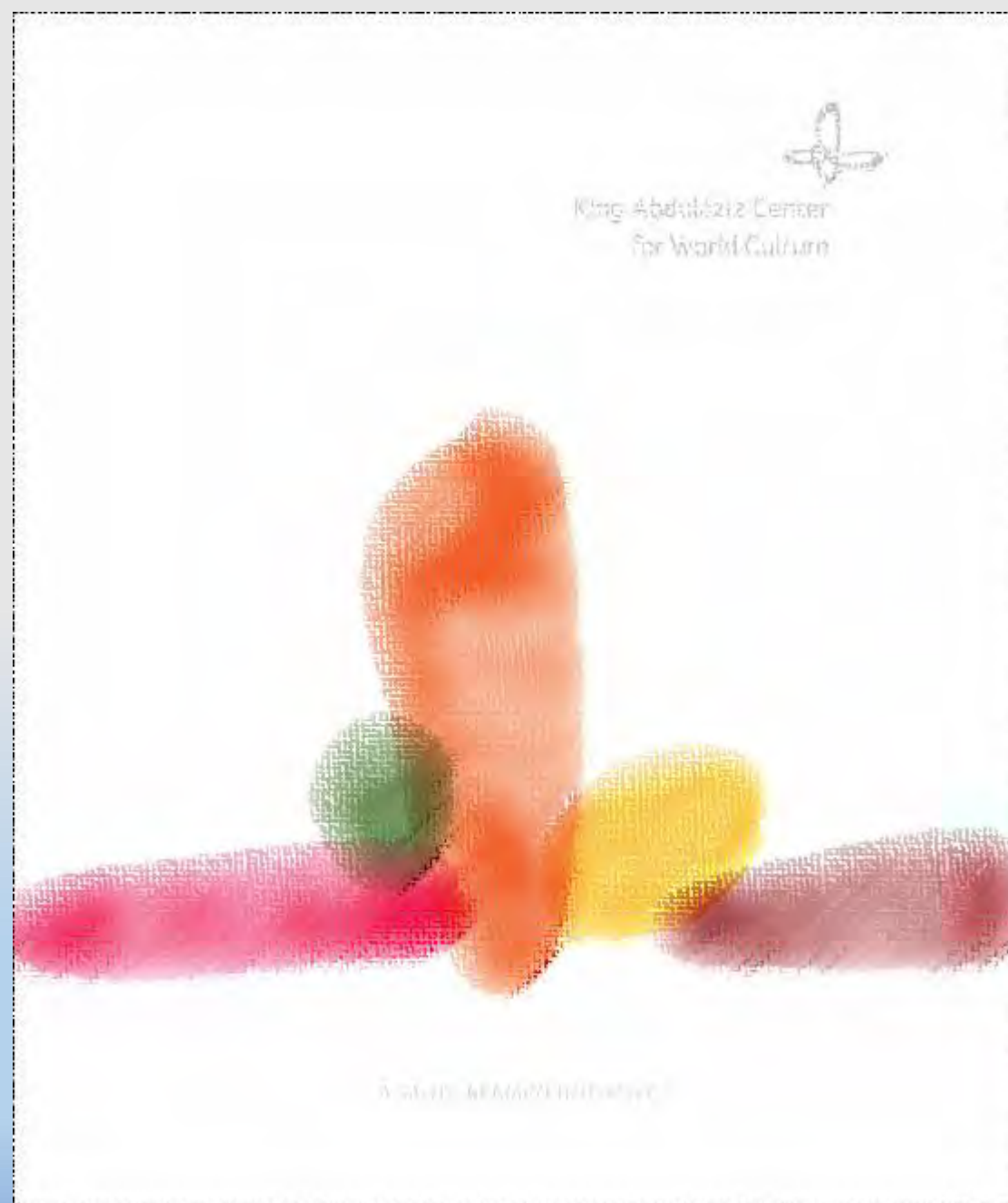


# Wynn Horn – Sample Work 2015





ارامكو السعودية  
Saudi Aramco



**SHAPING TOMORROW**  
2012 CORPORATE CITIZENSHIP REVIEW



2012 СОБЪЕДИТЕ СЪИЗМЕНИЕ БЕЛИЕМ  
SHAPING TOMORROW



## King Abdulaziz Center

### KNOWLEDGE

### KNOWLEDGE

**Priority 1:** Saudi Arabia plans to increase its global competitiveness—and as history has shown, economic success requires the active nurturing of innovation and creativity.

**Priority 2:** Tomorrow's jobs will require highly developed STEM (science, technology, engineering and math) skills from today's students.

**Priority 3:** Participation in a knowledge-based economy will require creativity, cultural awareness and intellectual curiosity.

**SAUDI ARAMCO'S FLAGSHIP CULTURAL INITIATIVE, THE KING ABDULAZIZ CENTER FOR WORLD CULTURE, WILL HELP SAUDIS CONNECT THEIR OWN CULTURE TO THAT OF OTHERS AROUND THE WORLD, SERVING AS A CATALYST FOR CREATIVITY AND INNOVATION**

### OVERVIEW

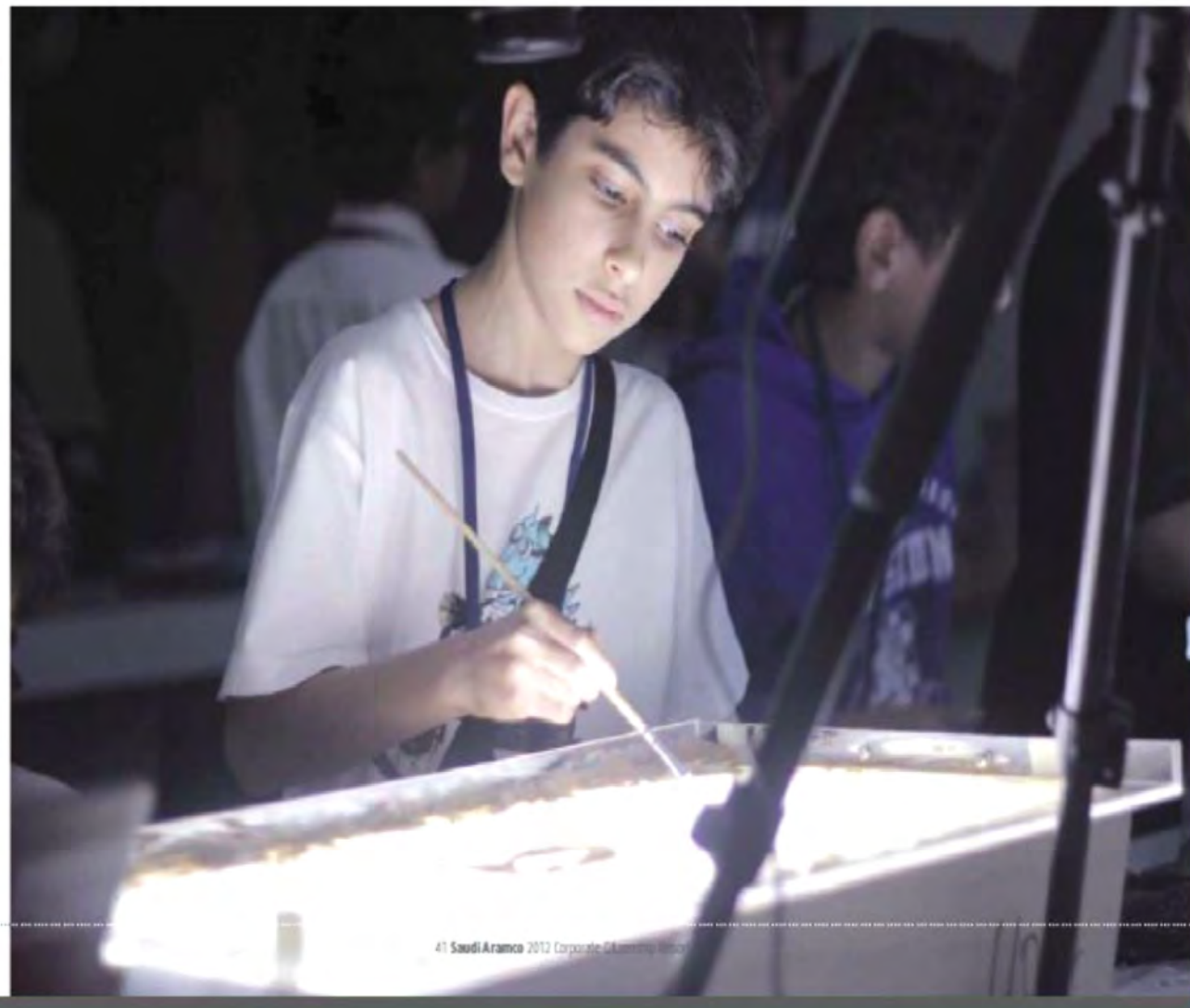
Saudi Aramco is helping to develop the next generation of highly skilled workers and intellectually curious citizens. With more than 25 percent of the Kingdom's population 15 years old and younger, the education challenge is now greater than ever. Through training and professional development initiatives focused on science, technology, engineering and math (STEM) skills and the construction of the King Abdulaziz Center for World Culture, Saudi Aramco is helping to build the Kingdom's knowledge base for the future.

In recent decades, Saudi Arabia has invested heavily in educational infrastructure and providing higher education opportunities. Saudi Aramco dedicates significant resources and project management capacity toward developing an array of programs and institutions aimed at advancing national educational ambitions. This is part of Saudi Aramco's legacy of investing in education, which started when Saudi Aramco opened its first school for Saudis in 1940.

Building a knowledge-based economy requires creativity, cultural awareness and intellectual curiosity. Saudi Aramco's flagship cultural initiative, the King Abdulaziz Center for World Culture, will help Saudis connect their own culture to that of others around the world, serving as a catalyst for creativity and innovation.

The Center is designed to become a beacon of knowledge, creativity and cross-cultural engagement in the Kingdom. It will offer a world-class museum, public library, historical archives, children's educational center, and conference and performance facilities. Its iconic buildings continued to take shape in 2012 near Saudi Aramco's headquarters in Dhahran.

The following sections of this chapter — nurturing innovation, investing in education, and inspiring Saudi Arabia's young people — describe a comprehensive approach toward building a strong knowledge base in the Kingdom.



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41 Saudi Aramco 2012 Corporate Citizenship Report

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## THE KING ABDULAZIZ CENTER FOR CULTURE

The King Abdulaziz Center for World Culture is set to become a landmark building, a first of its kind library, a children's learning center, a theater and fluid and performance space. Its iconic form is quickly taking shape near Saudi headquarters in Dhahran, and many programs are already well underway.

