

## The Role of Cultural and Artistic Institutions in Enhancing Artistic Awareness in Saudi Society

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### ABSTRACT

This study examines the efforts undertaken by the Kingdom of Saudi Arabia to establish cultural and artistic institutions aimed at nurturing art and enhancing artistic awareness within Saudi society. Such awareness cannot be achieved without providing services to artists and focusing on cultural and artistic outputs that support the Kingdom's ongoing development. This aligns with the vision of His Royal Highness Crown Prince Mohammed bin Salman Al Saud, who places great emphasis on culture and the arts in all its forms and directly oversees artistic institutions. Key initiatives include the establishment of Misk Art Institute, the Royal Academy of Arts and Crafts, and the provision of renowned specialized institutions that promote awareness through year-round events such as musical and cinematic exhibitions. These events showcase Saudi Arabia's artistic heritage and previously underappreciated historical artifacts. Programs such as artist residencies and collaborations with experienced critics and curators facilitate continuous exhibitions and events, effectively engaging the Saudi community. For instance, the Dariya Biennale for Contemporary Art serves as a global event celebrating Saudi Arabia's contemporary art scene and fostering cultural dialogue with international artists. This has positioned the Kingdom as a leading global destination for art and reinforced its status as a hub for the arts on the world stage. Additionally, JAX District has transformed Dariya's industrial heritage site into a creative hub for artists and a venue for showcasing talents. It embodies the vision of the General Entertainment Authority by adhering to international standards and significantly boosting domestic and international tourism through its diverse cultural and artistic events.

**Keywords:** Cultural Institutions, Museums, Exhibitions, Artistic Awareness, Cultural Production, Saudi Society.

### Introduction:

The idea of establishing a distinct identity for our artistic institutions revolves around the nature of artistic output from these institutions and its impact on both the general and specific social environment. It is impossible to discuss the nature of this cultural and artistic production without considering the role of our cultural institutions. Art is a significant facet of culture, playing a vital role in nurturing societal awareness and fostering artistic appreciation. It involves the preparation of artists and designers and their readiness to achieve the necessary cultural depth and lead society's aesthetic taste. Furthermore, it relates to the manufacturing and production of art, creating a connection between the artist, designer, producer, and consumer.

Authentic artworks inherently reflect their unique visual and material culture. This aligns with Adonis's perspective on culture, as he stated, "Culture is not merely a factor in the development of societies but the foundation and primary driver of that development." Notably, as nations worldwide move toward a unified global culture, they utilize scientific efforts, advanced studies, and contemporary technologies to foster cultural dialogue and extend their scope. These movements inspire societies to strive for scientific advancement through platforms dominated by Instagram, virtual reality, social networks, and applications that emphasize cultural presence through artistic expression. This shift aims to improve societal outcomes and develop cultural and artistic products that are both authentic and contemporary.

The interplay between science and art is crucial, as their divergence could hinder human progress. While art focuses on creativity as an expression of human emotion, science uncovers laws that, when combined, form a culture that meets both material and spiritual needs. This balance offers a harmonious vision of the roles of science and art while avoiding pitfalls that reduce humanity to mere machinery. Globally, there are efforts to make the cultural role of art a fundamental one across various cultural dimensions. These efforts manifest in media outlets, museums, and initiatives that bring together technology, art enthusiasts, and artists to focus on art creation and production. This collaboration results in artistic outputs that are beautiful and expressive of Saudi Arabian culture.

To fulfill these goals, scientific and artistic institutions have been established to emphasize the importance of culture and art in fostering international solidarity. These institutions support researchers and artists by facilitating collaboration with their international counterparts, promoting the spread of art and technology, and reflecting these advancements within cultural and productive institutions to benefit society and individuals alike. Within this research, we aim for cultural and artistic production institutions, along with visual production stakeholders, to leverage available scientific and artistic support to create outputs that enhance artistic awareness.

### Research Problem:

The Kingdom of Saudi Arabia seeks to increase the artistic and cultural awareness of the people by establishing and sponsoring creative people and providing an incubator environment for them that teaches them, guides them and markets their works, which will increase awareness through this creative production. The research problem emerged: Has the production produced by these institutions by local artists according to international standards that support the field of exhibitions and museums as a tourist resource whose artistic activities are held in archaeological sites succeeded in return for the efforts made by cultural and artistic institutions?

