

محمية الملك سلمان بن عبد العزيز الملكية  
KING SALMAN BIN ABDULAZIZ ROYAL RESERVE





JUBBA

FESTIVAL

TIMELESS TRADITIONS, TIMELESS LAND

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## FESTIVAL

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# THE STORY



**Jubba will weave a narrative that harmonizes the past and the present, inviting visitors to embrace on a journey of discovery.**

**Bridging generations by employing innovative multimedia installations, storytelling, and interactive exhibits, we will create an unforgettable experience that highlights the interplay between nature and culture, and as result fostering a sense of belonging.**

An aerial photograph of a river delta, showing a complex network of water channels and land. The water is a light blue color, and the land is a mix of green and brown. The title "Characteristics Of The Preserve" is overlaid in the center in a bold, black, sans-serif font.

# Characteristics Of The Preserve



# Wild Life

**Animal Element:** The amazment of the  
wild life diversity





# Plant Cover

*Plant Element:* Amazing Plant Diversity





# Monuments And Heritage

*Historical Element:* Time travel  
to ancient civilization





# Geographical Diversity

*Landform Element:* Discover and live adventures across plains mountains and sand





الإبل السعودي  
One-humped camels



الذئب الرمادي  
Arabian wolf



الصقر الحر  
saker falcon



غزال الريم  
Goitered gazelle



# Experience











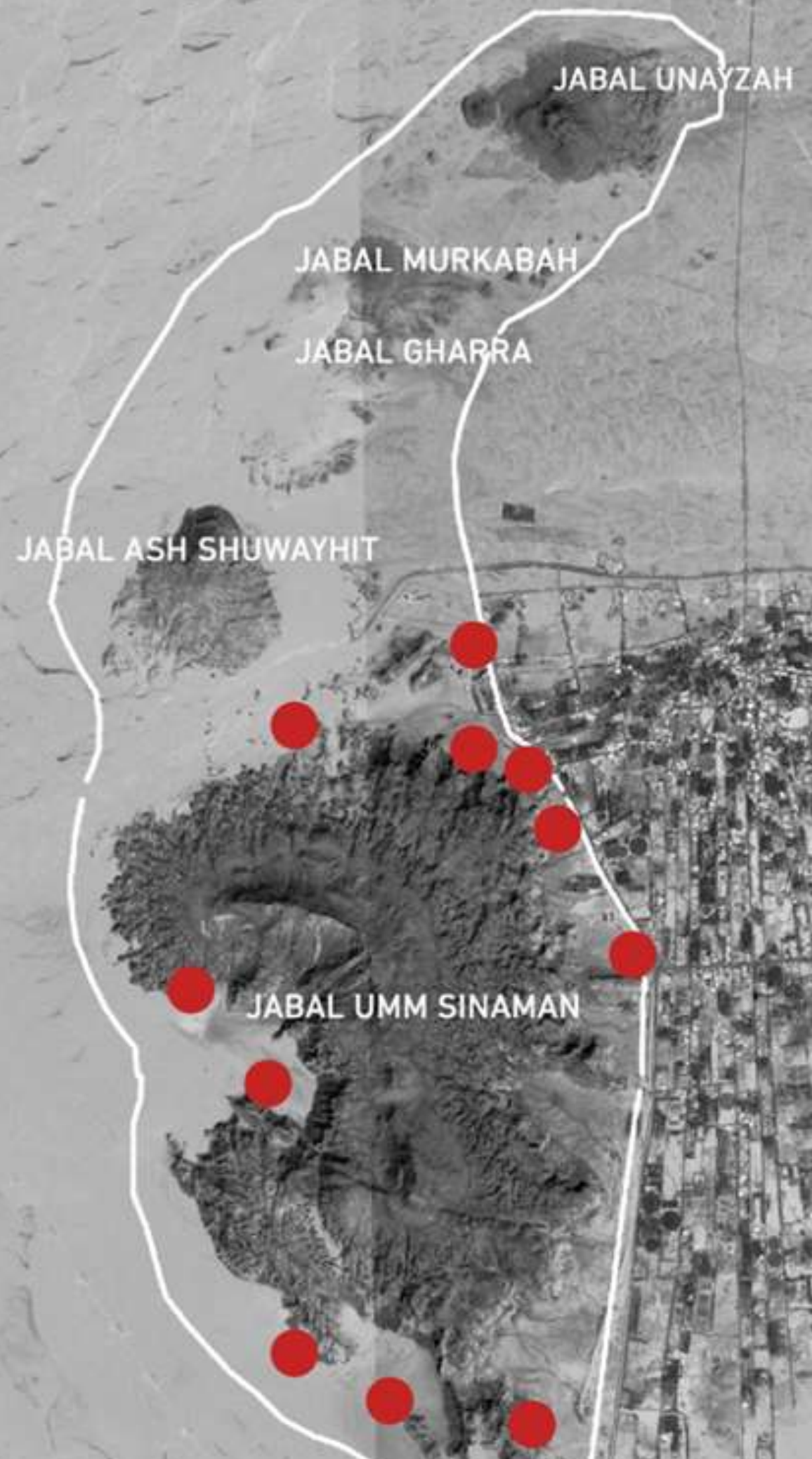


A dimly lit room with a stone floor. In the background, there are several large, cracked, light-brown eggs or shells. To the left, there are some small, dark, rectangular objects on the floor. The overall atmosphere is mysterious and ancient.