Part of Saudi Aramco's cultural legacy, the Center is set to become a hub of knowledge, creativity and cultural engagement in the region upon its completion in 2015.

Several exciting components of the King Abdulaziz Center for World Culture are set to be completed in 2012:

**Discovery Zone:** Seven state-of-the-art exhibits on learning and learning through discovery will explore Islamic Arts, technology, sound, marine science, other cultures, and expression. "Book nooks" will be scattered throughout, and the Children's Zone will have six classrooms for school groups.

**Arabian Journeys:** This permanent exhibit will detail the Arabian Peninsula's natural history through a combination of unique artifacts and highly interactive features. Panoramic filming will fill the gallery walls, and over 200 artifacts will illustrate the rich diversity of wildlife and the ways people live in the many different environments of the region.

**Energy Center:** The former Saudi Aramco exhibit in Dhahran will be revamped as a media-driven energy center focused on petroleum and its origin, exploration, distribution, uses and alternatives within the context of global energy demand.

In 2012, the Center achieved significant growth in three key areas - the people, buildings and programs that currently comprise the Center:

### People

The Center's staffing increased by about 22 percent in 2012, bringing the number of dedicated staff to 109. Twenty-four additional employees were hired after an extensive recruitment campaign, and included communications professionals, researchers, library and archives experts, and exhibit fabricators. Professional development was also a priority, including seven internships with leading international cultural institutions.

### Building

Building the complex, multi-layered structure continued in 2012. Construction of the 300-foot tall structure reached 33 percent completion, and is expected to be finished in 2015. The building's unique gleaming facade - featuring 250 kilometers of stainless steel tubes - continued in fabrication with manufacturers in six countries.

### Programs

**Exhibits and Galleries**  
Extensive use of cutting-edge technology to engage visitors, enhance learning experiences and integrate cultural programming is one of the center's designed points of distinction. To meet this major goal, the Center is working with a leading multi-media technology creator to develop interactive technologies and experiences across 11 applications and multiple center components. In 2012, 90 percent of the detailed design was completed, with fabrication expected in 2014.



### Library and Archives

Library and Archives collections and research efforts grew during 2012 through partnerships with the King Abdulaziz Foundation for Research and Archives (Ad-Dara), the King Abdulaziz Public Library, the Saudi Commission of Tourism and Antiquities, and the Arab Thought Foundation, as well as through relationships with local and regional institutions and leaders.

Center library staff continued working toward their opening-day goal to offer a collection of 220,000 print and media titles - with a potential for up to 500,000

- including a rich assortment of Arabic language books and e-books, audiobooks and interactive children's books, as well as an e-commerce platform.

As part of the Kingdom's Antiquities Homecoming Project, the center's archives staff oversaw the repatriation of archive collections from more than 50 overseas sources. A 2012 survey of Saudi Aramco's extensive archive collections - part of the physical and intellectual assimilation of the company's social and cultural archives - will serve as a valuable repository and greatly enhance research within the Kingdom.

## LOOKING FORWARD

### Our goals include:

- Reach 3,000 youth through Spark at the Saudi Aramco Cultural Programs in 2013.
- Expand Spark Mobile into the Central and Western provinces.
- Reach 2,000 youth and 1,000 teachers through Discover in 2013.
- Work toward our overall goal of reaching and inspiring 2 million young Saudis through the Youth by 2020.
- Develop content for 10th, 11th and 12th grades for BLOSSOMS.
- Expand the Keystone Program to 50 participants in 2013, with the theme "Synthetic Biology"
- Renovate 41 Saudi Aramco-built public schools.



## KNOWLEDGE



representing 446 schools were trained on how to use these kits in the classroom. In 2014, we hope to train 780 teachers, as well as deliver 1,300 kits and impact a further 19,500 students in the Central Province, helping us to reach our overall goal of distributing 3,500 kits and impacting over 50,000 children.

2013 also saw the first full year of Saudi Aramco's Blended Learning Open Source Science or Math Studies (BLOSSOMS) project. The project was launched in 2012 in collaboration with the Massachusetts Institutes of Technology and the Sultan bin Abdulaziz Science and Technology Center, and involved the development of 20 videos on math, physics, chemistry and biology. That same year, 400 teachers completed training on how to use the videos and in 2013, these teachers used the videos and associated materials to enhance education in their classrooms.

Saudi Aramco also continued to sponsor the Saudi Research Science Institute summer program, a six-week residential program for high school students that focuses on research to develop future leaders in science, technology, engineering and math. During the program, students conduct university-level research under the mentorship of professors from King Abdullah University of Science and Technology (KAUST), with 39 high-caliber students participating in the program in 2013.

#### Inspiring intellectual curiosity and creativity

The year 2013 marked the second anniversary of Saudi Aramco's visionary education program iThra Youth. Literally meaning "Enriching the Youth," iThra Youth is an enrichment program designed to infuse the Kingdom's youth and children with a passion for learning. The

program offers a variety of exciting, hands-on learning experiences that aim to inspire 2 million Saudi youth by 2020 in the STEM disciplines through creative learning and character-building exercises. The program is a product of the King Abdulaziz Center for World Culture (p.48), designed to address the important gap in science and math learning styles and critical thinking among Saudi youth by working to inspire them to be lifelong learners, creative innovators and critical thinkers. To achieve these goals, the iThra Youth team has developed the following suite of extracurricular "i-programs" with a unique blend



"SAUDI ARABIA IS LIVING OFF THE WEALTH OF ITS RICH LAND—A LAND RICH IN NATURAL RESOURCES FOR SURE, BUT SOME WOULD SAY EVEN RICHER IN HERITAGE, HISTORY AND CULTURE. SAUDI ARABIA'S FUTURE WEALTH MUST BE BASED ON THE IDEAS, TALENTS AND CREATIVITY OF ITS PEOPLE. THE FUTURE ENERGY OF SAUDI ARABIA WILL BE CULTIVATED THROUGH A LOVE OF THE ARTS, CULTURE, READING AND EXPOSURE TO THE WONDERS OF THE WORLD, BOTH INSIDE AND OUTSIDE THE KINGDOM."

—FUAD F. AL-THERMAN, DIRECTOR OF THE KING ABDULAZIZ CENTER FOR WORLD CULTURE.



of media and inspiration delivered across multiple platforms and formats.

#### iSpark mobile program:

iThra Youth's flagship initiative, iSpark is a mobile outreach program through which trained facilitators and educators travel to schools across the Kingdom, providing "modular experiences" designed to convert the traditional rote assimilation of science and math knowledge into personal discovery for ninth- and tenth-grade students. In 2013, iSpark reached 10,000 students in 180 schools. We plan to increase our outreach in 2014 by reaching 28,000 students in 280 schools during the year.

#### iDiscover:

Launched in 2013, iDiscover consists of a series of rigorous and creative math and science camps that toured five major cities across the Kingdom. The program consists of three training stages for master trainers, teachers and students. Initially, 32 master trainers were selected by the Ministry of Education to undergo a groundbreaking three-week teacher training course in the U.S., designed and delivered by professionals from Lawrence Hall of Science at the University of California at Berkeley (for science) and Math Zoom Academy of Irvine, California (for math). In the second phase, a total of 1,000 teachers were intensively trained on new teaching techniques by the master trainers during five-day training sessions. In the

final phase, the top 100 teachers were selected to assist the master trainers in teaching students during the second week of the program. In total, 2,000 students participated in this phase—each receiving 120 certified hours of training—which included science and math workshops, as well as character-building, communications, problem-solving, leadership and social skills activities.

#### iRead:

Also introduced in 2013, the iRead program and competition was created in partnership with the Ministry of Education to promote a culture and passion for reading among middle school, high school and university students by helping them develop reading-related skills. Initially piloted this year in the Eastern Province, the program culminated in November with a "Reader of the Year" competition that received a staggering 2,500 applications, as well as 6,000 submissions for a photo competition that was held simultaneously.

These "i-programs" are only part of the portfolio of innovative projects in which the iThra Youth team engaged to inspire intellectual curiosity and creativity. In 2013, the team also worked to design a series of short and highly animated online learning games, produced educational films such as "The Book of Sand"—which was recently

nominated for the top prize at the Abu Dhabi International Film Festival—and partnered with regional communications giant MBC Group to produce an innovative prime-time educational science and math TV and online series "Subscribe @ iThra" that reached an average of 2.1 million viewers for each of its 13 episodes.

These pioneering initiatives received international recognition in 2013 when the Qatar Foundation presented Saudi Aramco's iThra Youth program with the World Innovation Summit for Education (WISE) Award for Innovation in Education. The program was selected from among 500 WISE award applicants and was recognized for its "tangible, positive impact upon society and its innovative approach to solving important educational challenges." The program joins a list of only 36 initiatives singled out since 2009 as among the "best novel solutions to the challenges facing education in the world."

#### iThra Knowledge Program:

The iThra Knowledge Program is a multi-activity and multi-stop event that tours the Kingdom to inspire and educate millions of visitors. The program, formerly known as the Saudi Aramco Cultural Program, was redesigned and significantly enhanced in both quality and impact in 2013. In particular, the focus this year was on supporting the newly announced national strategy

## INVESTING IN HIGHER EDUCATION

Saudi Aramco has historically invested in a number of vocational training institutes and higher education institutions. In addition to supporting 14 university chairs across the Kingdom, we are engaged in strategic partnerships with the following organizations:

- King Abdullah University of Science and Technology (KAUST): Founded in 2007 and built by Saudi Aramco at the request of the Custodian of the Two Holy Mosques, King Abdullah, KAUST is an international graduate-level university located in Thuwal on the Red Sea. KAUST currently offers

advanced degrees in three areas: biological and environmental sciences and engineering; computer, electrical and mathematical sciences and engineering; and physical sciences and engineering.

- King Fahd University of Petroleum and Minerals (KFUPM): Located adjacent to Saudi Aramco's headquarters in Dhahran, KFUPM has been a key source of Saudi talent for decades. More than half of our engineers and leaders are graduates of KFUPM. Saudi Aramco and KFUPM are strategic partners on research, teaching and professional training.

- King Abdullah Petroleum Studies and Research Center (KAPSARC): With its Riyadh campus currently being built by Saudi Aramco, KAPSARC plans to push forward insight and understanding of energy challenges and to advance knowledge of efficient and sustainable energy production and consumption. Saudi Aramco and KAPSARC collaborate on a number of areas of research, particularly with regard to the Kingdom's energy initiatives.

- National Industrial Training Institute (NITI): Currently being built on land donated by Saudi Aramco in al-Nasa, NITI will offer

school graduates to qualify them for work in the oil, gas, petrochemical and construction industries. The result of a strategic partnership between Saudi Aramco and the Technical & Vocational Training Corporation, it is expected to be completed in 2014.

