



Gulf Research Centre Cambridge  
Knowledge for All

## PAPER PROPOSAL APPLICATION FORM

# 11<sup>th</sup> Gulf Research Meeting July 21-23, 2020

Location: University of Cambridge

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### **Application Instructions**

1. Fill out the **entire** application form (typed). Incomplete applications will not be reviewed.
2. Email this application form along with the CVs of **ALL** authors/co-authors to [grmapplicant@grc.net](mailto:grmapplicant@grc.net) before **February 15, 2020**.
3. All proposals should be written in English. There will be no interpretation at the meeting. A good working knowledge of English is essential for participation in the workshops.
4. You may only participate in **one** workshop during the meeting. If you submit applications to multiple workshops and are selected in more than one, you will be asked to choose only one to attend.
5. If you have any questions, please email [grm@grc.net](mailto:grm@grc.net).



<b>WORKSHOP NAME</b>	ART, MUSEUMS AND CULTURAL INITIATIVES IN THE ARABIAN GULF: AN EXAMINATION OF FUTURE DIRECTIONS IN A SHIFTING POLITICAL WORLD
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### PERSONAL DETAILS

**Include information for all authors/co-authors. If there are more than 3 co-authors, you may add their details to the end of this application. Please note that only a maximum of 2 co-authors can receive a travel allowance (GBP 100-250 based on country of departure) for their participation. If more than 2 co-authors will attend, they will need to split the funding amongst themselves. GRM does not provide any additional funding to paper presenters other than this allowance.**

#### AUTHOR 1

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#### AUTHOR 2

Full name	Ahaad Alamoudi
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Current position	Artist
Affiliated institution	Athr Gallery (represented by)
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UK visa required	No



**AUTHOR 3**

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Current position	
Affiliated institution	
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City and country of residence	
Mobile number (with country code)	
UK visa required	



**Paper Title**

**NIUN: If you build it, will they come?**

**PROPOSAL TEXT (250-500 WORDS)**

Ahaad and I are Niun 1 and Niun 2, the first residents of an imagined future, one that responds to a call to join "humanity's next chapter" but does so on our terms. Niun 1 (Ahaad) and Niun 2 (myself) believe that they are laying the cornerstone of a new civilisation. They go into the desert as an act of faith in the future and their place in it. They inhabit RD, a black rock that they believe is an asteroid. She is an energy source which grants them access to the seven heavens and to layers in time. They are never entirely sure which is which, one layer overlapping with the other.

NIUN is a speculative work. It is a short film, an installation of our home built in the desert, and a series of talks where we discuss NIUN and how it responds to ideas of the future in Saudi Arabia. It is the precursor to a larger work and collaboration. NIUN is speculative in a loose sense, it is not clear if this is the utopian fantasy of Niun 1 and Niun 2. RD could be a talking rock, or the desert hallucinations of both. NIUN explores ideas of the future and utopia in the context of Saudi Arabia and the Gulf, and engages with current projects or plans such as Neom, a massive city being built along the Gulf of Aqaba envisioned by the current Crown Prince.

Neom is in line with the Crown Prince's proposed economic and societal reforms through Vision 2030, which are in line with similar national plans in Gulf countries Qatar (Qatar National Vision 2030) and the UAE (UAE Vision 2021). The goal of the plan is to make Saudi Arabia the heart of the Arab and Islamic worlds, an investment powerhouse and a hub connecting three continents. It includes the three key focus areas of creating "a vibrant society, a thriving economy and an ambitious nation."

NIUN asks those who view the work to consider that within projects that address the future such as Neom there are agendas at play that prioritise certain futures over others. The work hopefully leads the viewer to question technocratic utopias as well as the promise of more radical or communitarian experiments.

In the case of the future city Neom, the project emphasises technology and progress and posits a future society where robots will outnumber humans. Residents will be from a global and Saudi tech and innovation elite. It is in line with what the American Qatari artist and writer Sophia Al Maria and Kuwaiti artist and composer Fatima Al Qadiri refer to as Gulf futurism, or what the Dubai-raised Indian writer and anthropologist Rahel Aima calls Khaleeji (Gulf Arab) futurism, as opposed to an Arab futurism born of counter-culture reflecting a heterogenous culture or identity.

# Michael Mogensen

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Global program leader, experienced investigative designer and researcher, creative strategist, and producer. I have over ten years of experience working in industries including tech, healthcare, consumer goods, NGO's/multilaterals, and finance in the Americas, Europe, the Middle East, Africa, and Asia. Near native level proficiency in Spanish and Portuguese with conversational French.

