

An architectural rendering of a modern courtyard in Jeddah, Saudi Arabia, at dusk. The scene features a central paved walkway with a geometric tile pattern, flanked by buildings with intricate, illuminated facades. On the left, a building has a glowing pink and purple facade. On the right, a building has a glowing orange and yellow facade. In the background, a tall minaret and a dome are visible against a twilight sky. A person in a white thobe is walking on the right side of the courtyard. The overall atmosphere is warm and inviting, with a mix of traditional and modern architectural elements.

WELCOME TO JEDDAH ARTS & CULTURE PROJECT

A groundbreaking cultural and creative space in Jeddah, Saudi Arabia, designed to redefine film, art, and entertainment experiences while nurturing local and regional talent.

An architectural rendering of a modern cultural district in Jeddah, Saudi Arabia, at dusk. The scene features a wide, paved pedestrian walkway with a geometric tile pattern. On the left, there are lush green plants and a building with a large, illuminated archway. On the right, a building with intricate, dark metalwork and a large, arched entrance is visible. In the background, a tall, illuminated minaret rises against the twilight sky. The overall atmosphere is warm and inviting, with soft lighting from the buildings and the sky.

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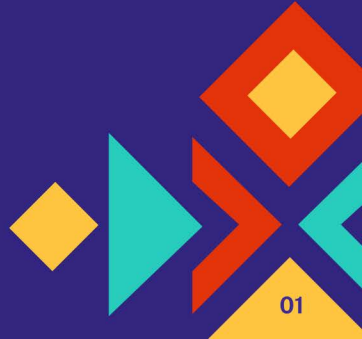


INDEX & CONTENT

- ✦ Introduction
- ✦ Goals & Outcomes (Company, Team, and Role Overview)
- ✦ Key Processes (Tools, Meetings)
- ✦ How to be Successful
- ✦ Resources and Contact
- ✦ Next Steps



Team Name





THE PROJECT CONCEPT



The Red Star Creative Hub will serve as a **cultural beacon** and **luxury creative destination** in Jeddah. It is designed to inspire artists, empower creators, provide world-class entertainment, and foster a vibrant community of film and art enthusiasts.

Team Name

VISION STATEMENT

The Red Star Creative Hub aims to become **Jeddah's leading destination** for independent cinema, luxury entertainment, and creative development.

This project will celebrate storytelling, filmmaking, and artistic innovation, while providing **world-class experiences** to audiences and creators alike.



Team Name

KEY COMPONENTS



LUXURY INDEPENDENT CINEMA

- ◆ **Boutique Cinema Spaces:** 2-4 high-end, intimate cinema halls showcasing independent films, regional cinema, international arthouse films, and curated classics.
- ◆ **Luxury Design:** Plush seating, advanced audio-visual systems (Dolby Atmos, 4K projection), private viewing boxes, and premium lounges.
- ◆ **Exclusive Experiences:** Special premieres, director talks, Q&A sessions, and themed film nights.

Team Name

MULTI-FUNCTIONAL THEATRE

- ◆ **Main Theatre:** A state-of-the-art, multi-purpose theatre (300-500 seats) for performances, screenings, live events, and festivals.
- ◆ **Adaptable Spaces:** Flexible seating for theater, concerts, lectures, and presentations.





CREATIVE STUDIOS

- ◆ **Sound Mixing & Editing Suites:** High-end facilities for post-production, enabling filmmakers to edit and sound-mix projects locally.
- ◆ **Dance Studios:** Spacious, mirrored dance studios for choreography workshops, rehearsals, and creative arts training.
- ◆ **Film Production Studios:** Smaller film and photography studios designed for independent production teams and creators.
- ◆ **Maker Space for Props & Art Direction:** A fully equipped maker space for artists, designers, and filmmakers to work on set props, wardrobe design, and art direction. Facilities will include tools, sewing machines, 3D printers, and workstations to encourage hands-on creative production.

Team Name



WORKSHOP & EVENT SPACES

- ◆ **Workshop Rooms:** Modular spaces for classes, masterclasses, and hands-on training in filmmaking, screenwriting, sound design, acting, and more.
- ◆ **Event Halls:** Spaces designed to host festivals, exhibitions, industry panels, or local community gatherings.
- ◆ **Open-Air Rooftop Spaces:** An elevated outdoor area for screenings, performances, networking events, or pop-up markets.



CAFETERIA & SIGNATURE RESTAURANT

- ◆ **Art-Inspired Cafeteria:** A stylish and cozy cafeteria offering specialty coffee, snacks, and light meals, serving as a social hub for visitors, artists, and creators.
- ◆ **Signature Restaurant:** A high-end dining experience with a curated menu inspired by international cuisines and local flavors. Perfect for pre-and post-film meals, meetings, and events.
- ◆ **Ambiance:** Designed with artistic interiors and cultural motifs, the dining spaces provide a relaxing atmosphere for collaboration, networking, or leisure.

