

From: [REDACTED]
Subject: Fw: Embargoed: 2025 Noor Riyadh Festival Theme Unveiling
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From: [REDACTED]
Sent: Wednesday, September 3, 2025 2:34 PM
To: [REDACTED]
Subject: Embargoed: 2025 Noor Riyadh Festival Theme Unveiling

H [REDACTED],

Hope you're well! Wanted to reach out with non-America250 related news that I thought might be of interest to you and your team.

Edelman is working with the Royal Commission for Riyadh City (RCRC) which is looking to familiarize Americans with one of its biggest art festivals – **Noor Riyadh, the world's largest annual festival of light and art**. RCRC is preparing to announce details about the 2025 festival which is returning with the theme "In the Blink of an Eye."

Despite being the largest festival like this in the world it is pretty under the radar here in the states. In a few weeks, RCRC is hosting a launch event in NYC to announce these details. Happy to share more info on that, and offer interviews with the curators, festival leadership, and participating artists. They won't be in SF but happy to arrange any phone interviews. If you're interested, we ask that you agree to an embargo of **September 9, 2025, at 12 PM EST**.

A bit more background on the festival:

- As RCRC looks to engage global audiences, the 2025 festival will feature leading international artists, including a new commission by Chilean-American artist Iván Navarro, underscoring Noor Riyadh's role as a global platform where cultural perspectives converge.
- Curated by Mami Kataoka, Li Zhenhua, and Sara Almutlaq, this year's program explores the transformative power of fleeting moments, inviting audiences to consider how perception shifts instantly and how art redefines our sense of time, space, and possibility.
- Spanning Riyadh's landmark sites, including the newly launched STC and KAFD metro stations, King Abdulaziz Historical Centre, Qasr Al Hokm, Riyadh Art Building in Jax District, and PIF Tower, the festival will transform the city into an immersive canvas for contemporary light art.
- Lastly, led by Festival Director Nouf AlMouneef, Noor Riyadh continues to champion women in cultural leadership. From the women curators guiding this year's program to the VIP breakfast panel on contemporary art patronage, Noor Riyadh shines a spotlight on women's essential role in shaping cultural ecosystems and contemporary cultural conversations.

Looking forward to any thoughts,

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