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Art for Al Balad: A Charity Auction

CHARITY AUCTION OF CONTEMPORARY MIDDLE EASTERN ART IN JEDDAH, SAUDI ARABIA ON JUNE 26

4 June 2019



FIRST CHARITY AUCTION OF ITS KIND IN THE KINGDOM



THE AUCTION WILL SUPPORT A NEW MUSEUM IN A UNESCO WORLD



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AND A LOCAL CHILDREN'S NON-PROFIT ORGANISATION

EVENT DELIVERED IN PARTNERSHIP WITH THE SAUDI MINISTRY OF CULTURE AND CHRISTIE'S

Jeddah – A special charity auction of contemporary art from the Middle East will take place in Saudi Arabia on June 26 to raise funds for a new heritage museum in Jeddah Historical District and a Jeddah children's non-profit organisation.

Art For Al Balad: A Charity Auction is the first event of its kind in the Kingdom and has been organised by Saudi Arabia's Ministry of Culture and Christie's.

More than 40 works have been generously donated for the sale by collectors, artists and gallerists including works by artists representing Saudi Arabia and other countries around the Middle East.

Proceeds from the sales will support the creation of a dedicated heritage museum that will tell the story of the Al Balad's unique history and the Help Center, a Jeddah-based children's non-profit organization which provides tailored support to children with special educational needs.

Al Balad is the historic district of Jeddah, which is situated on Saudi Arabia's western Red Sea coast. It was a major port on the Indian Ocean trading route and is one of five UNESCO World Heritage Sites in the Kingdom. It boasts over 600 buildings dating back to the 19th Century, including traditional tower houses with distinctive wooden tops or 'Roshan'.

This event forms part of Saudi Arabia's wider cultural transformation plans that are set to bring unprecedented change to the Kingdom.



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by His Highness Prince Badr bin Abdullah bin Farhan Al Saud, Minister of Culture, the Ministry aims to create a thriving cultural sector which supports the Kingdom's economic diversification and improves citizen's quality of life.

His Highness Prince Badr, said: *“I am delighted to be hosting Art for Al Balad: A Charity Auction in the heart of Jeddah's Historical District, one of Saudi Arabia's cultural treasures. It is a privilege for me as Minister of Culture to see members of the international cultural community - including our trusted partners at Christie's - come together to support the needs of the societies from which they so often take their inspiration. A dedicated Al Balad Museum is an important cause that will play a crucial role in historic Jeddah's preservation and regeneration. It will showcase a part of Saudi Arabia's heritage to a wide audience and ensure that culture is embedded into Saudi citizens' everyday lives for generations to come. Arts and culture have the power to transform lives, and this is clearly demonstrated by this group of talented artists donating their work to support the Al Balad Museum and the Help Center.”*

Michael Jeha, Chairman, Christie's Middle East, said: *“As market leaders in the Middle East we have a responsibility to support the wider art community. This project reflects our ongoing commitment to the artists, the culture and the preservation of history in the region. It is our great pleasure to support this initiative to raise awareness for such an important, historic cultural centre and fitting that money raised from the sale of recently created art could benefit the preservation of this important historic site and provide support for such a worthy local children's charity.”*

Artworks included in the sale have been kindly donated by: The Mansouriah Foundation for Culture and Creativity, Mr. George Alama, Ms. Shadia Alem, Mr. Adel AlQuraishi, Ms. Najla Alshaykh, Mr. Abdullah AlShalty, Mr. Rashed AlShasha, Mr. Abdul



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AlSoliman, Ms. Basma AlSulaiman (in memory of Mohammed Al Juffali), Mr. Abdullah K. AlTurki, Mr. Ahmad Angawi, Akil and Hamza Bounoua, Mr. Qaswra Hafez, Mr. Abdullah Hammas, Mr. Talal Kurdi, Ms. Maha Malluh, Mr. Taha Sabban, Mr. Mazen Soueid, Agial Gallery, Al Marsa Gallery, Athr Gallery, Elmarsa Gallery, Hafez Gallery, and Rochan Gallery.

Through their various charitable activities, including works sold at the Dubai auctions, Christie's in the Middle East has helped to raise more than \$25 million for charity in the region since 2005.

Ends

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ABOUT

Saudi Arabia Ministry of Culture – The Ministry was created on the 2 June 2018 by Royal Decree A/217, under the leadership of His Highness Prince Badr bin Abdullah bin Farhan Al Saud, the Kingdom's first dedicated Minister of Culture. The Ministry was established to enrich the lives of the people of the Kingdom of Saudi Arabia and be the guardian of culture across a wide range of sectors. The Ministry has a crucial role to play in delivering Saudi Arabia's ambitious transformation programme, Vision 2030. Its ultimate goal is to contribute towards building a vibrant, thriving, and ambitious nation. For more information, visit the Ministry of Culture [website](#).



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Jeddah Historical District - The Jeddah Historic District is situated in western Saudi Arabia on the Red Sea coast. The site was nominated by [UNESCO](#) as a World Heritage site in 2014, and includes over 600 historical buildings. JHD is part of the wider Ministry of Culture and a key part of the cultural space in Saudi Arabia. It has its own governing body, which was recently established to oversee and implement the area's forthcoming cultural regeneration and help the Kingdom achieve its cultural objectives.

The Help Center – A Jeddah-based non-profit organisation that provides children with special educational needs with educational, medical and social services. The centre's five-step approach helps children in early years through to teenage age groups, with cognitive development, communication-related skills and learning in specific subject areas. For further information, visit the [website](#).

About Christie's

Founded in 1766, Christie's is a world-leading art and luxury business. Renowned and trusted for its expert live and online auctions, as well as its bespoke private sales, Christie's offers a full portfolio of [global services](#) to its clients, including art appraisal, art financing, international real estate and education. Christie's has a physical presence in 46 countries, throughout the Americas, Europe, Middle East, and Asia Pacific, with flagship [international sales hubs](#) in New York, London, Hong Kong, Paris and Geneva. It also is the only international auction house authorized to hold sales in mainland China (Shanghai).

Christie's [auctions](#) span more than [80 art and luxury categories](#), at price points ranging from \$200 to over \$100 million. In recent years, Christie's has achieved the world record price for an artwork at auction (Leonardo da Vinci's *Salvador Mundi*, 2017), for a single collection sale (the Collection of Peggy and David Rockefeller, 2018), and for a work by a living artist (Jeff Koons' *Rabbit*, 2019).

Christie's [Private Sales](#) offers a seamless service for buying and selling art, jewellery and watches outside of the auction calendar, working exclusively with Christie's specialists at a client's individual



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Recent innovations at Christie's include the groundbreaking sale of the first NFT for a digital work of art ever offered at a major auction house (Beeple's *Everydays*, March 2021), with the unprecedented acceptance of cryptocurrency as a means of payment. As an industry leader in digital innovation, Christie's also continues to pioneer new technologies that are redefining the business of art, including the creation of viewing and bidding experiences that integrate augmented reality, global livestreaming, buy-now channels, and hybrid sales formats.

Christie's is dedicated to advancing [responsible culture](#) throughout its business and communities worldwide, including achieving sustainability through net zero carbon emissions by 2030, and actively using its platform in the art world to amplify under-represented voices and support positive change.

Browse, bid, [discover](#), and join us for the best of art and luxury at: www.christies.com or by downloading Christie's apps. The COVID-related re-opening status of our global locations is available [here](#).



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