

ویرث

AWARD SUBMISSION

01

OVERVIEW



National Pavilion of Saudi Arabia
at the 18th International Architecture Exhibition
La Biennale di Venezia

20 May – 26 November 2023

IRTH

Overview

In response to the 18th International Architecture Exhibition – The Laboratory of the Future – the Saudi Pavilion examines the symbiotic relationship between material and immaterial. The cohesion of both informs perception and generates the interpretation and response to the situatedness of a nation's inhabitants.

This interactive journey brings to the surface the narratives embedded within materials—the tangible and intangible qualities which define the character of spaces, places, and things. Earth is used as the primary focal point for exploration and organic material experimentation to create a slate upon which future-proofed legacies and practices can be built.

The multi-part exhibition allows the visitor to experience the curatorial brief from multiple perspectives and engage the vernacular of Saudi architecture and its core building blocks. The intent is to present the empirical as a window into the essential, allowing visitors to access a raw sensory experience and urging them to draw introspective conclusions stripped of conscious and unconscious biases.

The pavilion brings to the forefront the notion of collaborative practice as a foundation of the laboratory of the future. It invites visitors to breach their role as spectators and become active agents of the process. The experience mirrors the future of architecture and materiality as a work in progress, determined by the practitioners and its occupants.

Our challenges are universal, and searching for one's place, legacy, and belonging is human. And perhaps, it is in this shared vision of the future that our diverse identities, realities, and point of views can find common ground in answering the conundrums of tomorrow.

02

CONCEPT

ARCHEOLOGY OF MEMORY

The senses are a liminal phenomena, straddling the line between material and immaterial, tangible and intangible. What can be seen but not felt, heard yet not seen, subconsciously detected in scent or instinct but not yet consciously perceived – and existing in the present moment, only to become a mere trace of a memory.

Like memories and the senses, clay is unendingly shifting in meaning, purpose, and intent – both physical and intangible.

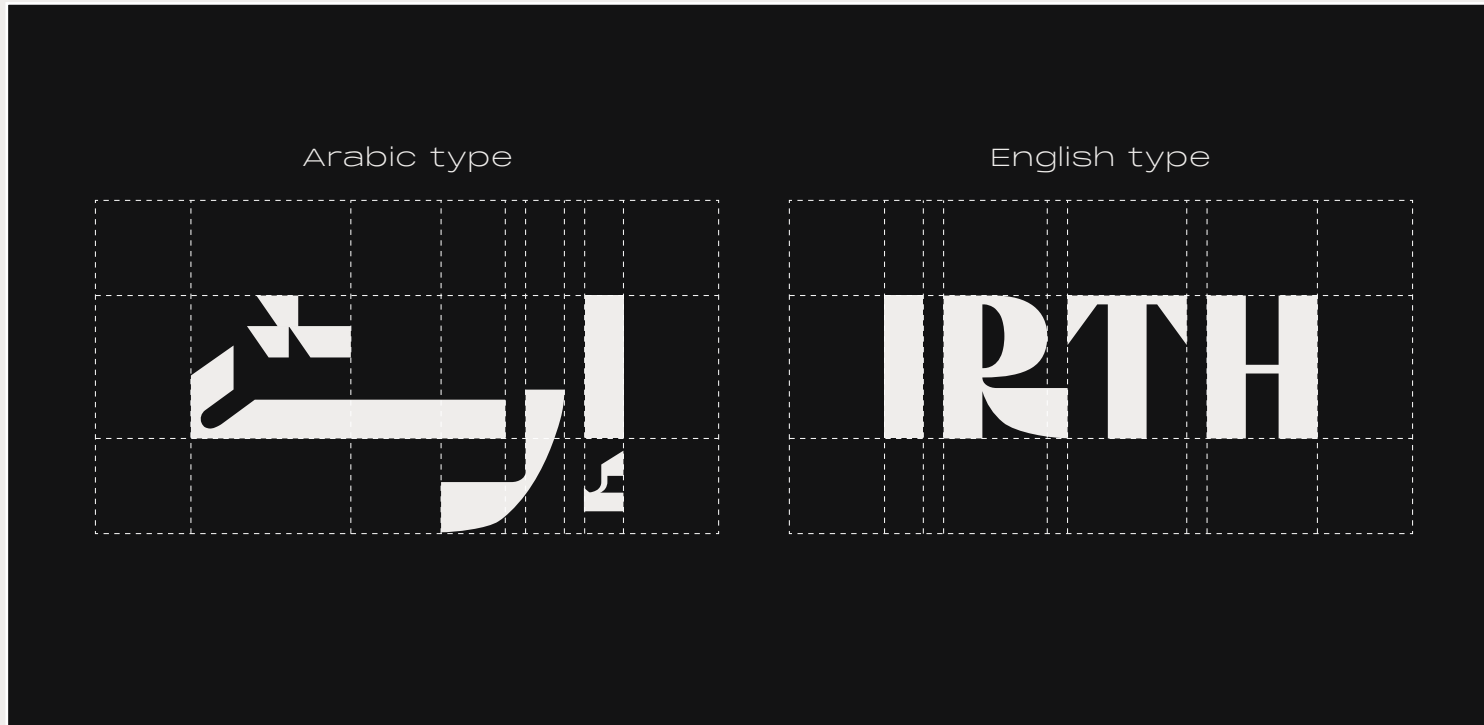
This concept explores the possible (and impossible) cohesion of the material and immaterial together, and how shape-shifting elements and the liminal spaces they form the world(s) around us.