### Importance of research:

- 1- The importance of exhibitions and museums and the cultural and artistic awareness they achieve.
- 2- Providing artistic institutions under the auspices of the Ministry of Culture and Arts to sponsor artists and their creative production.
- 3- Highlighting the efforts made to provide an attractive work environment for innovators.
- 4- Providing the opportunity for cultural and artistic exchange around the world through artistic residencies.

### Research methodology:

The research depends on the descriptive historical approach based on research literature and subjecting it to criticism and analysis to extract information through which we reach the results, as well as using the quantitative approach to identify the extent of the contribution of cultural and artistic institutions in the Kingdom of Saudi Arabia in increasing the artistic awareness of Saudi society.

Chapter One: The role of cultural institutions in contributing to society's culture and artistic awareness.

The role of cultural institutions established by governments has a serious impact on society in terms of fulfilling its spiritual, psychological and creative requirements and working to prepare the appropriate cultural climate in all its branches for all members of society, so that the process of interaction between it and the practical environment is a healthy interaction, the results of which are creative artistic works that achieve a unique identity created by this individual whose spiritual demands have been fulfilled and with the climate that has been made available to him that has been well prepared. These spiritual requirements, and this ideal climate that the individual and also the group enjoy, and its effects will appear creatively in his diverse human production of literature, poetry, art and music.

For those responsible for achieving these requirements and creating this climate, the importance of good preparation for these people is highlighted, as their level of awareness and understanding will have an impact on how the communication will be done. Society is not just the society of cities or capitals, but society extends and branches out into distant villages, and the method chosen by those responsible for simulating this diversity of segments of society has an impact and positives in achieving the goals of these institutions and their message towards culture, from which will be the responsibility of the culture of this society and its artistic awareness. These institutions and their message towards culture, from which will be the responsibility of the culture of this society and its artistic awareness. These diverse institutions include audio and visual media devices, and these are the most dangerous, due to the impact of artistic and non-artistic museums and the impact of the art school and visual arts in particular and social media.

Since the individual is the basic unit, proper preparation for him from an early age achieves the cultural planning of society, which is what he wants to achieve, as we see that one of the most important goals of artistic institutions in general and educational institutions in particular is to direct the individual towards the correct social direction and the public good with the real life he lives, and on the other hand, trying to modify the individual's behavior and contribute to his aesthetic education through art as a means to achieve certain values from developing the emotional aspects to venting his preoccupation with everything that is useful and more than that, respecting people's feelings and their social cohesion and respecting the value of work and workers . However, we are all aware of the problems of education in educational institutions now, despite all the efforts made to reform and develop it. We find different types of artistic schools in terms of direction and style, and we consequently notice the realistic and actual status of arts in our larger society in the primary educational institutions, especially for children.

With the presence of scientific forums, theoretical research, suggestions, recommendations and solutions, and often a summary of what research has reached around the world, there is always a need to implement sound plans and move to reality. This is undoubtedly reflected in society as a whole, as the individual grows up and the educational process has not been completed as it was destined to be, and artistic awareness has not been achieved as we wanted it to be. Therefore, we reap in the higher stages after that, in the youth stage and after it in postgraduate studies, problems that were the result of this reality. This individual represents the connoisseur, artist, designer, creator, craftsman, manufacturer, consumer and producer.

The second topic: The culture of our society and its artistic awareness of the museum.

Museums are nothing but windows through which we see the cultural and artistic products of peoples' cultures and their tangible activities, as all museums share this definition in their ways of existence and development to be a witness to their era and a representative of its cultures. Likewise, art museums, ancient and modern, are the main repositories of works of art and culture, from paintings, sculptures, musical instruments and other artistic cultural productions that record the details of the emotional, religious and daily life of the forms and contents of the living interaction between the artist and the cultural depth of the artist in a systematic historical review that shows the extent to which the culture of society was reflected in its artistic production. Therefore, the importance of museums appears as one of the cultural institutions that educate society and the individual, and they are a wealth of sources of knowledge and culture, worthy of attention and calling for them and providing all means to increase them. Museums protect the unique heritage and present it to the ordinary person, educating him and making him proud of his humanity and the depth of his historical civilization and its intellectual depth.