## EMPLOYMENT/WORK HISTORY

### **Design Lead/Global Manager**

**D-Ford, Ford Motor Company** – Detroit, USA

2019 – present

Global design lead for Ford's human centered design organization.

### **Expert Consultant**

**Insitum, Accenture Interactive** – Lima, Peru

2019

Expert consultant at Insitum (acquired by Fjord, a part of Accenture Interactive) , a leading innovation agency that solves key innovation challenges for organizations around the world by employing a variety of agile, design thinking methods grounded in behavioral science, ethnographic research and business strategy. Co-design of a credit card, cash card and benefits program for one of Peru's leading financial groups.

### **Foresight Consultant**

**Quantumrun Forecasting** – Toronto

2019

Write and edit medium to long-range workforce scenarios to help businesses understand and thrive from future trends.

### **Design Lead/Producer**

**NIUN** – Jeddah, Saudi Arabia

2017 - 2018

Funded by Aramco, NIUN is a project incorporating design research, immersive experience, film, and social media, leading to a series of talks and exhibitions in the Middle East, the United States and Europe challenging how innovation, creativity and technology are used as part of the official narrative in Saudi Arabia around the future.

### **Entrepreneurship and Design Coach**

**MIT Middle East Entrepreneurs of Tomorrow – Jerusalem**

2017

Created and taught a design thinking, making, and field research workshop for start-up founders as part of MIT's International Science and Technology Initiatives. Coached young Israeli and Palestinian tech leaders in field observation, interviewing, prototyping and the overall human centered design process.

**Global Investigator**

**Novartis – Basel, Switzerland**

2014 – 2016

Senior analyst and investigator for Europe, North Africa, the Middle East and Asia, successfully conducting complex research-based risk investigations and reporting to senior business leaders.

**Managing Director**

**Nardello & Co. LLC – Miami**

2013 – 2014

Head of the global advisory firm's Latin America practice. Responsible for risk-related investigations, strategic intelligence, business development, and global research.

**VP – Senior Business Intelligence Manager, Business Intelligence Unit**

**HSBC – Miami**

2012 – 2013

Provision of strategic analysis, briefings and research based reports to senior executives and the Board, primarily in Latin America. Posted to HSBC Middle East headquarters to assist with review of terrorist financing and money laundering risk in the region.

**Senior Manager, Investigations**

**Microsoft – São Paulo/Miami**

2007 – 2012

Lead analyst and senior investigator for Microsoft's Latin America program, managed research and analyst team, coordinated all operations with both internal and external legal teams, public affairs and public sector officials.

**Strategic Consultant**

**Control Risks – São Paulo**

2005 – 2007

Research-based intelligence and risk consultant to international clients operating in the Americas. Led complex investigations and advised companies operating in challenging environments. Built up network of

external consultants. Client facing role with industries including extractives, manufacturing, construction, tech, consumer goods and public sector.

## EDUCATION

Master of Arts in Interaction Design, Goldsmiths University of London (2016 – 2017)

Master of Science in Management, School of International Service, American University, Washington D.C. (1998 – 2000)

Bachelor of Arts in Latin American Studies, College of Arts and Science, New York University, New York, NY (1991 – 1995)

## LANGUAGES AND INTERNATIONAL WORK EXPERIENCE

English as a native language, speak, read and write Spanish and Portuguese at near native level in addition to conversational French.

Have lived and/or worked in the United States, Europe, Africa, the Middle East, Asia, and Latin America.

## PUBLICATIONS/VOLUNTEERING

Author of “NIUN Saudi Futures” in the *Journal of Futures Studies*, “Corner and Area Gangs of inner-city Jamaica” in book *Neither War nor Peace*, and other articles.

Contributing essay to book *Future Shock at 50*, commemorating the 50 year anniversary publication of Alvin and Heidi Toffler’s *Future Shock*.

Mentor with the MIT affiliated Middle East Entrepreneurs of Tomorrow program with startups founded by Palestinian and Israeli young entrepreneurs.

In 1996 – 1997 served as an international human rights monitor in Colombia. Accompanied threatened human rights activists, the family members of victims and authorities investigating human rights related crimes. Spoke on Capitol Hill and throughout the US on human rights and conflict in Colombia.

Volunteer translator for immigration clinics.

## EXHIBITIONS/TALKS/LECTURES

December 4, 2017 – Wisal, a symposium on cross-cultural collaboration, Corcoran College of Art & Design, George Washington University.