- Saudi Petroleum Services Polytechnic (SPSP): SPSP supports the production of the oil and gas industry by producing well-qualified Saudi graduates who are highly trained in technical skills. As a main supporter of SPSP, Saudi Aramco collaborates on the development of curricula and provides hands-on learning opportunities.

#### VOLUNTEER HOURS SUPPORTING THE COMPANY'S SUMMER, RAMADAN, 'ID AND ITHRA KNOWLEDGE PROGRAMS



#### PARTICIPANTS IN ISPARK

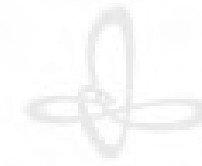


"IN MY OPINION, THE IDISCOVER EXPERIENCE IS SUCCESSFUL BY ALL STANDARDS. I BELIEVE THAT IT IS SO BENEFICIAL TO THE TEACHERS AND WILL CREATE A HUGE SHIFT IN SCIENCE AND MATH TEACHING IN SAUDI ARABIA. WE HOPE THAT THIS PROGRAM CONTRIBUTES TO BENEFIT OTHER REGIONS IN THE KINGDOM."

—ABDULRAHMAN AL-SHAMMARI, SCIENCE TEACHER IN HAYLA AND DISCOVER TRAINER



# knowledge



Abdulaziz Center  
for World Culture

# community

For the majority of our employees, Saudi Arabia is home. It is home to roughly 30 million people who depend on us to create the greatest number of opportunities possible from the country's hydrocarbon resources. So we are committed to advancing the health, well-being, and economic development of communities across Saudi Arabia for the benefit of future generations.



The inauguration of the King Abdullah Sports City stadium in Jeddah reflects our efforts to inspire people to become more active and engaged members of their communities.

King Abdulaziz Center for World Culture

## Warm Willkommens from Berlin

### First Saudi cultural festival hosted by Embassy of Saudi Arabia in Berlin

What do you bring along when introducing a German audience to Saudi Arabia's heritage and culture for the first time?

Well, during a recent week-long Saudi culture festival in Berlin, the shopping list included puppets, Arabic spices, models of holy mosques, traditional Saudi games, games, calligraphic graffiti, percussion, art and crafts, dancers, dates and Arabic coffee - all designed for a charming mini Saudi village set up in the Sony Center, Berlin.

The first-ever cultural festival (SaudiArts Kulturwoche 2014) hosted by the Embassy of Saudi Arabia was an exciting opportunity for Saudi Arabia and the Cultural Center to offer European diplomats, the German public and children a new glimpse into Saudi heritage and culture.

Historical, literary and intellectual content included UNESCO World Cultural Heritage sites in Jeddah, documentaries, interviews with respected authors and historians, and a youth forum between German and Saudi students about life choices and perspectives for the future.

The weekend festival began, appropriately enough, on Saudi National Day, with 23 and concluded with a press conference and gala dinner for senior German diplomats and European cultural professionals.

Dates and coffee aside, the festival was the first for the Cultural Center into an increasingly important role - cross-cultural engagement at both the national and international level, aimed at increased cultural understanding on both sides of the planet.

See: [www.austriach.at/saudi-arabia](http://www.austriach.at/saudi-arabia)



Member of the Center team giving a tour to AOC Managing Director, Mr. Rami Alshabari

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### I read, you read, we all read for iRead

(Ibra Youth's iRead Award 2014 draws thousands of literature-lovers)

Best Award certificate presenting on stage

One of the Center's most popular youth initiatives, iRead has wrapped up a second year of intense competition to demonstrate & illustrate the love of reading.

Thousands of well-read competitors used a variety of media, including photography, to illustrate the pleasure of reading, concluding in a well-attended live stage of their competition with live panel judging, and 30 percent of votes generated by the audience.

The competition ended with three creative winners.

Not just a competition, the final event was witnessed by former Saudi comedians, theater actor and filmmaker Basim, renowned Arabic writer, King Fahd, and the first screening of a newly-produced short film by the Center - "The Pen of Hattin," featuring Oscar-nominee, Eric Roberts and written by Khalid Turki.

The award-winning iRead Youth initiative offers hands-on experience in the fields of screenwriting, editing and post-production, as well as the arts, all supported by the Saudi Cultural Center and its staff.

See: [www.iReadaward.com](http://www.iReadaward.com)

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### Bringing them to their feet!

(Ibra Performing Arts Program proves that the show must go on...)

Photo by: Reem Aljohar

Sorry Oscar, but the audience was as much a success as the players, with spectators rising to their feet more than once during the final graduation ceremony of the Cultural Center's Ibra Performing Arts Program in Dhatran in September.

Enthusiastic audience members rose to their feet and were swept along on a creative and participative journey through five wonderful performances, that it was back to their seats, to rise once again during a much-anticipated standing ovation.

A lucky and talented 400 participants graduated in 2013-2014 with training in acting, technical and production, communication and presentation - proving that the play, and the training, must go on! The program was made possible with the collaboration of the Saudi National Youth Theater and the Saudi Arabian Society for Culture and Arts - Damman (ASAC).

Special congratulations go to the program director, Mohammed Alshabari.

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### What I did on my summer vacation

FabLab Summer Program creates new 'Makers'

A 'Maker' explaining his idea to an event visitor

The summer of 2014 will always hold special memories for 200 local students who spent three wonderful weeks as privileged participants at the Center's FABLAB-Dhatran Summer Program.

FABLAB-Dhatran's first-ever summer program provided facilitator-led training sessions on how to facilitate a variety of projects with potential benefits to society, with three winning prototypes selected.

Each program session was carefully designed to cater for a certain age group. Three program categories were created for three different educational levels that include middle school, high school, college students and graduates. Each group contained 3-5 participants, and are expected to deliver one basic project, which were showcased during a final public event.

To date, FABLAB-Dhatran has successfully trained nearly 4,000 individuals through 375 delivered workshops, equivalent to 1,248 learning hours. School programs reached more than 1,500 students, delivering an average of 328 learning hours each.

See: [www.fablabdhatran.org](http://www.fablabdhatran.org)

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### Upcoming

#### Supporting the 'wow' in STEM!

The Center prepares for this year's ASTC Annual Conference | October 16 - 18, 2015

The King Abdulaziz Center for World Culture will be one of two main sponsors of the annual conference during the 2015-2016 season of science, technology, engineering and mathematics (STEM) in North Carolina, USA. The conference will be held at the North Carolina Museum of Natural Sciences and is scheduled to take place from the 16th to the 18th of October.

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#### Training for the sake of excellence!

Center staff prepare for a 3rd Harvard Peabody training session | October 05 - 09, 2014

Leading experts from the Harvard Peabody Museum are in the region for their 33rd visit, to deliver an intensive training workshop through the Center's new Cultural Academic program.

Select staff from departments and disciplines across the Center and Saudi Arabia will learn what it's like to work at the Peabody.

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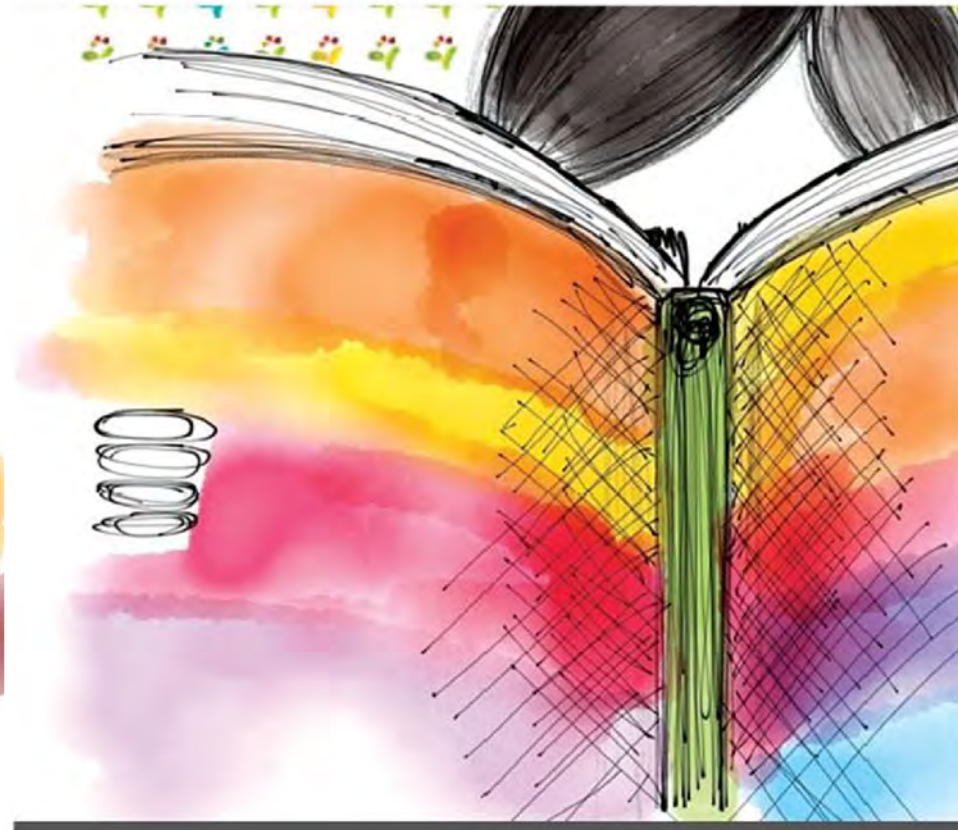
King Abdulaziz Center  
for World Culture



Abdulaziz Center  
for World Culture



A SAUDI ARAMCO INITIATIVE



### AN OASIS FOR CHILDREN

The little ones will surely find their favorite corner in the overwhelming universe of the Center! Whether they choose to curl up in-between the library shelves and take a dip in a giant well of stories, facts and imagery, or take part in the ongoing programs that will fulfill their thirst to know the world in the most unusual ways, they will be spoiled for choice!

Moreover, the Center will house the first children's museum in the Kingdom – the Children's Discovery Zone, offering hands-on interactive exhibits and fun learning experiences that will not only significantly contribute to their experience of life, but will also help them achieve self-discovery & build character. The zone will focus on promoting the essential 4 four C's: Character, Curiosity, Competency and Citizenship.

... ongoing programs  
that will fulfill their  
thirst to know the  
world in the most  
unusual ways!

A SAUDI ARAMCO INITIATIVE





# King Abdulaziz Center for World Culture



## King Abdulaziz Center for World Culture

### A story to be told, chapter one!

It is only becoming of a palace of knowledge and culture in the east that it have a magical touch. Once completed, the King Abdulaziz Center for World Culture will be reminiscent of places created in the imagination of poets and artists, and fit for legends and fairy tales.

