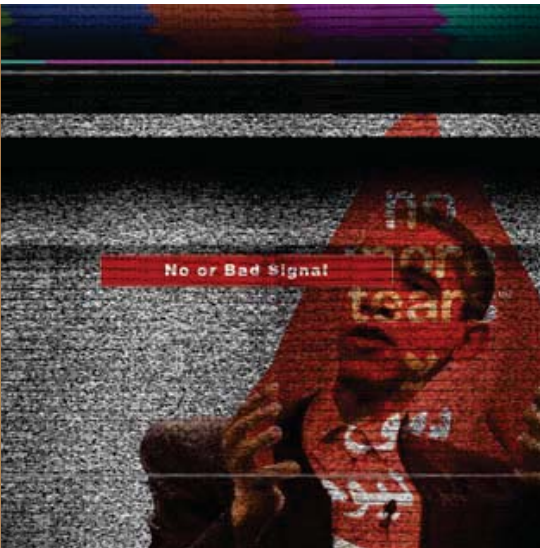
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Saving of: \$5,000

1,000 copies
@ \$70/copy*

Total: \$70,000
Saving of: \$20,000

*Excluding shipping costs

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