February 8, 2018 – MAKR/Hafez Gallery with Ahaad Alamoudi, 21,39 art fair, Jeddah, Saudi Arabia.

March 24, 2018 – NIUN presented as part of Junctures<sup>2</sup> Festival in Cambridge, UK.

May 3 - 5, 2018 –PRIMER18 Design Futures conference in Berkeley, USA.

June 3, 2018 – Performance, Design & Aesthetics panel, Art, Materiality & Representation conference, Royal Anthropological Institute, British Museum & School of Oriental & African Studies.

June 2018 – Visiting Lecturer, MA Communication Design, Falmouth University, UK.

June 2019 – NIUN exhibited in South Korea.

2020 – TBD. New Museum, NY.

## **Ahaad Abdulaziz Alamoudi**

### **Bio**

#### **Education**

- Bachelor of Arts in Graphic Design, Dar Al-Hekma University, 2014
- Studying-Masters in Print, Royal College of Art, 2017

#### **Work Experience**

- Talk, Ahaad's Presentation at Mnassa headquarters, Jeddah 2017
- Talk, In Conversation: Abdunasser Gharem, Ahaad Alamoudi + Shaweesh with Sarah Thornton, San Francisco 2016
- The Saudi Art Council (21,39), Print workshop, Jeddah 2015
- Dar Al Hekma University, Central Academic Advising Officer, Jeddah 2014-2014
- 3Points, Internship program, Jeddah 2013
- Jeddah Chamber of Commerce and Industry, Booklet Design, Jeddah 2013
- Hekayat 10, "Buddies" advisor, Jeddah 2013
- Naqsh Art Studio, Educational program, kids workshop. Instructor, Jeddah 2013
- Edge of Arabia (We Need to Talk)- Lino Printing Workshop instructor at Educational program, Jeddah 2012
- Ibdmaa-Technical Drawing and Expressive Art Workshop, Jeddah 2010-2011

#### **Exhibitions**

- EDIT+CONTROL, Hockney Gallery, London 2016
- Phantom Punch, Bates Museum of Art, Lewiston Maine 2016
- GENERA#ION, Minnesota Street Project, San Francisco 2016
- Parallel Kingdom, Station Museum of Contemporary Art, Houston 2016
- Notes.app, Dyson Gallery, London 2016
- Break/Link, CGP London, London 2016
- Mabout Almater, Alhangar, Jeddah 2016
- Work in Progress Show, Royal College of Art, London 2016
- Bsm Allah, Alhangar, Jeddah 2015
- Rhizome, 55th Venice Biennale, Venice 2013
- Identity, Dar Al-Hekma University, Jeddah 2013
- We Need to Talk, Edge of Arabia. Jeddah 2012
- Rock Paper Scissors, Dar Al-Hekma University, Jeddah 2012
- Young Saudi Artist, Athr gallery, Jeddah 2012
- Saudiyat Exhibition, Jeddah 2012
- Lamman, Dar Al-Hekma University, Jeddah 2011
- Shubak Festival, City Hall Exhibition, England/London 2011
- Most competitive youth, Crossway Foundation, England/London 2011
- Dar Al-Hekma foundation year final Exhibition, Jeddah 2011
- Jeddah Prep Annual Exhibition, Jeddah 2010

#### **Publication**

- Vogue Arabia, Ahlam Alshamsi Gets Blown Out of Proportion, 2017
- RCA, Print Student Ahaad Alamoudi Visits Southwest USA with Crossway Foundation, 2016
- Elpaso Times, [International students explore borders, identity, 2016](#)
- SF Weekly, The Surrealism of Saudi Arabian Contemporary Art, 2016
- East Bay Express, Contemporary Saudi Arabian Art, in Context, 2016
- Art Radar, A feminine look at Saudi Arabia's "GENERA#ION" at Minnesota Street Project, San Francisco, 2016
- The Creators Project, 12 Saudi Arabian Artists Explore the Kingdom's Future, 2016
- Saudi Gazette, Saudi artists present an intellectual artistic paradigm in the United States, 2016
- OF NOTE, the burqa issue, 2015
- Urban Times, From Jeddah to England and back again, 2014
- Robertk, Review of the Venice biennale, 2013
- Athr Gallery, Young Saudi Youth-Booklet, 2012
- Edge of Arabia, We Need to talk-Booklet, 2012
- Flaneur, Young voices in Saudi Art, 2012
- Saudi Gazette, Edge of Arabia, 2010
- Design magazine, Crossway Foundation, 2010
- Hullabaloo: Young Writers Poetry 2005