03

MAIN IDENTITY

VISUAL IDENTITY

Logotype



The identity contrasts direct solid shapes with amorphous, abstract textures with gradient levels of solidity, reflecting the various natures of the (im)material.

VISUAL IDENTITY

Primary logo



This primary logo version is the preferred version and should be used whenever possible.

VISUAL IDENTITY
Secondary logo



The secondary version of the logo should be used in those instances where space is limited or for certain design purposes.

04

BRAND COLOR

COLOR SYSTEMS

Brand color

CLAY	
R	172
G	80
B	51
<hr/>	
C	24
M	78
Y	87
K	14

SLATE	
R	20
G	20
B	21
<hr/>	
C	74
M	68
Y	65
K	81

SAND STONE	
R	244
G	244
B	244
<hr/>	
C	3
M	2
Y	2
K	0

WET CLAY	
R	173
G	128
B	113
<hr/>	
C	31
M	51
Y	53
K	5

DRY CLAY	
R	203
G	152
B	128
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C	20
M	43
Y	49
K	0

LAND	
R	185
G	143
B	106
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C	27
M	44
Y	62
K	3

Primary Color

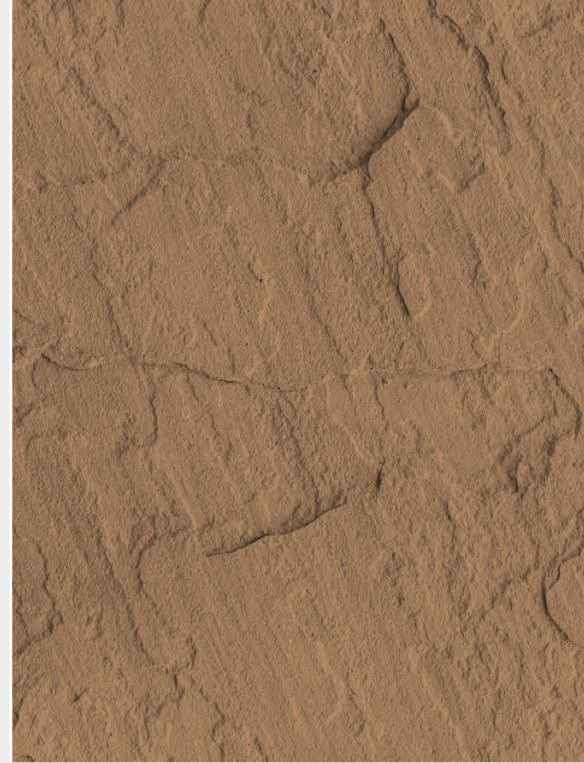
Secondary Color

05

VISUAL LANGUAGE

VISUAL LANGUAGE

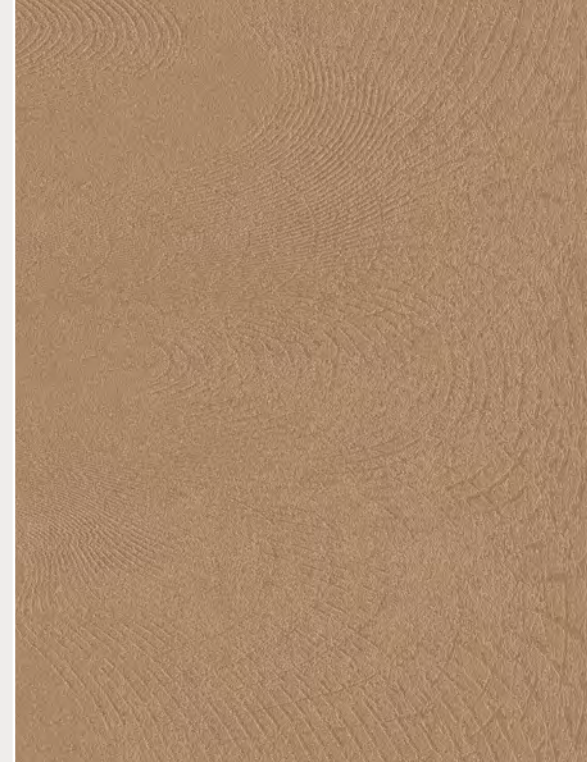
Photography



The photography style is abstract and concept oriented.

