

Partnerships & Collaborations

- Saudi Cinema Society
- Sana Tourism Company / Saudi Cruise
- Cultural Support Fund
- Ministry of Culture: Fashion Commission
- Ministry of Culture: Literature, Publishing and Translation Commission
- Ministry of Communications and Information Technology
- Retal Urban Development Company
- Royal Commission for AlUla province
- Saudi Arabian Federation for Electronic and Intellectual Sports
- Saudia Airlines

Ithra's International Presence

More than any other year, in 2022 Ithra reached different parts of the world through awards, regional and international partnerships, and recognition that further enhances the awareness of Ithra. The Center's international presence included: the World Cup campaign in Qatar, the Frankfurt Book Fair, the Creative Solutions Showcase in London, and the Cannes Film Festival. Ithra has also successfully attracted media attention from various parts of the world for its programs, initiatives, conferences and global events, including extensive media coverage from well-known newspapers, networks and platforms such as The National, BBC, Financial Times and CNN among many others.





Frankfurt Book Fair



After success at the national level at the Riyadh Book Fair, Ithra participated for the first time in the Frankfurt Book Fair, the largest and commercially most important book fair in the world. The 2022 edition was held October 19 - 23. The Fair's programming included an Ithra-organized panel discussion titled "The Status of Arabic Literature



in the World" at the Frankfurt Studio. Ithra's fair booth provided visitors with a virtual reality tour of the Ithra Library, to highlight it as a leading cultural destination for knowledge and literature with diverse programs and holdings and to position the Ithra Library among its global counterparts.

Ithra at Cannes Film Festival



Ithra participated in the 2022 Cannes Film Festival, which was held from May 17 - 28 in the Saudi pavilion led by the Saudi Film Authority. Ithra presented two short films: "An Old Phone Number" by Saudi director Ali Saeed, and "Swing" by Saudi director Raneem Al Mohandes, which received

wide media coverage. In addition, the head of the Performing Arts Unit at Ithra contributed to a number of seminars to highlight Ithra's role in the Saudi film industry as the most prolific production house and host of the Saudi Film Festival, which is held annually at Ithra.



iRead
Talks



iRead Talks is a series of cultural events held in a number of Arab capitals, including Riyadh, Muscat, Cairo, Rabat and Amman as part of Ithra's reading enrichment program, iRead. The goal of the program is to promote reading culture in the

Arab world through lectures, workshops and panel discussions that bring writers, authors, thought leaders and readers from various fields onto a single platform to discuss reading, writing and related topics.