# THE SITE

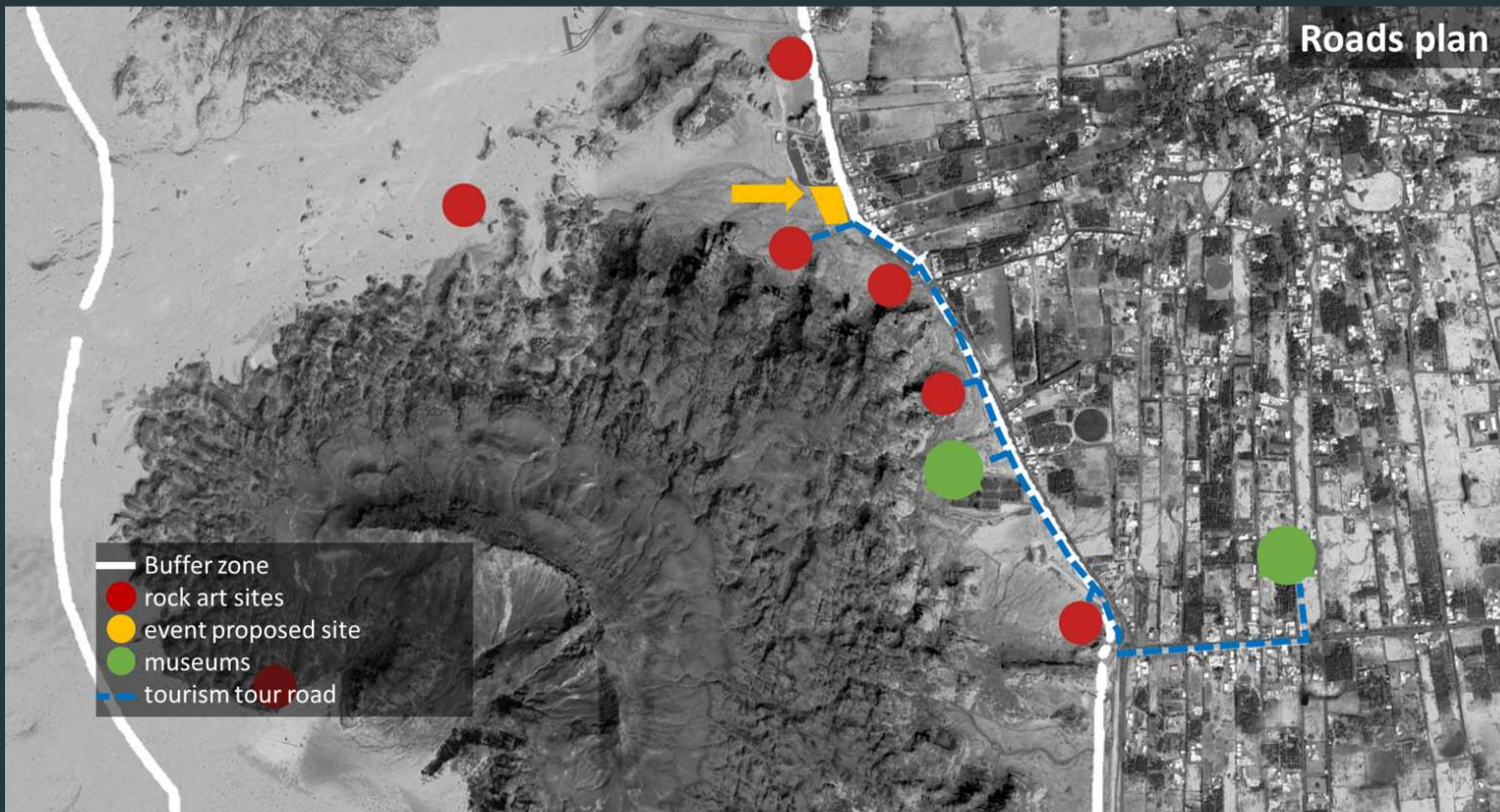
# JUBBA CITY

UNCLASSIFIED



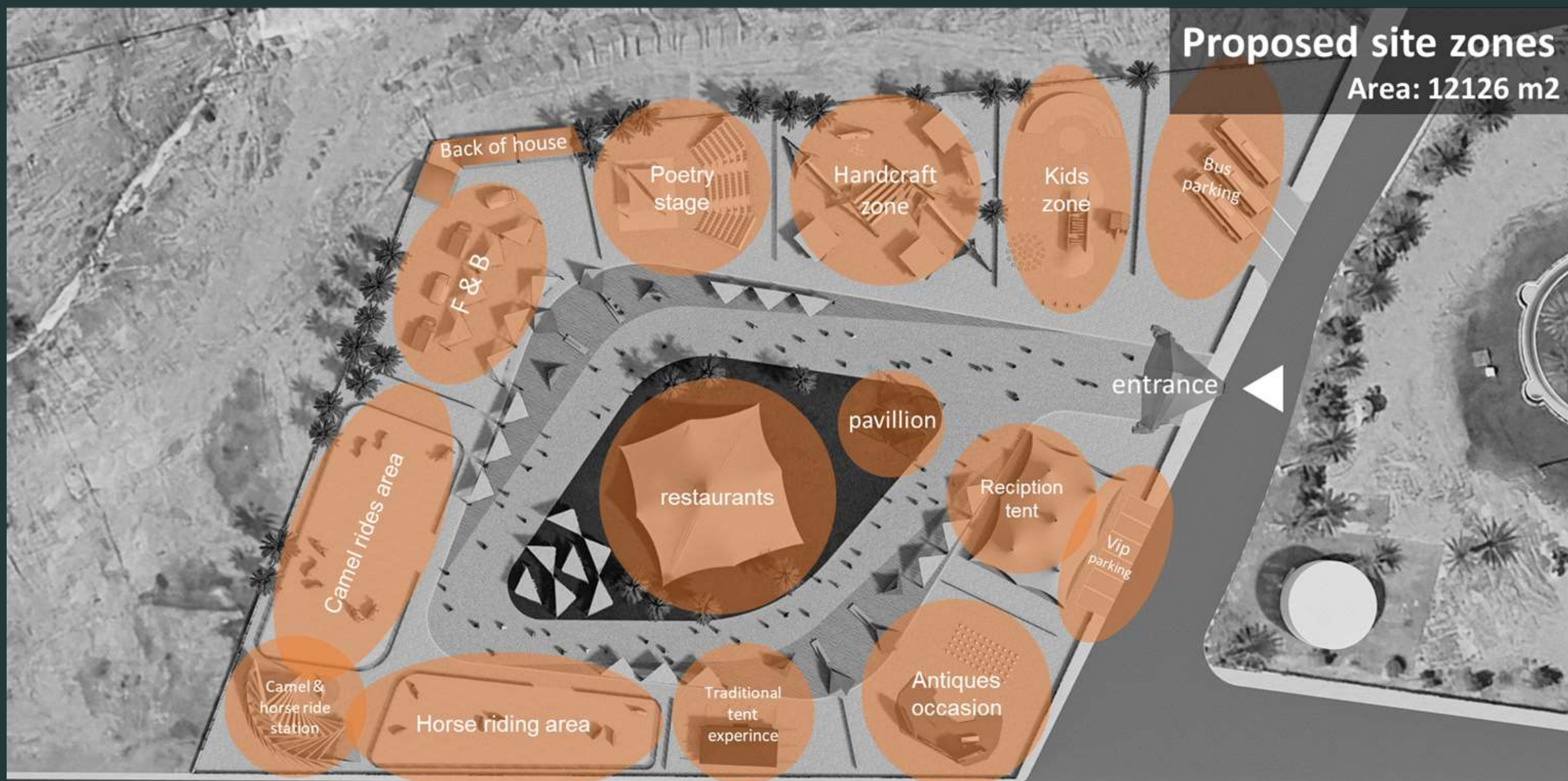
# Roads plan

- Buffer zone
- rock art sites
- event proposed site
- museums
- tourism tour road



# Proposed site zones

Area: 12126 m<sup>2</sup>









ACTIVATIONS FOR THIS  
JOURNEY OF ENLIGHTENMENT

An aerial photograph of a coastline. The ocean is a deep blue, with white foam from waves crashing against a rocky shore. The rocks are dark and