The King Abdulaziz Center for World Culture is an initiative of Saudi Aramco. It crowns eight decades during which the national oil company has been a pioneer of corporate social responsibility in every imaginable domain, from education and urban development to health, safety and environmental protection.

Named after the Kingdom's founder, King Abdulaziz Bin Saud, whose decree established Saudi Aramco 80 years ago, the Center is designed to be a dynamic hub for knowledge development, scientific and cultural innovation, and artistic creativity – a cultural bridge between the arts and the sciences, the past and the present, and between east and west.

### Components



A story  
yet to be  
told!



King Abdulaziz Center  
for World Culture

An architectural marvel,  
King Abdulaziz Center  
for World Culture,  
under construction in  
the Kingdom's Eastern  
Province, shall be  
a dynamic hub for  
knowledge, scientific  
innovation, artistic  
creativity and cross  
cultural engagement.

kingabdulazizcenterforworldculture

@IThra\_Culture

kingabdulazizcenter.com



A Saudi Aramco Initiative



# King Abdulaziz Center for World Culture

King Abdulaziz Center  
for World Culture 



 A New  
Retail Service  
Opportunity  
Awaits

We invite you to join **The King Abdulaziz Center for World Culture** as a contributor to our exciting journey. By contributing your business and retail expertise, you can help us build this world-class center of knowledge and creativity for generations to come.

[www.kingabdulazizcenter.com](http://www.kingabdulazizcenter.com)

  
الزمامكو السعودفة  
Saudi Aramco

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*The Center will offer 872,000 sq. ft. of total space, with a library, four museum galleries, theater and multimedia spaces, a lifelong learning center and Saudi Arabia's first children's museum - all under a single roof and enhanced by high-quality food services and stunning retail space - more than 5,700 square feet.*

We are pleased to inform you that your company has been selected to attend a special Bidder's Information Meeting to be held in Bahrain.

Endorsed by HM King Abdullah bin Abdulaziz Al Saud, Saudi Aramco is creating a world-class center for culture and learning that will offer exhibitions and events never before seen in the region - The King Abdulaziz Center for World Culture.

The Center promises to be a remarkable institution - and we are seeking equally remarkable retail partners.



## King Abdulaziz Center for World Culture

Designed to be a dynamic hub of innovation and knowledge, the Cultural Center embodies the notion of creating a knowledge society.

### The First International Knowledge Society Forum in the Kingdom of Saudi Arabia

December 9-10, 2013

This international two-day event brings together experts in a wide spectrum of interdisciplinary topics, to build a common understanding of the elements critical to a knowledge society framework, from an international, Arab and Saudi perspective.

The International Knowledge Society Forum will entail the following themes:

**International:** Knowledge Society and Sustainable Human Development, Global Outlook

**Regional:** Knowledge Society and Development of Arabic Knowledge Content

**National:** Saudi Arabia National Knowledge Society Strategy: Opportunities and Challenges

#### Discussion Points

- Developing knowledge society strategies and frameworks
- Knowledge society sustainable human development
- Quality education and universal access to knowledge around the world
- Current developments in the creation, acquisition and dissemination of knowledge
- Information communication technology innovations within knowledge societies
- The Kingdom's royal decree and strategy for transformation into a knowledge-based society.

#### Exclusive Speeches from Distinguished Speakers

##### Forum Attendees

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# King Abdulaziz Center for World Culture



King Abdulaziz Center  
for World Culture

## A story to be told, chapter one!

It is only becoming of a palace of knowledge and culture in the east that it have a magical touch. Once completed, the King Abdulaziz Center for World Culture will be reminiscent of places created in the imagination of poets and artists, and fit for legends and fairy tales.

The King Abdulaziz Center for World Culture is an initiative of Saudi Aramco. It crowns eight decades during which the national oil company has been a pioneer of corporate social responsibility in every imaginable domain, from education and urban development to health, safety and environmental protection.

Named after the Kingdom's founder, King Abdulaziz Bin Saud, whose decree established Saudi Aramco 80 years ago, the Center is designed to be a dynamic hub for knowledge development, scientific and cultural innovation, and artistic creativity – a cultural bridge between the arts and the sciences, the past and the present, and between east and west.

## Components



A story  
yet to be  
told!

An architectural marvel, King Abdulaziz Center for World Culture, under construction in the Kingdom's Eastern Province, shall be a dynamic hub for knowledge, scientific innovation, artistic creativity and cross cultural engagement.

KingAbdulazizCenterForWorldCulture  
@KAC\_World\_Culture  
kingabulazizcenter.com

Full-page  
ad for  
annual  
American  
Alliance of  
Museums  
conference

King Abdulaziz Center  
for World Culture



## Something exciting is happening.

In the heart of the Eastern Province of Saudi Arabia, an exciting new idea is taking shape.

The idea is seminal and formidable: to create a world-class nexus for world art, education and culture.

The name of this bold, new idea:  
**King Abdulaziz Center for World Culture.**

Learn more: [www.kingabdulazizcenter.com](http://www.kingabdulazizcenter.com)

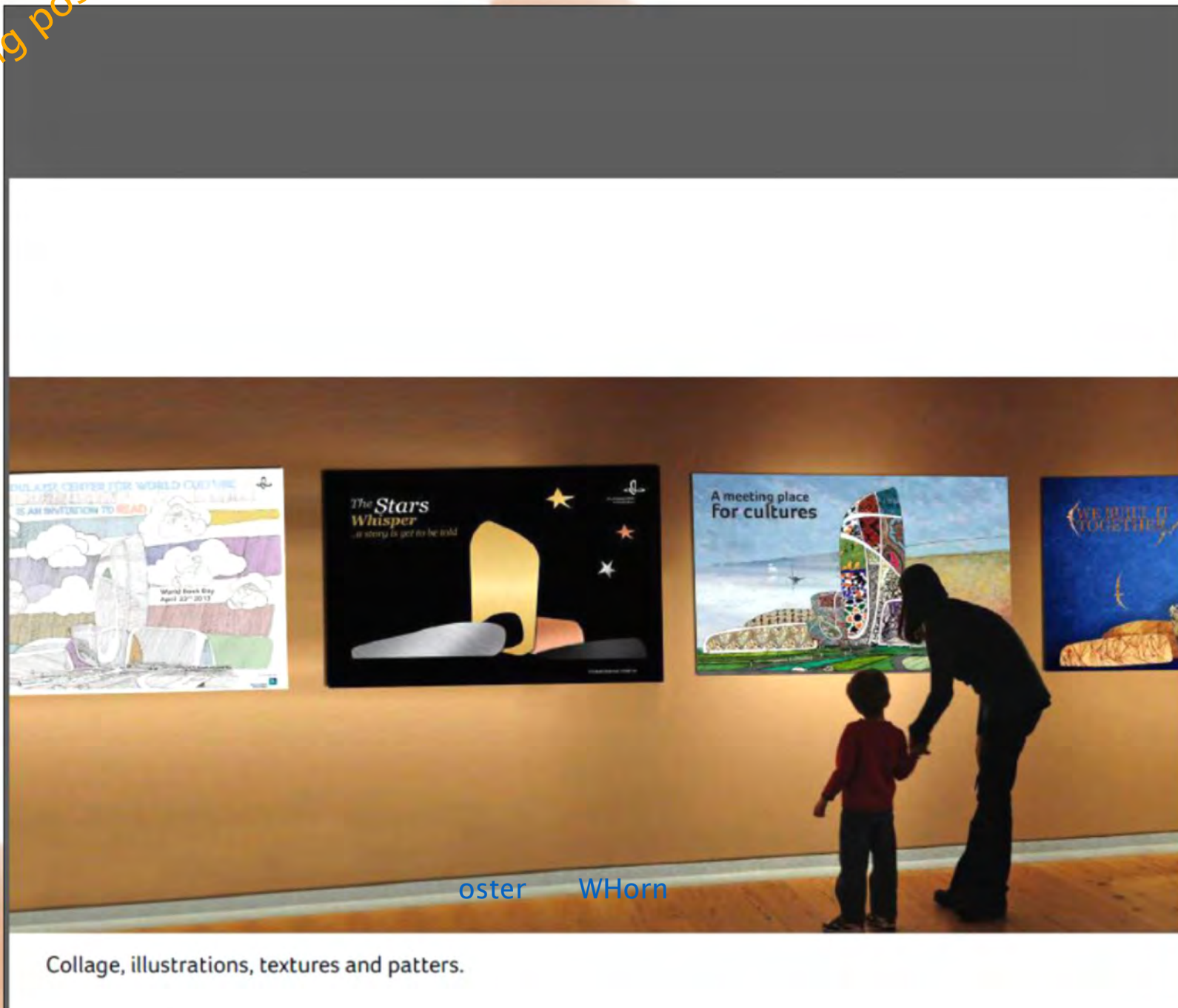


King Abdulaziz Center  
for World Culture

A Saudi Aramco Initiative

# King Abdulaziz Center for World Culture

Marketing posters



# Center Website Content

Explore Hayyakum Sidewalk

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King Abdulaziz Center for World Culture

Presenting...  
**The Cultural Center**

The Kingdom's home for knowledge, creativity and cross-cultural engagement.

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King Abdulaziz Center for World Culture



# iThra Award for New Media

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iThra Youth Initiative



أرامكو السعودية  
Saudi Aramco

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## Saudi Aramco's iRead awards ceremony an emotional evening

9 January 2014 - 1:57pm



Despite the advances of technology and information, words and images are a vital part of Saudi life, as was made clear last week when three young people lined up on the iThra Knowledge Program stage to receive "Reader of the Year" awards at the closing ceremony of the iRead Competition. iRead – the latest initiative of the King Abdulaziz Center for World Culture's award-winning iThra Youth program – invited youth in the Eastern Province to compete for the "Reader of the Year" award by demonstrating their love of reading in the most creative, passionate and skilled ways...

