

Multidisciplinary artist, experience designer, and creative strategist with over 11 years of expertise leading and contributing to major cultural initiatives, including Noor Riyadh Festival, Amman Design Week, MiSK Art Week, and Tuwaiq Sculpture. Specializing in experience design, strategic planning, stakeholder management, and leading large teams, with a focus on grassroots, community-centered programs and experiences. Proven track record in delivering curated public art projects and large-scale exhibitions that foster cultural engagement, collaboration and innovation.

Contact

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D.O.B. 23.May.1992

Nationality Jordanian

Education

2024 School for Curatorial Studies (Certificate - Organizing a Biennale).

2014-2016 Royal College of Art (MA Information Experience Design).

2010-2014 University of the Arts London - Central Saint Martins (Bachelor of Fine Arts).

2008-2010 Amman Baccalaureate School (IB Diploma Program).

Languages: Fluent in Arabic and English, conversation in French and Spanish.

Experience

Royal Commission of Riyadh City (September 2023 - June 2025) Riyadh, Saudi Arabia.

Advisor, Lead on Visitor Experience + Community Engagement

- Work closely with the VP for Riyadh Art and Riyadh Life to provide strategic planning and execution for their initiatives and program. Including the development and improvement of processes and procedures to achieve the organization's goals and objectives.
- **Research & Collaboration:** Led multidisciplinary teams and stakeholders to develop research-driven events and programs, enhancing quality and fostering connections within local and global artistic communities.
- **Oversee Program Development;** Acted as a **strategic bridge between Artistic Direction and Operations** to ensure cohesive delivery of the festival's curatorial vision of current and upcoming projects such as Noor Riyadh and ad hoc projects like the Expo 2030 announcement celebration.

Noor Riyadh Festival for the RCRC (April 2020 - April 2023) Riyadh, Saudi Arabia.

Director of Production and Operations (June 2021 - April 2023)

Fabrication and Installation Manager (April 2020 - June 2021)

- Developed Noor Riyadh vision and strategy, including the development of RFP, packaging strategy and procurement process.
- Manage relationship with client including developing and delivering high-level presentations to the leadership of Riyadh Art.
- Lead the production and operations of Noor Riyadh Festival including the safe shipping and installation of 200 works in 40 locations, receiving over 50 awards, including the Guinness World record for biggest Light Festival in the world.
- Lead in developing works, conducting feasibility studies, and overall logistic planning (including HSE, permits, and insurance)
- Managed and nurtured relationships with artists, curators, stakeholders, gov entities, venues, and production companies.
- Work closely with government entities and venue owners to ensure all permits and permissions are obtained.

Alserkal Avenue (October - April 2020) Dubai, United Arab Emirates.

Exhibitions and Commissions Production Manager.

- Handled all exhibition processes, including legal contracts, loan agreements, condition reports, and logistics.
- Managed the conceptualization, development, fabrication and installation for 6 major exhibitions and commissions; including the Victoria and Albert Museum exhibition, Whitechapel Gallery Exhibition, and Mohamed Melehi's retrospective exhibition.
- Developed artists' concepts into onsite interventions and installations, handling all production and fabrication.
- Liaised between grantmakers, artists, and Alserkal Avenue, managing exhibition production, curation, and programming.

21.39 - Saudi Art Council (April - July 2019) Jeddah, Saudi Arabia.

Project Manager and Curatorial Assistant

- **Manage artists and curators;** assist artists and curators in the development of projects / programs ensure all proposals are achievable and within the time frame and allocated budget.
- **Production management;** manage development, production, installation, and upkeep of technical works including works by James Turrell, Carlos Cruz Diez, and Mammafotogramma.
- **Onsite management;** manage contractors renovating the site, manage the site leading up to and during the exhibition.

ADD Enterprise (February - December 2018) Riyadh, Saudi Arabia.

Artistic Project Manager + Curatorial Assistant (MiSK Art Week, Saudi Cultural Days - London, Saudi Cultural Days - New York).

- **Program development;** Plan panel discussions and international workshops; organize, schedule, handle logistics, create content, supervise graphics, and manage over 40 international workshops and 15 panel discussions.
- **Management of artists, work, content and site;** manage technical setup, venue, material acquire, manage the speakers, artists, and workshop providers, as well as content for panels.
- **Selection of work and curation of shows;** research and contact artists, select content for exhibitions, curate exhibition experience from graphics to delivery.

Amman Design Week (March - December 2017) Amman, Jordan.

Exhibition Relations Manager

- **Manage relationship between ADW, designers, and the curator.**
- **Admin;** follow up with designers and curator on deliverables, and document the entire process.
- **Curatorial team / creative development and production of the Hangar Exhibition;** manage the site in terms of set up before the show, and take down after the end of the show.
- **Onsite management;** preparing the exhibition everyday, setting up the works, opening up, closing down, health and safety, tours, assisting public relations, assisting visitors.

Grampy (September 2015 - March 2016) London, UK.

Social media marketing, Business development (Part time)

- Manage social media and public relations.
- Business research and development.

A Million Minutes (May - September 2013) London, UK.

Artist assistant (Full time)

The Color Experiment (May - September 2012 & October 2016 - February 2017) Amman, Jordan.

Content Curator + Experience Developer (Project based)

- Research project + possible execution routes.
- Develop proposal; inc. BOQ, moodboards, analytics, timelines, requirements, procurement.
- Execute project.

Royal College of Art + University of the Arts London (Throughout) London, UK

Student Union: Represent students in all university masters including sitting on the board of student affairs.

Personal Exhibitions

Selected Solo Exhibitions

2019 Transcendence, Wadi Finan Gallery. Amman, Jordan.

Selected Group Exhibitions

2024	Under the Waves and over the Mountains, HAAM Gallery, Lahore, Pakistan.
2019	Playhouse, Jordan National Gallery of Fine Arts. Amman, Jordan.
2019	Untitled installation, The Corner Gallery. Amman, Jordan.
2018	The Network of Swings, The Children's Museum. Amman, Jordan
2018	Untitled Series, Al Qasr Metropole. Amman, Jordan.
2018	Pompeii Series, Darat Al Funun. Amman, Jordan.
2017	The Network of Swings. Amman Design Week. Amman, Jordan.
2016	Skandal Normal, Offenes Kulturhaus Oberösterreich. Linz, Austria
2016	Walking Women, Somerset House. London, UK.
2016	Royal College of Art, Degree Show. London, UK.
2015	Sonar Festival. Barcelona, Spain.
2015	Sound Object exhibition, The Ugly Duck. London, UK.
2014	Central Saint Martins Degree Show. London, UK

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