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## NEWS & ACTIVITIES

**121** Al-Ahsa (Saudi Arabia); Bida (Nigeria);  
Gimhae (Korea); Kütahya (Turkey);  
Ouagadougou (Burkina Faso); Paducah (USA);  
Santa Fe (USA)

### The Craftsman House Project in the Artisan Al-Ahsa's Market



There is a significant amount of historical heritage and ancient Arab culture in Saudi Arabia. The Kingdom of Saudi Arabia is world renowned for its many thriving industries and arts scenes, which still provide an independent form of art and are utilized in tourism activities. The eastern region in particular attracts a large number of both domestic and international visitors each year owing to the participation of Al-Ahsa in international events and festivals in the field of crafts and folk art.

Various handcraft businesses and products are distinguished by their use of simple tools, raw materials, locally available natural resources, and innate skills that have been passed down from one generation to the next.



Using the best local raw materials, exploiting and adapting them in industries and handicrafts, which are seen as an authentic inheritance from the ancestors since ancient times, and through crafts, communities can maintain their cultural identity, national origin, and social inheritance. The charming nature of Al-Ahsa, which was characterized by its ancient history and the palm trees surrounding it, provides the tools of their professions.



Al-Ahsa has a surprisingly wide variety of manufacturing and artisanal establishments. Learning these trades is the reason that students have migrated to Al-Ahsa from around the Arabian Peninsula as well as the Gulf.

The families of Al-Ahsa are known for passing on their expertise in the famed Bisht industry, which has now extended over the globe. That's why the Saudi government is keen to lend a hand in the field of handicrafts, be it academic or professional, recreational or cultural. The development of persons who already have abilities through training programs to enhance them and increase and maintain productivity is another heritage-related activity.

Recent events of 2022 will be highlighted in this article. There is an initiative of The House of Craftsmen, located in the Al-Ahsa's Craftsmen Market, which provides for and supports the city's many talented artists in the field of handicrafts. Anyone interested in learning a craft, charity workers, people receiving social assistance, and orphans are the intended recipients.

Considering that the Hofuf craftsmen market, which spans an area of 12,000 square meters and contains 98 shops, can be found in the middle of the historic Hofuf, the Hofuf craftsmen market was founded to further the participation of Al-Ahsa in UNESCO's Creative Cities Network for the sake



of preserving the city's rich cultural heritage and traditional arts and crafts. In addition, it has a private academy where skilled artisans pass on their knowledge to the next generation.

The Craftsmen House project offers a variety of 8-month-long courses, such as those in pottery, woodworking, gypsum, and knitwear.

Its outputs advance a number of desired outcomes, including the development of the House of Craftsmen through the training and empowering of craftsmen in the Al-Ahsa Governorate, the opening of retail outlets to showcase said products, the launch of a variety of related events and



activities, and the refinement and promotion of said products.

All participants must be between the ages of 21 and 45 and must be able to commit to the program full-time (8 hours a day of training and work).

The most substantial advantages of participating in the program include receiving professional training from some of the industry's best-known educators, as well as financial compensation, social insurance, access to training workshops in the field of design, and the provision of high-quality designs by the project's designers.

His Royal Highness Crown Prince Mohammed bin Salman Al Saud established the "Vision of the Kingdom of Saudi Arabia 2030" and he has placed a strong emphasis on establishing the Kingdom's cultural prominence on a regional, national, and international scale. This is especially true of the cultural achievements that serve as a bedrock for the future and preserve the Kingdom's history, heritage, antiquities, and cultural development.

The team of Creative City in  
Al-Ahsa Municipality