English / العربية

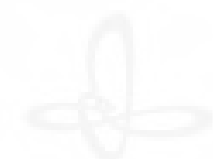
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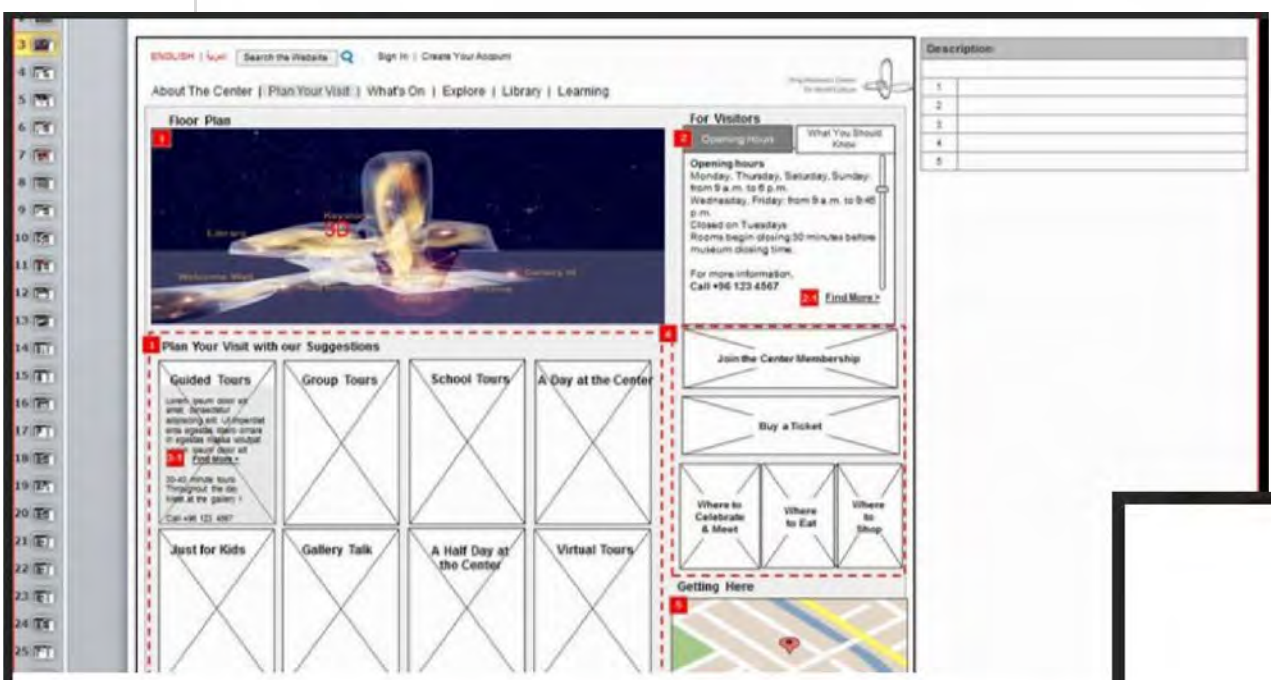
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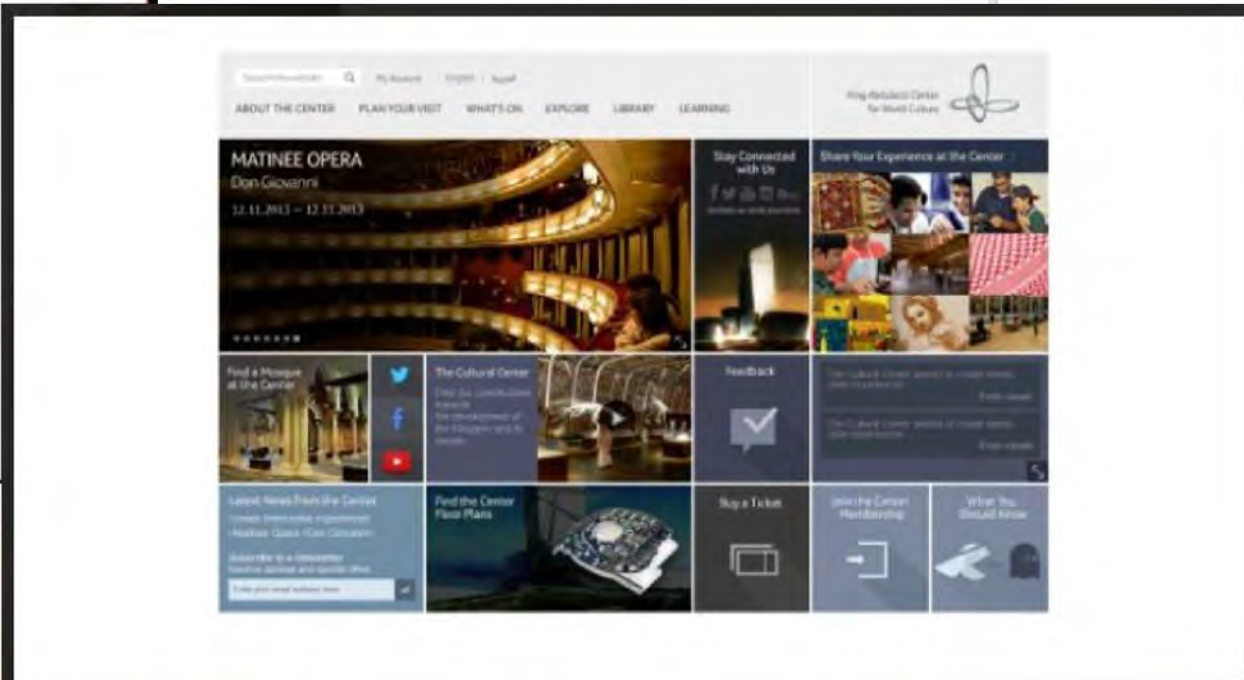


King Abdulaziz Center  
for World Culture



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Concept for new Samsung website 2015

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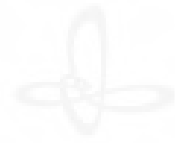
King Abdulaziz Center  
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Media  
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Samples

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# King Abdulaziz Center for World Culture



## PUBLIC EVENT KEY MESSAGES + Q&A

(Final)

**Congratulations!** You are headed off to an international event or conference on behalf of the **King Abdulaziz Center for World Culture** – and on behalf of **Saudi Aramco**. You can likely expect a lot of questions about the Center, Saudi Aramco and the Kingdom of Saudi Arabia, whether from conference attendees or the general public.

They will all be curious about the Center – and some may also be curious about Saudi Arabian culture and tradition. A few may also have opinions or preconceptions they will want to share or discuss.

This is an important opportunity for education – and a chance to convey our excitement at the opportunity we have been given to create a world-class museum and Cultural Center from a blank sheet of paper.

\*\*\*

### Key messages

- The **King Abdulaziz Center for World Culture** is a source of national pride and will be a global landmark.
- The Center is dedicated to inspiring, nurturing and promoting creativity, learning and enlightened cross-cultural engagement.
- We are breaking new ground in Saudi Arabia. There are very few new museums and cultural institutions being built on this scale in the world today.
- We are proud of the Center as a symbol of progress in Saudi Arabia.
- The Center is an unparalleled bridge between our culture and the cultures of the world.
- The museum, exhibitions and archives will showcase the rich heritage of Saudi Arabia for domestic and international audiences, while preserving the nation's treasures.
- Our objective is also to create and host platforms that enable Saudi individuals and organizations to showcase and nurture a process of creative development and intellectual growth.
- We are here at this event to communicate the Center's story and share our excitement with our fellow museum professionals.

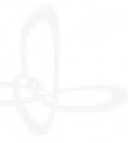
### Our promise

- Inspired hearts and engaged minds.

### Our voice

*"We love our work and it shows. Articulate and enthusiastic, we believe in what we do. We know we have the potential to change perspectives, engage hearts and open minds."*

## Sample Questions & Answers – AAM Conference 2013



King Abdulaziz Center  
for World Culture

### CENTER MANDATE

#### Q. When was the Center launched?

- **The King Abdulaziz Center for World Culture** is a Saudi Aramco initiative. Custodian of the Two Holy Mosques, King Abdullah bin Abdulaziz, laid the symbolic cornerstone for the Center at the company's 75th Anniversary celebration on May 20, 2008.
- The Center is dedicated to honoring Arab heritage, connecting Saudis to their culture and bringing world cultures to the Kingdom.

*"We are proud of the Center as a symbol of progress -- and proud that it will connect us to cultures around the world. We are excited about the chance to explore and share our nation's story, while also sharing stories from the cultures of the world."*

---

- The Center will offer public events and a broad range of educational and cultural programs and exhibits, including a superb museum, children's zone, theater and multimedia, a Knowledge Park, modern library and world-class creativity center (Keystone).
- We hope the Center will:
  - Act as a catalyst for cultural and social progress.
  - Serve as a repository and disseminator of knowledge.
  - Become a platform for creative expression.
  - Initiate opportunities for social interaction and cross-cultural engagement.

*"The Center is a significant milestone in the cultural development of Saudi Arabia and all of us at Saudi Aramco are very excited and proud about being part of this monumental achievement."*

---

#### Q. Why a Cultural Center? That doesn't sound like it fits into the mandate of an oil company.

- Saudi Aramco's presence across the Kingdom, our position as the chief driver of national economic growth, and our strong stakeholder relationships have allowed us to assume a level of **societal responsibility well beyond the scope of most companies**.
- As the flagship of the company's social responsibility efforts, the Center's mission is to help transform Saudi Arabia into a **knowledge society** by: supporting the Kingdom's economic growth and prosperity; supporting local communities; and fostering knowledge by investing in education.

## Original

### **iThra Knowledge in Al-Hasa Participates in Earth Hour for Environment Protection**

By: iThra Knowledge Media Center – Al-Hasa

Aramco's 2014 cultural program iThra Knowledge, held at the King Abdullah Environmental Park in Al-Hasa, took part in the Earth Hour today, Saturday, from 20:30 to 21:30. The Kingdom of Saudi Arabia has joined 150 countries and 6525 cities worldwide to practice its environmental role in protecting the environment, and its related issues through its remarkable participation in the most prominent environmental event: Earth Hour 2014. Mr. Omar Bader, director of the iThra Knowledge program, said that Earth Hour is a global event that concerns everyone. He added that at iThra Knowledge "we follow global events and take part in them. Our programs show how much we care about the environment and its protection. For example, we have the Saudi Aramco Children Art Contest that is held with the theme 'Let's Green It', and also the Energy Efficiency Pavilion that concerns every citizen and aims to build a better future for coming generations. There is also the Saudi Aramco exhibit that talks about how we always consider the environment in the company's production. That is why we are going to take part in the Earth Hour by dimming the lights in the Saudi Aramco program iThra Knowledge. For the safety of our visitors, however, we will not completely shut off all lights. That is in line with our values at Saudi Aramco, one of which is safety."

Mr. Bader added that the goal of participating in the Earth Hour is to raise awareness about the importance of conserving energy and instilling the concept of a sustainable environment. Energy conservation at the King Abdulaziz Environmental Park in Al-Hasa will start from 20:30 until 21:30, in line with Saudi Aramco's permanent commitment toward protecting the environment along with the company's many initiatives in this regard. The program management decided to cut down energy consumption in the park and save 25% of total energy while ensuring maximum levels of safety, as it is the number one priority for the program organizers as well as for the Saudi Aramco management. It is worth noting that iThra Knowledge is hosting many events and competitions that aim to raise the participants' awareness about the importance of conserving energy and protecting the environment. These activities include the Energy Efficiency Pavilion, the oil exhibit "Ghawar Oasis", as well as Saudi Aramco's annual Children's Art Contest with the theme "Let's Green It."

