

AlJadidah Village in AlUla opens the door to the new Saudi

The precinct offers artists, locals and visitors easy access to a vibrant arts and lifestyle hub

AlUla, Kingdom of Saudi Arabia, 13 February 2022:

AlJadidah, adjacent to the recently re-invigorated AlUla Old Town, has been transformed into a pedestrian only art, culture and dining destination.

The compact and walkable zone, meaning 'new town', is a must-visit new precinct in AlUla with a year-round offering of art curated attractions, galleries, entertainment, beauty and exciting new eateries.

AlJadidah is centered around five distinct squares, Art Square, Gathering Square, Muayada Square, Oasis Square and Qanat Square, each with their own unique atmosphere. Centrally located, AlJadidah sits beautifully on the edge of the AlUla Oasis and overlooks AlUla Old Town.

Moayadah, Square, is where visitors can enjoy a diversity of dining experiences including "Moon Shell" a vegan restaurant specialising in healthy brunch bowls and smoothies. In the evening options include international street food for visitors to enjoy the outdoors and the ambiance.

Oasis Square connects the new village with the old oasis. Its all sand and palms and features a stage where musicians can entertain the crowds. Italian restaurant Circolo is already becoming a hot favourite and the Italian flavour continues with La Pisa Café.

The Oasis Square is also where you will find "Nail Art Spa" and the men's barber shop "The Art of Shaving".

Art Square is home to the Athr & Design galleries and the exciting new seasonal activation of Cinema Al Housh, AlUla's first arthouse cinema. Here movie-goers can choose from a curated selection of independent films from the Cannes and the Venice film festivals. The cinema will also have available a selection of Saudi and Arabic films.

Design Square will offer AlUla residents and visitors the opportunity to stock up on international designer goods with the introduction of international fashion brands.

The precinct will be the home of the eagerly awaited *Cortona on the Move* documentary photography exhibition "*Past Forward - Time, Life and Longing*", which will run from 8 February featuring the work of 19 artists from around the world, including work by photographers from Saudi Arabia.

AlUla Arts will also play host the first-ever AlUla Performing Arts festival, which starts on February 13 and runs to the 22. With art performances spreading across AlJadidah, the festival is a place where visitors can be entertained while celebrating AlUla's art precinct and traditions. [With a mix of international and local artists](#), the festival will animate the city each evening for 10 days.

The festival will take place on the streets of the AlJadidah and include a surprising and delightful mix of international and local artists performing for ten days from 6pm to midnight.

There will be acrobatic performances, buskers, musical groups, street theatre, poetry. A live calligraphy show by Shaker Kashgari, one of the most influential live Arab calligraphy artists, will undoubtedly draw the crowds.

And each night Deya Rambo will be creating new art dedicated to different themes that will showcase his unique style that takes graffiti culture and fuses it with his own Saudi twist.

Other stand out performances in the AlUla Performing Arts Festival will include well-known Saudi sand painter Alaa Yehya, who will put on a performance that will tell the story of AlUla's history.

To find out more about AlJadidah visit www.experiencealula.com

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