Thus, the process of adaptation to mental and aesthetic abilities increases by simulating the method of practical processing of the skill and acquiring the skill of aesthetic recognition and historical perception in a manner that suits the existing conditions and the individual's rediscovery of his identity and culture. More than that, it creates a feeling that is associated with a field that mental and aesthetic abilities can adapt to, by simulating the method of scientific processing and acquiring the skill of aesthetic recognition and historical perception in a manner that suits the existing conditions, and the individual's rediscovery of his memory and human identity in a manner that achieves more than just interest and knowledge for the specialist, as specialists are spontaneous pioneers of museums, and are often students and graduates of Art and design institutions. Therefore, museums are considered a treasure in what they record of details of form and content, and demonstrate the interest of the civilized world in the interaction between them and their visitors because in addition to the way in which its contents are presented, there are other aspects that can make it a center of civilizational radiation through the relationship between museums and scientific progress.

There is a difference between theoretical study, seeing pictures and colored slides despite their importance, and directly seeing the real artwork in the museum. Looking at pictures and video clips does not replace the original of any artwork, as there is no substitute for the original work itself, because the truth of feeling is something that happens in the museum, where the works speak for themselves and do not allow for free interpretation. On the other hand, the relationship between the specialized artist and the designer in the museum prepares him to have many experiences, and develops

awareness of the forms he studies in terms of how the form relates to the content, and arouses in him a love of experimentation and self-criticism.

### **Social media and audio-visual media:**

We notice that visual and audio media and social media are the most widespread and reach the depths of all the audience and people in every home, village and governorate. Rather, major countries are now seeking all media to communicate their ideas and ways of life, whether they are suitable for other societies and appropriate or inappropriate, as this global tide in transmission is a reality. Therefore, despite what we desire in terms of a good level provided to raise the level of the individual to be influential in our societies, more than that, what is provided enables us to stand on an equal footing to compete with what comes to us via satellite, provided that it is in both cases good, contemporary and original.

Indeed, we notice these attempts in many of the ideas presented in general, as we see and hear successful global works with complete movement and artistic formulation, as well as novels, plays, music, and programs that compete, analyze, and provide recommendations in a realistic and direct manner, as is the case with the General Entertainment Authority. Therefore, we find the connection of the individual and society to culture and its impact on the cultural position at the level of the artistic individual and his relationship with the visual arts, through which he can achieve his identity, humanity, and distinction. Then the position of culture at the present time between advanced sciences and the features of art with a human character and how to reach them to serve the individual and society.

Because one of the features of human work is its individuality and distinction as an innate desire of man, this is what I see us striving to achieve to be reflected in our artistic production to be contemporary and authentic, not an unconscious imitation of forms that are present to us. Artistic institutions have a special importance in the role they achieve to make culture a basis for development, through the appropriate method, manner, and preparation of each of their tools and those in charge of them to achieve this goal, which is the development of society and the development of its emotional and innovative aspects and providing it with the necessary information about the role it should play in the global community and its impact on the culture of society and the level of its artistic awareness and the positives that affect the role of each of them in achieving their goal, which will be like the seed that these institutions plant in the individual, who will assume responsibility for leading the institutions of artistic production and the level of production, whether this individual is the designer or the producer.

Third section: Museums and scientific progress.

Contemporary means of preserving heritage have reached a degree of tremendous scientific progress to preserve it. In the middle of the twentieth century, laboratories for technical tests were established in major museums, and universities put their equipment and devices, and sometimes their researchers at the service of works, art historians, artists, designers, and those responsible for preserving works of art, examination methods that increased the ability of the human eye to analyze and extract results. Precise X-rays are preferred because they are non-destructive rays that were discovered in 1895 AD, and the first X-ray image of a painting was taken in Munich. The accuracy of the analysis reached such a level that it was possible to reach the secrets of the material used in the artwork, and to discover its origin and place in time, and this is in addition to other scientific methods such as spectral analysis and thermal radiation.