jagged, creating a complex pattern of white foam and blue water. The sky is a pale, hazy blue. The text 'ENTRANCE ARC' is overlaid in the center of the image.

ENTRANCE ARC



RECEPTION TENT



FOOD TRUCKS & SHADED AREA





# CAMEL & HORSE RIDES

TO SHOW THE HERITAGE OF THE PLACE

INCLUDES: WAITING & WATCHING AREA, STORY TELLING, SMALL AREA TO SHOW RIDING MATERIALS











# TRADITIONAL ZONE

SHOPS & RELATED INTERACTIVE ACTIVATIONS.





# KIDS ZONE

INTERACTIVE ZONE TO INTEGRATE THE CREATIVITY OF THE KIDS WITH  
THE SURROUNDED CULTURAL HERITAGE.



An aerial photograph of a coastline with waves crashing against the shore. The water is a mix of light blue and white foam, creating a textured, dynamic scene. The text 'ANTIQUES OCCASION' is overlaid in the center in a dark, hand-drawn font.

ANTIQUES OCCASION





# TRADITIONAL TENT EXPERIMENT.





# WASTE MANAGEMENT:

RECYCLED PAVILION TO HIGHLIGHT THE IMPORTANCE OF  
NATURE PRESERVE & SUSTAINABILITY.



