

From: [REDACTED]
Subject: EMBARGOED NEWS: Illuminating the future of global art - from Riyadh to New York – 2025 Noor Riyadh Festival Theme Unveiling
Date: Wednesday, September 3, 2025 2:55:00 PM

Embargoed until September 9, 2025, at 12 PM EST.

Hello [REDACTED]

I'm pleased to share that Noor Riyadh, the world's largest annual festival of light and art, will return in 2025 with the theme In the Blink of an Eye. More than a citywide exhibition, the festival has become a cultural platform—bridging Saudi Arabia's expanding art scene with a forward-looking global dialogue that positions Riyadh as a hub for creativity.

Curated by Mami Kataoka, Li Zhenhua, and Sara Almutlaq, this year's theme explores the transformative potential of fleeting moments—how quickly perception can shift, and how art can expand our sense of time, space, and possibility. Among the highlights is a newly commissioned work by Chilean-American artist Iván Navarro, joining a roster of leading international and Saudi artists whose projects reflect Noor Riyadh's mission to spark cultural connections across borders.

The festival will once again transform Riyadh into an open-air museum, reimagining urban landmarks such as the STC and KAFD metro stations, King Abdulaziz Historical Centre, Qasr Al Hokm, Jax District, and PIF Tower as immersive sites for light art. By doing so, Noor Riyadh underscores the role of culture in shaping how people engage with the city.

Equally important is Noor Riyadh's commitment to cultural leadership and inclusion. Under Festival Director Nouf AlMouneef, women are at the forefront—from curators guiding the program to a VIP panel on contemporary art patronage that highlights women's influence in shaping cultural ecosystems and conversations worldwide.

We'd be delighted to share more details under embargo, including access to visual assets and opportunities to connect with the curators, artists, and festival leadership.

Warm regards,
[REDACTED]

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For scheduling needs please reach out to Natalija Wortman, Executive Assistant, Bay Area Hub at



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