This scientific revolution can help with other factors, which if taken into consideration, make museums a distinctive cultural and civilizational center and make visiting the museum a pleasure for the educated, the child and the non-specialist person, so a good publication, presented in an easy and attractive style, to periodicals that discuss the problems of museums and artists, their techniques and artistic trends and related research because these exhibits have an important impact on the visitor's conscience and when the status of the museum's contents is renewed, and presented in a periodic manner that may be a year or every two years, this achieves a sense of diversity and attracts the individual to knowledge and these effects are achieved by the work team that manages the museum with the conviction of holding seminars and holding exhibitions in the museum to discuss ideas or techniques to help develop the viewer's thinking and with the presence of musical performances to confirm the desired effect and what remains after that is what the museum can offer in books and copies and that some products are sold to some artists who have a distinctive impact in their society, provided that the acquisition of these works is a memory of an experience of taste associated with this place.

#### Fourth Section: Contemporary Artistic Production:

In the beginning, the matter was simple, which is for a person to make his need with his own hands, to achieve benefit with what this product carries emotional and human features for an industry whose effect is reflected in joy on himself, and on those around him, and achieves the function for which it was made. This is no longer the case in our present age, the age of industry and machines. With the growth of population movement, the large number of societies, the difference in their systems, the diversity of their problems, the dominance of machines, the growth of social media and artificial intelligence, the problems facing the individual and the surrounding society have become more than each individual can make his need with his own hands, and there is no longer the possibility of this human impact growing in

everything he needs with his own hands, but there is now a robot that performs many tasks.

This global growth has been accompanied by technological development in the world of artificial intelligence, which has been reflected in everything connected to it, and consequently in the emotional features reflected by the shape made by machines in the eye of the beholder. Therefore, the role that the individual plays in controlling artificial intelligence to give it the best shapes and ideas from what we achieve for its recipient joy and achieve for him the greatest degree of comfort in using it. The problem of the popularity of this product remains the product of artificial intelligence and machines. With their presence, there is what is called competition in the market and the popularity of production or masters.

Material problems were imposed and there was a large gap in the impact left by the inhuman god and between art and artists and their human impact in their production despite the common goal which is to serve humanity. The god and the machine were invented by humans to fulfill their needs and the growing needs of society and to quickly provide them with the numbers they need, but the systems and relationships of the industrial world have lost control over what they produce and what this production carries of emotional values that appear in its form. Hence, the need for a science that achieves interconnection and seeks to fill the gap between inevitable industrial production and the artistic value in this production and seeks to solve other problems related to it, which is the economic factor. The science of design is the science that creates a balance between the production of machines and the production of artists to fulfill daily needs in all their aesthetic values. From this balance comes the role of the designer who takes on the aesthetic decision and bears responsibility for the form that the machine will manufacture according to the precise aesthetic specifications that he wanted it to be. The contemporary world gives us a tremendous development in this science and the history of design gives us the names of celebrities who have contributed in a revolutionary way to the science of design taking a balanced path that achieves value with the products of the machine and the science of design with artificial intelligence expands every day for more study, research, application and theories that determine its cycle, goals and its connection to art, science and technology.

#### **Results and recommendations:**

##### **First: Results:**

Through the theoretical and practical study in the current research, the researcher reached the following results:

1. The state produced centers and institutions for arts and design that became a link for artistic production centers and a center of radiation for artists, designers and consumers.
2. The role of artistic institutions in spreading awareness and culture at the general level and achieving this effective connection in educating the ordinary citizen.
3. The responsibility of the role and institutes of arts in preparing the designer and artist through artistic residencies to obtain a variety of experiences through trainers from foreign countries.
4. Providing a space for displaying and selling artistic production by providing the platforms and documents required to provide original copies such as a freelance work document.