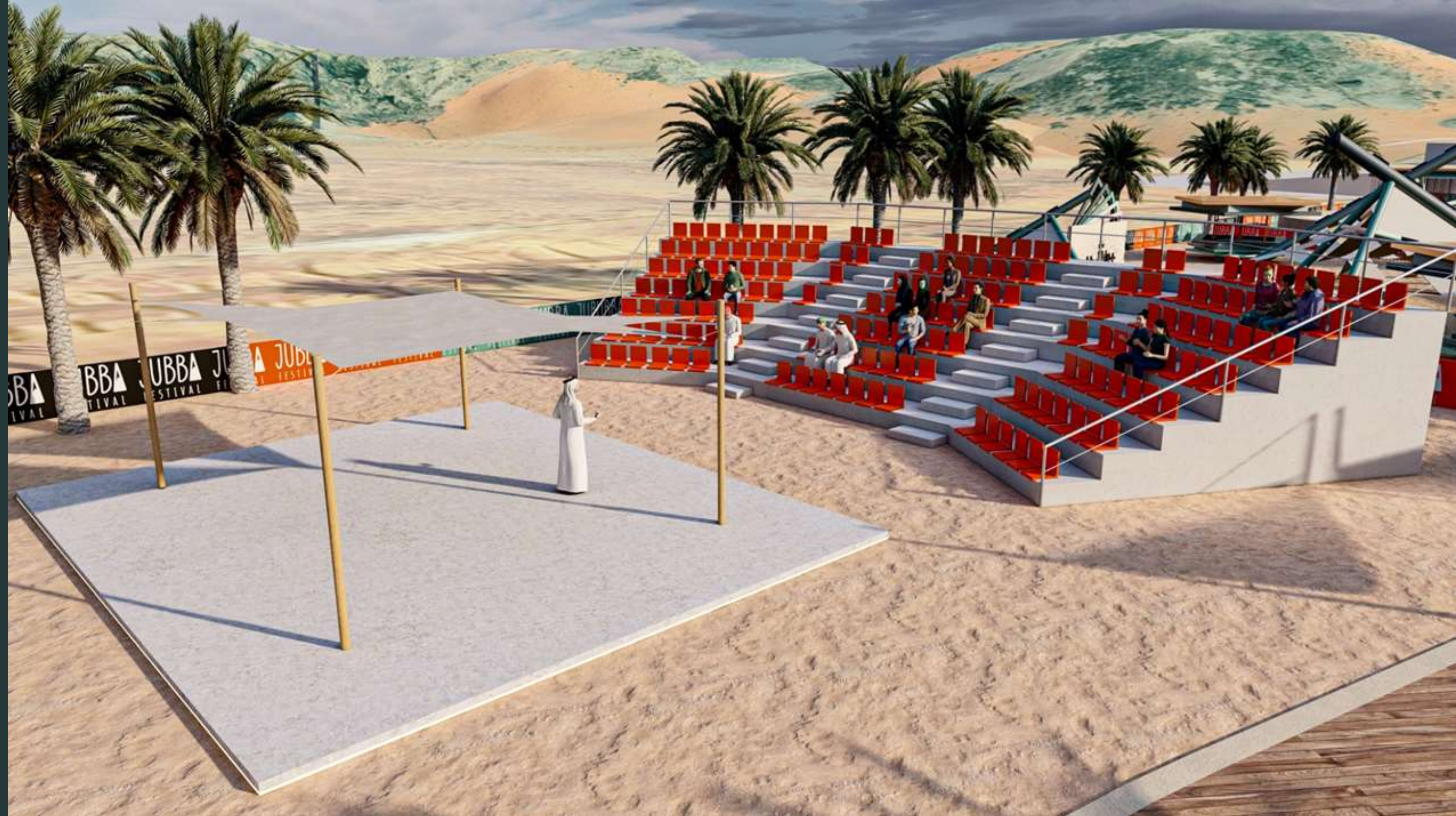
An aerial photograph of a river delta, showing a complex network of water channels and land. The water is a light blue color, and the land is a mix of green and brown. The text "VR EXPERIENCE" is overlaid in the center of the image in a bold, black, sans-serif font.

VR EXPERIENCE



# POETRY STAGE

LOCAL POETS AS PART OF THE PLACE HERITAGE.





# TIMELESS EFFECT

1. EXPLORING THE NATURE FEATURES WITH VISUAL & INTERACTIVE ACTIVATIONS.

1. CREATE OVERALL EXPERIENCE PATH TO HIGHLIGHT THE AUTHORITY EFFORTS OF PRESERVATION.

1. FOCUSING ON INTEGRATING DIFFERENT AGES.