## EEdited - WH

### iThra Knowledge in Al-Hasa **Turns** off the Lights for Earth Hour

al-Hasa, March 31, 2014: The lights went out for over an hour on March 29 at King Abdullah Environmental Park in Al-Hasa, as Saudi Aramco's iThra Knowledge Program joined ~~6,525-7,000~~ cities around the world in a remarkable environmental event: Earth Hour 2014.

~~More than 7,000 cities worldwide joined in the symbolic Earth Hour event to draw attention to protecting the world's environment.~~

~~***ABOUT EARTH HOUR:** The eighth year of Earth Hour broke all previous records; the symbolic hour was celebrated in 162 countries and more than 7,000 cities worldwide. Earth Hour is a global awareness initiative of the World Wildlife Fund (WWF), one of the world's largest conservation organizations.*~~

~~"The goal of participating in Earth Hour is to raise awareness about the importance of conserving energy and instilling the concept of a sustainable environment in line with Aramco's permanent commitment to environment protection and the company's many related initiatives," said Omar Bader, director of the iThra Knowledge program created by Aramco's King Abdulaziz Center for World Culture.~~

~~***ABOUT EARTH HOUR:** The symbolic Earth Hour event was designed to draw attention to protecting the world's environment. The eighth year of Earth Hour broke all previous records; the symbolic hour was celebrated in 162 countries and more than 7,000 cities worldwide. Earth Hour is a global awareness initiative of the World Wildlife Fund (WWF), one of the world's largest conservation organizations.*~~

~~"Earth Hour is a global event that concerns everyone," said Bader. "At iThra Knowledge, our programs show how much we care about the environment and its protection, so we think it's important to take part in global events like this one. That is why we took part in Earth Hour by dimming the lights in the Saudi Aramco iThra Knowledge Program."~~

With over 15,000 visitors ~~to-attending~~ the program that night, program management decided to cut down energy consumption in the park by reducing lighting usage by 60% and overall energy use by 25%, while ensuring maximum levels of safety, the number one priority for program organizers and Saudi Aramco.

~~"The goal of participating in the Earth Hour is to raise awareness about the importance of conserving energy and instilling the concept of a sustainable environment in line with Aramco's permanent commitment to environment protection and the company's many related initiatives," said Bader.~~

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## iThra Knowledge in Al-Hasa Turns off the Lights for Earth Hour

6 April 2014 | 0 comments | Saudi Aramco News | by Saudi Aramco News

The lights went out for over an hour on March 29 at King Abdullah Environmental Park in Al-Hasa, as Saudi Aramco's iThra Knowledge Program joined 7,000 cities around the world in a remarkable environmental event: Earth Hour 2014.

"The goal of participating in Earth Hour is to raise awareness about the importance of conserving energy and instilling the concept of a sustainable environment in line with Saudi Aramco's permanent commitment to environment protection and the company's many related initiatives," said Omar Bader, director of the iThra Knowledge program created by Saudi Aramco's King Abdulaziz Center for World Culture.



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With over 15,000 visitors attending the program that night, program management decided to cut down energy consumption in the park by reducing lighting usage by 60% and overall energy use by 25%, while ensuring maximum levels of safety, the number one priority for program organizers and Saudi Aramco.

iThra Knowledge is hosting several events and competitions with a goal to raise awareness about conserving energy and protecting the environment. Bader pointed to the Children's Art Contest, with the theme 'Let's Green It,' and the Energy Efficiency Pavilion with its goal to inspire a better future for coming generations. Other activities include an Energy Efficiency Pavilion and the oil exhibit "Ghawar Oasis," with its focus on corporate environmental responsibility.

## A WISE Win

7 November 2013 | 0 comments | Saudi Aramco News | by Saudi Aramco News

When the World Innovation Summit for Education (WISE) award was presented to Saudi Aramco's iThra Youth initiative by the Qatar Foundation at the 2013 World Innovation Summit for Education on Oct. 30, iThra Youth joined a list of only 36 initiatives singled out since 2009 as one of the "best novel solutions to the challenges facing education in the world."



Needless to say, this was a seminal moment for a team that didn't even exist two years ago. It was then that the iThra Youth team at Saudi Aramco's King Abdulaziz Center for World Culture was asked to design a strategy to address an increasingly important gap in science and math learning styles and critical thinking among Saudi youth.

Two years later, Khalid Al-Yahya, head of iThra Youth, and his young 10-member iThra team have used their innovative learning approach to propel a suite of i-programs across the Kingdom to the world stage. What was the team's secret? Delivering inspiration across multiple platforms and formats. They call it their transmedia approach.

The team studied inspiration, analyzed it and excelled at it; and after thorough analysis, they created their own definition of "inspirational experience."

Today, an iThra Youth program has as its base module a 20-hour carefully crafted, engaging, state-of-the-art, certificate-based and aesthetically pleasing art-science activity.

That vision led to the first iThra Youth program, iSpark, a mobile outreach science program that would travel across Saudi Arabia right to the doors of selected schools where trained facilitators and educators would provide "modular experiences" designed to convert the traditional rote assimilation of science and math knowledge into personal discovery.

When the program was piloted, it was successful beyond expectations, attracting 5,000 applicants for 1,000 places. iSpark now travels to schools across the Kingdom and, at the end of each program, celebrates the graduation of 1,000 students (boys and girls) in various cities. To date, iSpark has reached almost 12,000 students and 43 schools, delivering in the process 85,960 learning hours.

Early in 2013, iDiscover's science, technology, engineering and mathematics (STEM) related math and science camps joined iSpark, enriching 2,000 male and female ninth-graders through hands-on workshops that build confidence, skills and intellectual capacity.

iDiscover has also trained 1,000 math and science teachers in educational technologies and hands-on, experiential approaches to teaching.

In September 2013, the iThra team launched iRead, a competition currently being piloted in the Eastern Province with the goal of sparking a love of reading across Saudi Arabia.

## Center Plays Lead Role at AAM Conference

5 June 2014 | 0 comments | Saudi Aramco News | by Saudi Aramco News

The King Abdulaziz Center for World Culture took a front-row seat at the recent Annual Meeting and Expo of the American Alliance of Museums (AAM) in Seattle, Washington, where innovation was the name of the game. More than 5,000 people — about 650 from outside the United States — attended the group's 108th gathering held May 18-21 under the theme "Innovation Edge."



Rusha Al Rawaf, head of the Culture and Creativity Division in the Center's Programs

Department, led a five-person team at the largest gathering of museum specialists in the world. The center has been the lead sponsor of the event for three consecutive years.

Al Rawaf said the Center is striving to emulate Seattle — birthplace of Starbucks, Amazon, Microsoft and grunge music — as an "innovation-edge epicenter."

"We are seeking to create something new in a place that aspires for progress. This is what we are striving for at the King Abdulaziz Center for World Culture. This is what we are striving for in Saudi Aramco," she told about 180 guests at the Center-sponsored International Attendee Welcome Reception at the Seattle Art Museum on opening day. "Respectful of our past, we are looking to reinvigorate the culturally rich civilization of the Arabian Peninsula."

Al Rawaf said the center has launched a number of successful programs even before its landmark physical components will be completed late next year in Dhahran.

Facilities will include four museum galleries exploring Arabian history, heritage and culture, and the 18-story Knowledge Tower offering workshops in subjects ranging from science to art, media and digital literacy, along with the Keystone idea incubator, the Children's Discovery Zone, the Great Hall for major exhibitions, multimedia and performance theaters, a 500,000-book library and an archive for the company and the Kingdom.

The Center plans to be "right bang in the middle of the present landscape of museums, art and theater," Al Rawaf told attendees.

The Center also sponsored the conference's International Track sessions, which were simultaneously translated into several languages, including Arabic, as well as the Arabic translation of 10 AAM books about critical museum subjects. The first six books were released in Seattle, with the remainder set for publication in June.

Center staff enhanced the AAM program in several important areas. Manal Al-Ghannam, Islamic Arts coordinator for the Islamic Civilization Gallery, joined a doctoral researcher from the United Kingdom to present a paper on displaying Islamic art in Saudi Arabia, the United States and Europe. Mark Wright, head of Museums and Exhibitions, keynoted the 25th Annual Muse Awards ceremony, which honored outstanding achievements in gallery, library, archives and museum media.

Al Rawaf said Seattle provided "living proof of developing something brave, something new."

Her words echoed earlier remarks by Mimi Gates, Microsoft founder Bill Gates stepmother, at the AAM's CEO and Directors Reception. "I welcome museums that provide leadership outside the United States," she told guests at the Bill and Melinda Gates Foundation.

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iThra Knowledge comes to

# al-Hasa

■ The iThra Knowledge Program provides opportunities for children and adults to play and learn.



■ HH Prince Badr bin Mohammed bin Jalawi Al Saud, the Governor of al-Hasa, Center, officially opens the iThra Knowledge Program in al-Hasa at Abdullah K. Al-Khayyal, senior vice-president of Industrial Relations, and Omar Badier, director of the iThra Knowledge Program, at a ceremony.

## Third session launches as 400,000 more visitors expected

**AL-HASA** — Saudi Aramco's iThra Knowledge Program received a stellar launch in the province of al-Hasa last week with HH Prince Badr bin Mohammed bin Jalawi Al Saud, the Governor of al-Hasa, officially opening the high-profile outreach event.

Abdullah K. Al-Khayyal, Saudi Aramco's senior vice president of Industrial Relations, also assisted in opening the event.

The popular outreach event is designed and produced by Aramco's King Abdullah Center for World Culture and is the third in five months. Successful runs in Dhahran and Jeddah attracted nearly a million visitors, with an additional 400,000 visitors expected at al-Hasa.

As of Wednesday morning, 141,190 visitors had attended the program so far in al-Hasa, and a total of 1,102,703 visitors have attended the program since the first session opened in Dhahran.

Al-Hasa features three new attractions, The Names of Allah, Generations Oasis and a Heritage Village, as well as three perennial crowd-pleasers: the Energy Efficiency pavilion, Safety Traffic Village and 1001 Inventions.

The Prince conducted a tour of the activities on offer and commented: "What I have seen this evening is a matter of happiness and joy in terms of the diversity of programs aimed at interesting events, di-

rected to the people of the province of al-Hasa.

"I am pleased to commend what Saudi Aramco has been doing to provide for cultural and social initiatives, many of which are designed to raise awareness among members of society, and this is not surprising from a national company the size of a giant Saudi Aramco."

The Prince indicated that the program coincides with the launch of al-Hasa schools and makes it a tourist destination for the people of the eastern region and guests from other areas of the Kingdom.

