



The Creative Solutions Program is an annual innovation program that aims to find practical solutions using XR technologies to selected immersive content challenges. Creatives in the fields of art, science and technology are encouraged to develop ideas and transform them into marketable models and products with the help of experts, consultants, mentors and trainers specializing in creativity and innovation. In 2022, 30 participants gathered at Ithra to

complete 15 masterclasses over eight weekends. The accompanying exhibition attracted more than 10,000 visitors. An international showcase of the finalists' work was presented in London to an exclusive group of industry leaders, including creative directors and CEOs of accelerators, investment and technology companies of all kinds, and directors of festivals, universities and the media.



# Digital Wellbeing Summit (Sync)







In 2022, Ithra launched its first Digital Wellbeing Summit (Sync), which aims to promote the balanced use of technology to reduce negative impacts caused by new digital habits. From March 29 - 30, the summit hosted more than 60 high-level speakers from over 20 countries and welcomed more than 8,000 in-person visitors while over 39,000 watched the live broadcast. During the summit, the Sync team presented a varied slate of activities for Ithra

visitors to encourage them to reflect on their internet usage and increase their awareness of digital wellbeing. The Center also signed a memorandum of understanding with the Ministry of Communications and Information Technology to work on related educational and awareness activities. The Ithra team also explored potential partnerships with a number of related international institutions.

# Programs & Initiatives



# Founding Day Celebrations



The first Saudi Founding Day Celebrations at Ithra took place in February 2022 and lasted for five days, attracting more than 60,000 visitors. The 20 featured programs included poetry, music and folkloric performances. Key programs included a camel caravan show in cooperation with the Camel Club, and Nabataean poetry evenings hosted by prominent poets such as



Nayef Saqr. The Ithra Cinema hosted a panel discussion titled "Tale of History" which shed light on the history of ancient Diriyah. The Center also offered families the chance to show off the best of traditional Saudi dress by inviting them to join the celebrations wearing their favorite authentic traditional costumes.