Team Name



ARTISTIC RESIDENCY SPACES

- ◆ **Residency Program:** Dedicated spaces for artists, filmmakers, writers, and performers to work on creative projects over a defined period. Residencies will support emerging and established talent, offering an immersive experience within the creative hub.
- ◆ **Facilities:** Private studios, rehearsal rooms, and collaborative spaces equipped with tools and technology.
- ◆ **Outcomes:** Showcase artist works through exhibitions, performances, and screenings at the hub's theatres or galleries.



RED STAR FILMS HEADQUARTERS (TOP FLOOR)



- ◆ **Company Offices:** A modern and dynamic headquarters for Red Star Films with open-concept offices, meeting rooms, and creative brainstorming zones.
- ◆ **Executive Spaces:** Private offices for senior leadership and client hosting.
- ◆ **Networking Lounge:** A stylish area for industry professionals, partners, and clients to collaborate and exchange ideas.

Team Name





DESIGN PHILOSOPHY



The architectural design will reflect a modern luxury aesthetic, inspired by Jeddah's vibrant heritage and forward-looking cultural scene:



- ◆ A fusion of sleek minimalism and cultural motifs.
- ◆ Sustainability-focused: Solar energy, eco-friendly materials, and green spaces.
- ◆ Artistic Interiors: Collaboration with local artists for murals, sculptures, and installations throughout the hub.

Team Name



TARGET AUDIENCE

Team Name

- ◆ **Film Enthusiasts & Cinephiles:** Luxury cinema-goers who appreciate independent and arthouse films.
- ◆ **Artists & Creators:** Filmmakers, dancers, performers, writers, designers, and set creators seeking collaborative spaces and residencies.
- ◆ **Industry Professionals:** Production houses, local directors, and businesses needing post-production facilities.
Cultural Organizations: Festivals, art collectives, and creative community projects.
- ◆ **Food Enthusiasts:** Visitors looking for high-quality dining and social experiences.
- ◆ **Public Audiences & Hobbyists:** Individuals and families seeking entertainment, workshops, and activities to explore creative hobbies and interests.



UNIQUE SELLING POINTS



- ◆ **One-of-a-Kind Concept:** A seamless mix of luxury entertainment, independent cinema, creative production spaces, artist residencies, and maker spaces under one roof.
- ◆ **Community-Focused:** A cultural hub that nurtures local talent while attracting international collaborations.
- ◆ **Premium Quality:** State-of-the-art technology, luxury amenities, and a high-end culinary experience.
- ◆ **Versatility:** Spaces adaptable for cinema, workshops, residencies, events, and creative projects.
- ◆ **Prime Location:** The project already has a secured location in Jeddah, ensuring accessibility and strategic positioning for cultural and creative activities.

Team Name



IMPACT

Team Name

- ◆ **Cultural Growth:** Strengthen Jeddah's reputation as a center for film, arts, and creative industries in Saudi Arabia.
- ◆ **Talent Development:** Empower local filmmakers, artists, and performers by providing access to top-notch spaces and facilities.
- ◆ **Economic Opportunity:** Attract investors, partnerships, and film productions from across the region and beyond.
- ◆ **Culinary & Social Impact:** Establish a new social destination for dining, networking, and community-building in Jeddah.



NEXT STEPS



- ◆ **Conduct feasibility studies** for location, costs, and design.
- ◆ **Collaborate with** architects, interior designers, and technology providers.
- ◆ **Reach out to** potential investors, cultural organizations, and creative industry stakeholders.
- ◆ **Develop partnerships for** residencies, culinary management, and local artist collaborations.

REVENUE
GENERATION

The Red Star Creative Hub can generate revenue through several streams based on its project concept and key components

Cinema Ticket Sales



Revenue from ticket sales for the luxury independent cinema halls showcasing independent films, regional cinema, international arthouse films, and curated classics.

#1

Event Hosting and Ticketing



Income from hosting special events, such as premieres, director talks, Q&A sessions, themed film nights, and festivals in the multi-functional theatre and other venue spaces.

#2

Studio Rentals



Charging fees for the use of sound mixing and editing suites, dance studios, film production studios, and maker spaces by filmmakers, artists, and production teams for their creative projects.

#3

Workshops and Training Programs



Fees collected from offering workshops, masterclasses, and training sessions in filmmaking, screenwriting, sound design, acting, and more.