The iThra Knowledge Program — designed to celebrate knowledge, creativity and culture — is one of the most successful outreach initiatives in Saudi Aramco's history. The goal is to reach more than 10 million people across the Kingdom by the year 2020 as part of the company's national strategy for a transition to a knowledge-based society.

About 250,000 square meters of green space in al-Hasa's King Abdullah Eco Park have been configured to accommodate the occasion. The program is open daily from 5 to 11 p.m. through April 18.

News and updates on the iThra Knowledge Program can be accessed through social media channels (Twitter, YouTube, Instagram and Facebook) via a single identifier: @ithraknowledge.

Visit [www.ithraknowledge.com](http://www.ithraknowledge.com) for more details and program offerings.



■ A youngster practices his drawing skills at one of the many attractions at the iThra Knowledge Program in al-Hasa. In addition to popular activities and exhibits such as Ben, the al-Hasa season features three new attractions: the Names of Allah, Generations Oasis and a Heritage Village.



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News & media

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## Diplomats praise iThra Knowledge Program



RIYADH, August 29, 2014



Diplomats and VIPs representing dozens of countries have had high praise for Saudi Aramco's iThra Knowledge Program in Riyadh.

Special visitation groups topped 1,700 in the final week, with distinguished visitors, including Canadian Ambassador Thomas MacDonald, applauding the program, which wrapped up Aug. 29 at the Riyadh International Convention and Exhibition Center.

# Saudi Aramco Introduces Ithra Knowledge Program

10 October 2013 | 0 comments | Saudi Aramco News | by Saudi Aramco News

Final preparations are under way at Saudi Aramco for the launch of the 2013 Ithra Knowledge Program, which promises to again inspire and educate thousands of people from Saudi Arabia's Eastern Province.

The event will take place in Dhahran from Oct. 16 to Nov. 28 and is expected to attract about 500,000 visitors.

Serving as a stunning showcase for talents from across the Kingdom and around the globe, the popular program — formerly the Saudi Aramco Cultural Program — is one of the most successful outreach programs in the company's history.

Developed in conjunction with Saudi Aramco's King Abdulaziz Center for World Culture, the Cultural Program welcomed two million visitors Kingdomwide in 2012.

"Saudi Aramco realizes its social responsibility in the service of the country is not restricted to managing natural resources but extends to supporting the national efforts concerned with the development of human resources and the building of a knowledge society," said Mohammed Al-Qahtani, vice president of Saudi Aramco Affairs. "We are extremely proud of this program."

The 2013 Ithra Knowledge Program builds on past successes and on Saudi Aramco's efforts to enhance the cultural enrichment of the country for future generations. This year's focus on knowledge also contributes to the implementation of the newly announced national strategy designed to transform Saudi society into a knowledge society.

A new exhibit on 101 Inventions That Changed the World, original home-grown and international performances and an engaging learning exhibit featuring carefully selected art masterpieces — including a Picasso — from the world-renowned Centre Pompidou of France are inspiring highlights of the 2013 program.

Additional attractions include exhibits such as interactive shows exploring Islamic and Arab scientific heritage, the Energy Efficiency Pavilion and the Traffic Safety Village for teaching children the rules of safe driving — all designed to contribute to enhanced knowledge, safety and family enrichment.

Families and children, including 30,000 visiting school children, will enjoy the hands-on kids' Traffic Safety Village, children's art contest, kids' energy activities and the 1001 Inventions ("World of Light") interactive experience.

More than 500 volunteer opportunities will help local boys and girls acquire valuable knowledge and management and life skills.

After its six-week run in Dhahran, the Ithra Knowledge Program will continue in various regions in the Kingdom.

Note: The Dhahran program runs from Oct. 16 to Nov. 28 from 5 to 10 p.m. daily. For



## iThra Knowledge Volunteers Shine

29 November 2013 | 0 comments | Saudi Aramco News | by Saudi Aramco News

Saudi Aramco's firm belief in the importance of developing a volunteer work culture was personified recently by the presence of more than 500 young volunteers at the company's 2013 iThra Knowledge Program.

With more than 250,000 visitors so far, organizers from the King Abdulaziz Center for World Culture credit the 279 males and 232 females with a big part in the popular community event's success.

Volunteer experiences ran the gamut from serving as teachers at the Centre Pompidou art tent – requiring them to speak about the 20 contemporary art pieces on display – to assisting visitors with special needs, or ensuring the safety of children riding on stationary bicycles in the Energy Efficiency pavilion. Other volunteers served in ticketing, guiding children in the art tent and acting as theater ushers.



"The skills many of our volunteers had to learn was amazing," said Omar Bader, who is heading the Cultural Center's Knowledge Program. "They had to talk knowledgeably about art, find solutions to problems, take responsibility and remain courteous and professional, night after night. We are very proud of them all."

"The Knowledge Program could not have reached its current level of success without the dedication of our volunteers," said Khalid Al-Hazmi, volunteer team supervisor, who noted many people devoted their evenings to the six-week-long program following full days at their regular jobs.

"I started volunteer work with the company many years ago. This was a major element in building my character, and my confidence in my own skills is on the rise," said volunteer Sumayyah Al-Shammari.

The net result of all this energy and commitment? More than 100,000 volunteer hours, with these efforts representing more than 50 percent of the operational capacity needed to bring the iThra Knowledge Program to reality.

All volunteers went through a Volunteer Training Program, with short courses, interactive presentations and individual and group simulation exercises designed to encourage a talent for innovative approaches to dealing with challenges.

"Working as a volunteer made me realize the importance of good time planning. Now I can say with confidence that my time is not wasted," said Abdullah Al-Shehri, volunteer.

"This is part of Saudi Aramco's Corporate Social Responsibility strategy to create more social and economic opportunities for, and to effectively contribute to the development of, youth by building their character on the solid bases of knowledge, discipline, organization and cooperation," said Essam Z. Tawfiq, general manager of Saudi Aramco Public Affairs.

## Pioneering Youth Program Airs on MBC TV Network

12 December 2013 | 0 comments | Saudi Aramco News | by Saudi Aramco News

A pioneering prime time TV show created by Saudi Aramco's signature youth initiative launched on the Arab world's largest network, MBC TV, this past weekend.

The ground-breaking program, titled "Subscribe," is a combined effort between the King Abdulaziz Center for World Culture's award-winning iThra Youth initiative and MBC, and is expected to reach millions of viewers over the course of 13 episodes.

The first episode is estimated by MBC to have been viewed by at least one million viewers, and social media was overwhelmingly positive.

The Cultural Center's iThra Youth program strives to inspire young people to be lifelong learners, creative innovators and critical thinkers by giving young Saudi people an emotional bond with STEM (science, technology, engineering and math) subjects through technology-rich, interactive and innovative programs.

The "Subscribe" series airs at 7 p.m. each Friday for 13 weeks, with a second airing at 1 a.m. on the following Saturdays. The TV program focuses on science, technology, reading, art, creativity and volunteerism with content delivered through an exciting, modern and youthful approach.

The presenters — two Saudi males and two Saudi females — anchor the show, which also features accomplished male and female Saudis between 20 and 30 years of age.

"Subscribe" is expected to be a game changer in the "edutainment" offerings within the Arab world and is targeting viewership through both TV and social media. This will be achieved by introducing a "two screen" concept for the first time in the Arab world, where the pre-recorded show airs simultaneously with its online show, with the four presenters interacting live with the audience and answering their questions and comments. The online show starts 10 minutes before air time and ends 20 minutes after the show finishes.

The Cultural Center's iThra Youth and other team members were integral to the design, production and content development of the show.

The King Abdulaziz Center for World Culture is a major undertaking on the part of Saudi Aramco to create a beacon of knowledge, creativity and cross-cultural engagement in the Kingdom.

Link to MBC program website page: <http://www.mbc.net/subscribe>

Link to iThra Youth website page: <http://www.ithrayouth.net/>

Also see: <http://en.kingabdulazizcenter.com/>



## Thousands respond to call for iThra volunteers

RIYADH, July 09, 2014



Only four hours after an invitation was sent, 2,800 employees had applied to volunteer at [iThra Knowledge](#), Saudi Aramco's wildly popular outreach program.

The program — designed and produced by the [King Abdulaziz Center for World Culture](#) — will offer young male and female volunteers the opportunity to acquire knowledge and responsibility, as well as work, administrative and soft skills, in a safe and structured environment.

With more than half a million visitors expected at the program's first-ever indoor show in the Riyadh International Convention and Exhibition Center, volunteers will have to be well prepared.

Five-hundred volunteers — about 300 males and 200 females — will be selected from more than 3,000 final submissions, with teams of four interviewers completing the whittling down process through personal interviews.

"We received a very good and high quality of volunteers for Riyadh," said Anas Al Juraifani. "We are inspired by so many passionate people who want to give to society."

"I think because the program has already been to Jiddah and al-Hasa this year, a lot of people know about it, and they are excited," he said. "A lot of people come because Saudi Aramco is well-known for handling mega-projects and its well-organized events. And for a good number of people, this is the first time to volunteer. Many said they heard about it through social media."

Interviewers look at educational background, skill sets such as public speaking or scientific knowledge, as well as experience and passion.

“We have had lots of very good applicants: students, professionals, experts in many professions,” said Al Juraifani, who noted many people devote their evenings to the four-week-long program after working full days at their regular jobs.

By carefully screening and matching volunteers, program organizers can ensure volunteers are on the right track and don’t lose interest. “We want to develop them and make sure they do work that suits them,” said Al Juraifani. “And we want to learn from them; it’s a knowledge transfer.”

As with the previous two events in 2014, the stringent selection process has paid off in terms of retention, ensuring most volunteers commit to their minimum five day-a-week requirement — and bring 80,000 vital volunteer hours to the Riyadh event team.

Volunteers provide more than 50 percent of operational capacity.

The volunteer experience is open to Saudi Aramco employees, their dependents and members of the public who are 18 years or older.

A Volunteer Training Program offers three days of training, including safety and health education, followed by a medical checkup, on-the-job training — including crisis planning — and simulation exercises designed to encourage innovation in dealing with challenges.

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News & media

News

## iThra Knowledge Program wraps up in Dhahran

Dharain, December 05, 2013



Saudi Aramco's iThra Knowledge Program in Dhahran came to a close last week, with nearly 300,000 visitors passing through the gates of the 45-day program. An initiative of the [King Abdulaziz Center for World Culture](#), the program's next stop will be in Jiddah on Jan. 15.

In developing the idea for the program, the company aspired to make the popular event the first in a series of quality knowledge-based programs to be hosted at various locations throughout the Kingdom.

The iThra Knowledge Program is part of Saudi Aramco's contribution to

transforming Saudi Arabia into a knowledge society and is a major component of the company's social responsibility strategy, which is based on the four pillars of economy, knowledge, society and the environment.