#### **Second: Recommendations:**

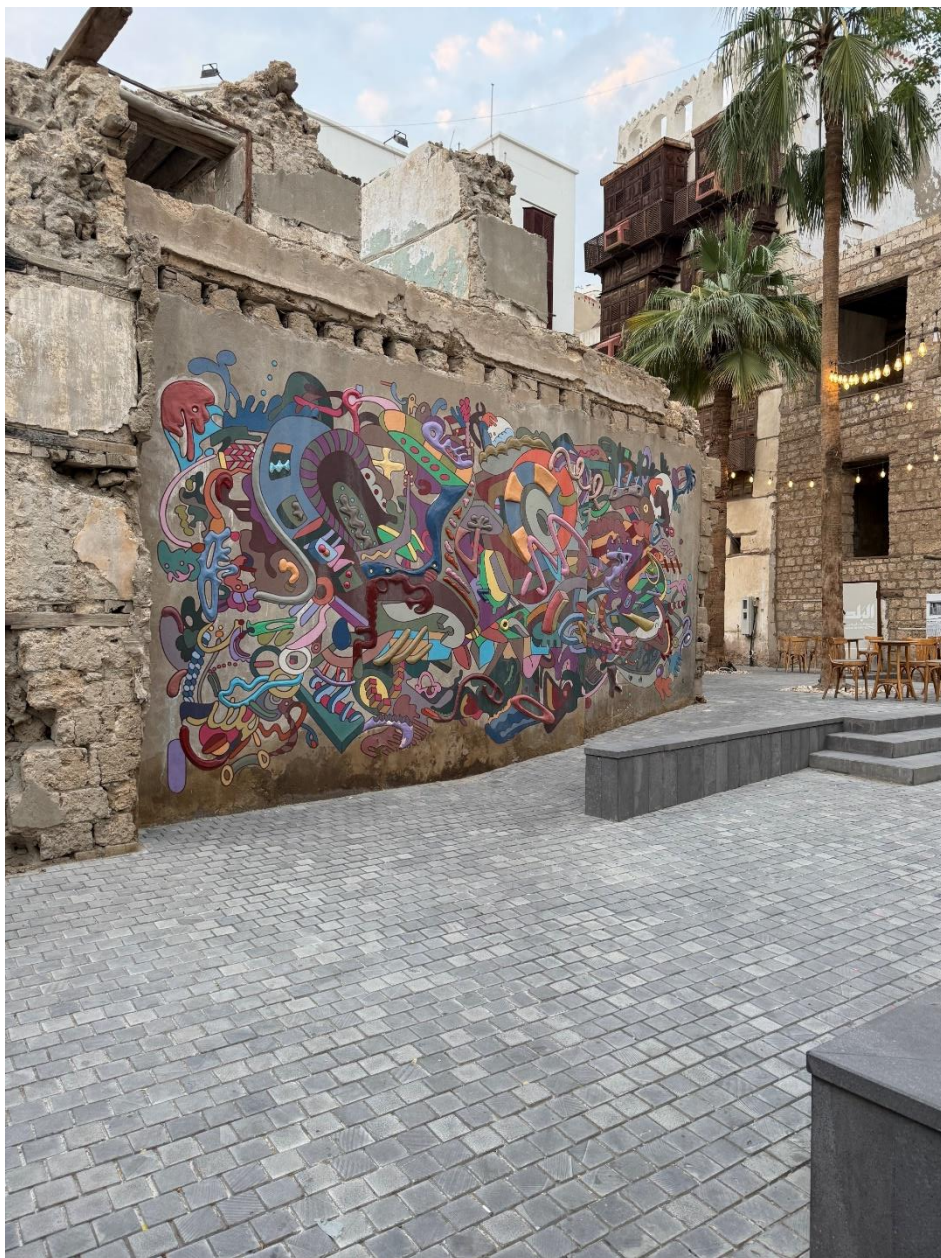
1. Benefit from the support of local institutions to promote scientific and artistic research to reach good products, especially laboratory research and artistic residencies.
2. Bringing those interested in industrial production issues closer to artists to raise the aesthetic and functional level.
3. Paying attention to cultural institutions in museums, visual and audio media, and social media to prepare the individual and society culturally, from which the artist, producer, and connoisseur consumer are formed.
4. Encouraging the establishment of private studios for artists to bring production to the level of high art, which is the value that will reflect its impact on artistic production.

#### **Conclusions:**

This research attempts to address the idea of creating a special character for our artistic production issued by artistic institutions and discusses the possibility of creating an artistic character that belongs to Saudi culture as a global one in terms of the general character, quality and skill of our artistic production and care for the general environment. The other aspect is our artistic industry. Despite keeping pace with the tremendous development of artificial intelligence and the world of digital arts and 3D printing, these industries need many studies that help them confirm the Saudi visual identity. This character cannot be addressed, especially in relation to this research, which is the role of artistic institutions in documenting our cultural position and spreading awareness of the importance of this visual narrative, considering arts as an aspect of culture.

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