#4

The Red Star Creative Hub can generate revenue through several streams based on its project concept and key components

Residency Program Fees



Revenue generated from artists and creators participating in the residency programs for using dedicated spaces and resources within the hub.

#5

Dining Revenue



Income from the cafeteria and signature restaurant through the sale of food and beverages, catering for events, and high-end dining experiences.

#6

Venue Rentals



Charges for renting spaces for festivals, exhibitions, industry panels, local community gatherings, networking events, and performances.

#7

Membership and Subscriptions



Offering memberships or subscriptions for regular cinema-goers, artists, creators, or companies using the facilities.

#8

Each of these revenue streams leverages different aspects of the Red Star Creative Hub's offerings, catering to its diverse target audience of film enthusiasts, artists, industry professionals, cultural organizations, and food enthusiasts.

Sponsorship and Partnerships



Financial support or sponsorship deals with cultural organizations, film industry stakeholders, and businesses looking to associate with the creative hub.

#9

Merchandising and Retail



Selling branded merchandise, art-inspired products, or local crafts through a retail section or gift shop within the hub.

#10

Office and Workspace Leases



Leasing office spaces or creative workspaces to production companies, startups, or industry professionals.

#11

A modern office interior with large windows, orange armchairs, a sofa, and people working. The scene is brightly lit with natural light from the windows. In the foreground, two people are sitting in orange armchairs, looking at a laptop. In the background, a person is working at a desk. The office has a clean, minimalist design with a mix of colors and textures.

TEAM & STRUCTURE

TEAM & STRUCTURE



Executive Leadership Team

- ◆ **Project Director (CEO)**
 - Responsible for overall strategic direction, financial management, and project execution.
- ◆ **Chief Operating Officer (COO)**
 - Manages day-to-day operations, ensuring the hub runs smoothly and efficiently.
- ◆ **Chief Financial Officer (CFO)**
 - Oversees financial planning, budgeting, and investment management.



Design and Development

- ◆ **Architect & Interior Designer**
 - Designs the overall space, ensuring it aligns with the project's vision and aesthetics.
- ◆ **Sustainability Consultant**
 - Ensures eco-friendly practices and technologies are integrated.
- ◆ **Construction Manager**
 - Oversees the building process, ensuring timelines and quality standards are met.

TEAM & STRUCTURE



Creative Development and Residency

◆ Creative Director

-Leads the residency programs and collaborations with artists, managing studios and supporting talent development.

◆ Residency Coordinator

-Assists with logistics, applications, and support for residency participants.



Marketing and Community Engagement

◆ Marketing Director

-Develops and implements marketing strategies to promote the hub to diverse audiences.

◆ Community Engagement Coordinator

-Builds relationships with local artists, cultural organizations, and the community.



Culinary and Hospitality

◆ Culinary Director/Restaurant Manager

-Oversees the restaurant and cafeteria operations, ensuring high-quality dining experiences.

◆ Hospitality Manager

-Manages customer service and guest experiences throughout the hub.



Administrative and Support Staff

◆ Human Resources Manager

- Handles recruitment, training, and staff management.

◆ Administrative Support Staff

-Provides logistical, clerical, and operational support across departments.

◆ Security and Safety Personnel

-Ensures safety and security for all patrons and staff.



Partnership and Investment

◆ Partnership & Business Development Manager

- Establishes and nurtures relationships with investors, partners, and stakeholders.



UNIQUE VALUE PROPOSITION (UVP)

The Red Star Creative Hub offers an unparalleled cultural and creative experience in Jeddah by seamlessly combining luxury entertainment, cutting-edge production facilities, and a nurturing environment for artistic talent. This dynamic space is not just a venue, but a vibrant ecosystem for innovation, collaboration, and cultural exchange, setting the stage for Jeddah to emerge as a leading global center for film and the arts.



KEY ELEMENTS OF THE UNIQUE VALUE PROPOSITION:

Impact on the Community and Industry

- ◆ **Cultural Leadership:** Establishes Jeddah as a central hub for film and artistic innovation in Saudi Arabia and the wider region.
- ◆ **Economic and Social Value:** Generates new opportunities for investment, collaboration, and cultural tourism, driving economic growth, and reinforcing Jeddah's role as a cultural and social destination.
- ◆ **Talent Empowerment:** Provides a supportive platform for local artists and creators to flourish and gain recognition both regionally and internationally.



CONCLUSION

The Red Star Creative Hub's unique value proposition lies in its holistic approach — integrating luxury, creativity, community, and technology to redefine cultural and entertainment experiences in Jeddah. By fostering an environment where creativity thrives, it not only enhances the cultural fabric of the city but also positions itself as a transformative force in the global arts scene.



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