At the program's closing ceremonies last week, Saudi Aramco president and CEO Khalid A. Al-Falih expressed his appreciation and pride in the efforts made by organizers in creating a program that successfully and indelibly impacted the lives of young people by sparking their imaginations and inspiring them to broaden their knowledge.

Al-Falih said the company strives to cultivate the creative energies of the Kingdom's young people so that they can contribute to the shift toward a knowledge economy, adding that he hoped to see the next world-changing invention coming from the Kingdom.

During a speech honoring the program's workers and volunteers, Al-Falih said he has great confidence in the Kingdom's young men and women and that given the appropriate working environment, they are a generation capable of conquering the impossible.

Mohammed Y. Al-Qahtani, vice president of Saudi Aramco Affairs, said he was delighted with the interaction between visitors, especially young people and volunteers who were indeed the jewel of the knowledge and creative celebration. He noted that iThra Knowledge 2013 in Dhahran concluded its activities with an excellent safety record and that it truly made a difference as a valuable addition to the knowledge and innovation programs and activities in the Kingdom.

Essam Z. Tawfiq, general manager of Saudi Aramco Public Affairs, said the iThra Knowledge 2013 team succeeded in developing and reinventing the previous version of the program, previously known as the Saudi Aramco Cultural Program. He said the new program had achieved a quantum leap in its content diversity and quality, professional organization, and national and international partnerships, which enriched the program. He expressed the company's deep gratitude for all who contributed to the program's success.

For his part, Fuad Al-Therman, director of the King Abdulaziz Center for World Culture, said iThra Knowledge 2013 sought to establish a cultural identity using a formula that combined tradition, modernity, education, entertainment and attractiveness to youth.

He pointed out that the program was characterized by high quality form and content, as well as being concerned with rich scientific and cultural heritage. All of this was linked to the contemporary world of creativity, technology and access to the peoples' cultures within a framework that was carefully designed to suit the Kingdom and enrich the nation and future generations.

Al-Therman highlighted a set of elements that were presented for the first

time, including inspiring memorable experiences for visitors such as visits for thousands of students from various educational levels. This included university students, for whom training and qualification workshops were designed.

The program also provided an opportunity for more than 500 young male and female volunteers to participate in organizing events and helping visitors, thereby building their character and enhancing their cognitive, administrative and life skills.

Of the nearly 300,000 visitors, 30,000 were students from area schools who participated in structured programs designed to expand their knowledge in a variety of fields.

The program was visited by many officials from various sectors, including HRH Prince Saud bin Nayif, Governor of the Eastern Province, who during his visit launched the new version of the program. HH Prince Jalawi bin Abdulaziz bin Musa'id, Deputy Governor of the Eastern Province, also toured the program activities. Also visiting were: HE Ali I. Al-Naimi, Minister of Petroleum and Mineral Resources; HE Dr. Abdulaziz ibn Mohieddin Khoja, Minister of Information and Culture; and a number of senior officials from various government and private agencies such as a delegation of academics from the University of Dammam.

The CEO praised the quality of iThra Knowledge 2013 events, saying the program was a testament to the efforts of Saudi Aramco and the King Abdulaziz Center for World Culture in providing an appropriate environment for creative Saudi youth. "The real treasure we are seeking to invest in is the creative potential of our Saudi youth and the formation of teams that can perform with high quality," he said.

Al-Falih concluded by congratulating the nation on its creative youth who lived up to expectations and showed great organizational and development skills that drew praise from visitors observing the volunteers performing their roles in an exemplary fashion.

"The culture of volunteerism was represented at its best in iThra Knowledge, which is why we are anxious to spread and instill it in our society," Al-Falih said.

Next up for the program is Jiddah, where it is scheduled to open Jan. 15.

## **Creativity Forum News Item for The Arabian Sun - 2013**

**by Wynn Horn**

**\*\* See photo of interior designer attendee, Noora Alnujaidi**

Industrial design in Saudi Arabia may soon take on a new face, thanks to inspiration arising from a Center for World Culture Creativity Forum session by Saudi artist, Ahmed Angawi.

Angawi was the source of inspiration for at least one young female professional in the audience Jan. 29<sup>th</sup> 2013.

Noora Alnujaidi told the audience at the close of the forum: "I always wanted to be an industrial designer or product designer but I didn't know how. Now I have a focus."

Her muse? Angawi, who evolved into a product designer, became an industrial designer by default and is now a well-known artist/designer and member of the Saudi Industrial Design Association (SIDA).

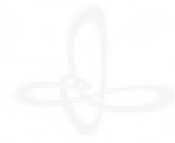
"There was no product design being taught when I came back to Saudi," Angawi told forum attendees. "There are amazing local resources here; you just have to shape it."

Inujaidi, an interior designer with Jacobs Engineering in Khobar, told the audience that her father was an industrial manufacturer; she used to play around with leftover industrial scraps, wondering what to do with such intriguing pieces.

Thanks to Angawi and the Cultural Center's Creativity Forum, she now knows how to put that wonder to good use.

"I want to thank the Center, because today I put my Plan A back on track," said Inujaidi.

**SEE PHOTO**



King Abdulaziz Center  
for World Culture

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## **SPEAKING POINTS FOR MR. FUAD THERMAN (DRAFT 1)**

### **DIRECTOR, KING ABDULAZIZ CENTER FOR WORLD CULTURE**

**Event:** Opening and Welcome to the Harvard/Peabody Museum Workshops, Sept. 8, 2013.

**Attendees:** Aramco and Center workshop participants + representatives from Harvard University/Peabody Museum of Archaeology and Ethnology at Harvard University.

#### **Welcome**

- Welcome to the official opening of the Cultural Center's first series of workshops as part of our Cultural Academy program. I am pleased to see so many familiar faces of our employees who will be receiving such an important education over the next three days.
- And I am excited to see our friends from Harvard University's renowned Peabody Museum... Welcome to the Kingdom of Saudi Arabia.
- This is a historic educational event for our Center – the pilot workshops under the Center's Cultural Academy program.

#### **Cultural Academy**

- The Cultural Academy is the first of its kind in Saudi Arabia -- delivering learning programs in vital areas of knowledge for Saudi Aramco and the Center.
- These programs will be developed and delivered in conjunction with leading outside specialist institutions, such as yours.
- This will help Aramco and the Center tap into best practices and stay abreast of current cultural industry trends and issues.
- That kind of knowledge is vital to such a landmark venture such as the Cultural Center.

## Center Background

- Our Center gathers multiple components under a single roof --- making it a unique facility in the global knowledge, culture and creativity environment.
- The Center underscores the Kingdom’s move to a knowledge society and a knowledge-based economy, helping the country achieve even greater, more sustainable prosperity for the future.
- To that end, we have a mandate to encourage interactions with other global cultures and civilizations, while also helping to preserve and celebrate Saudi Arabia’s own culture.

## Knowledge Society

- We strive to grow, improve our educational system, and put in place the conditions necessary for a knowledge-based economy in the Kingdom.
- In an ever-more globalized world, the ability to interact with individuals and institutions from different cultural and social backgrounds will be vital for success.
- This is particularly important in an increasingly interdependent and globalized world.
- The Center is a good example of balancing the Kingdom’s belief in the “home-grown” authentic approach to such projects — built locally over time—with internationally-respected standards.



## Need to expand global reach at same time

- Any facility of this size and vision must look to the expertise and wisdom of those who have come before us.
- That's why we're engaging with some of the world's leading institutions in the fields of knowledge and culture – such as Harvard and the Peabody.
- We are honored and thrilled to have such venerable experts here in the Kingdom.
- We are keen to have the Cultural Center make its voice heard in the global conversation around knowledge, culture and creativity -- and we appreciate your contribution toward making us part of that global conversation.

## Wrapup

- I thank you for coming and sharing your knowledge so that we can, in turn, pass on vital knowledge to our young employees.
- And I also want to thank Dr. Laurence Hedley-Brown for working so hard to make this first major project of the Cultural Academy such a notable one. I also commend Mr. Khalid Sulami for his department's hard work to get this initiative off the ground.
- I wish you all great success over the next three days.

Thank you.

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## **SPEAKING POINTS FOR KHALID H. SULAMI (DRAFT 1)**

### **KING ABDULAZIZ CENTER FOR WORLD CULTURE**

**Event:** Opening and Welcome to the Harvard/Peabody Museum Workshops, Sept. 8, 2013.

**Attendees:** Aramco and Center workshop participants + representatives from Harvard University/Peabody Museum of Archaeology and Ethnology at Harvard University.

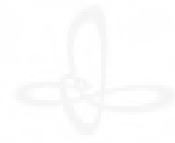
#### **Welcome**

- Thank you Mr. Therman, for those kind opening remarks.
- It is a pleasure to see Harvard University's renowned Peabody Museum here in the Kingdom.
- And it is wonderful to see so many eager faces, ready to learn, learn, learn!
- We are very proud to be here today... The Center's pilot workshops and Cultural Academy program are indeed a cause for celebration.

#### **Cultural Academy**

- Mr. Therman has already touched on the Center's auspicious **Cultural Academy** but I just want to add a few more points...
- The Academy is the first of its kind in Saudi Arabia -- delivering learning to Saudi Aramco, the Center and the area.
- Indeed, the mandate is to increasingly bring in outside participants from the region.
- All these different perspectives will help build stronger networks of arts, culture and knowledge collaboration in the Gulf.

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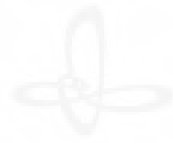


## Structure

- This unique **Cultural Academy** will include a mix of classroom/workshop training, online educational modules, and hands-on learning, augmented by a structured **mentorship program** that matches young staff with seasoned professionals.
- Eventually, the Academy aims to have a **tiered** approach, with Basic classes offered to non-specialists, Intermediate programs for specialized professionals, and Advanced programs - primarily internships - to further develop emerging leaders in their fields.
- This will help Aramco and the Center tap into best practices and stay abreast of current cultural industry trends and discoveries.

## Participants

- We hope that over time, about 65 percent of the Academy's participants will be drawn from the King Abdulaziz Center for World Culture.
- A further 15 percent are expected to come from other areas of Saudi Aramco Affairs and Saudi Aramco at large.
- And the remaining 20 percent will come from other knowledge and cultural institutions in the Kingdom and around the Gulf.
- This will be an integral part of the Cultural Center's '**Gulf Cultural Collaboration**' initiative...
- ... This initiative is designed to strengthen collaborative networks among similar institutions in the region, and support the Center's goals of promoting creative industries and aiding the transition of the Kingdom to a knowledge society.



Thanks for the opportunity to show you just some of my recent work! *WH*

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