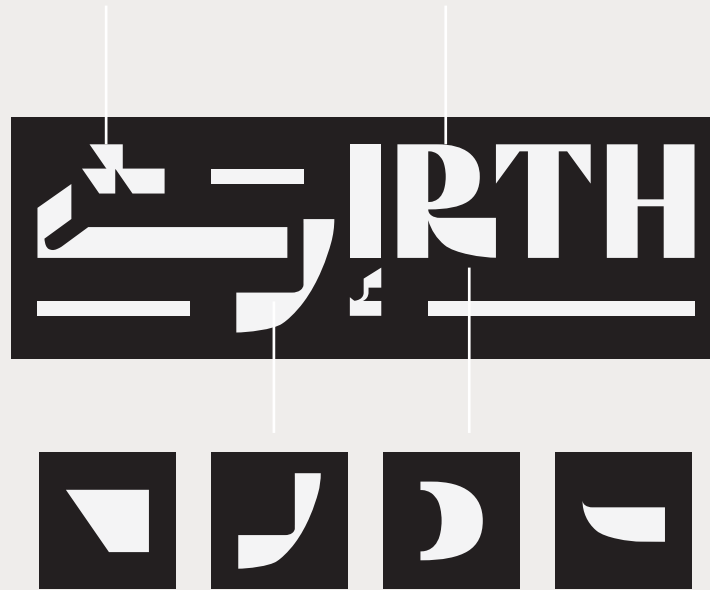
VISUAL LANGUAGE

Textures



Textures play a vital role to communicate Irth's concept.


VISUAL LANGUAGE
Brand elements



The different passed down stories and documentations of
the (im)material together make up the Irth and preserve
our Legacy

VISUAL LANGUAGE
Brand elements



 Slate, Escarpment



 Desert, Wind



 Plateau, Clay

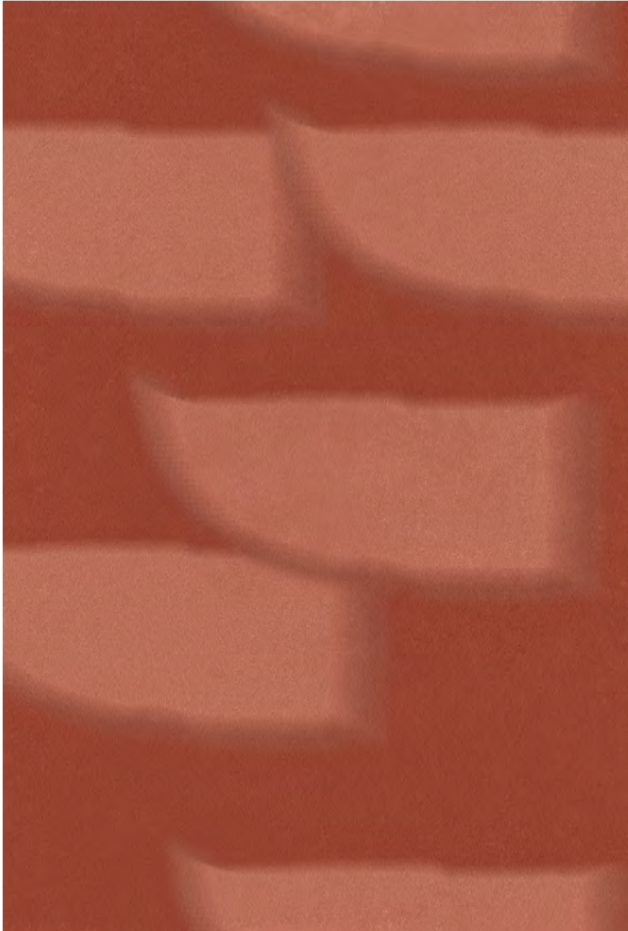


 Adobe, Pottery

The following elements come in different forms that give versatility when creating patterns and offer flexibility to experiment and be creative.

VISUAL LANGUAGE

Patterns



VISUAL LANGUAGE

Patterns



06

BRAND APPLICATIONS

الوطن
القطري
السعودي

National
Pavilion of
Saudi Arabia

هيئة
التصميم
والعمارة
والصنعة
Architecture and Design Commission

وزارة
الثقافة
Ministry of Culture

الإرث RETH

(IM)MATERIAL LEGACY
الإرث الـ(لا)مادي

AiBara Saimaldahar	Architect
Noura Bouzo	Curator
Basma Bouzo	Curator
Cyril Zammit	Assistant Curator
Joharah Lou Pabalate	Assistant Curator
Architecture and Design Commission, Ministry of Culture	Commissioner

Exhibition Contributors

Azaz Architects, AlMashtal Creative Incubator, Coral Research & Development Accelerator Platform (CORDAP), King Abdulaziz University of Science and Technology (KAUST), Dahr Architecture Office (Dahr), Institute for Advanced Architecture of Catalonia (IAAC), Roth Architecture Research & Development, Samantha Cotterell, SYN Architects, The Material Balance Research Group - Polytechnic of Milan

In response
Exhibition -
Saudi Pavilion
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Scan QR Code





البركة IRTH

THE HISTORY OF THE BRICK

البركة هي واحدة من أهم المواد المستخدمة في البناء منذ القدم. وهي مصنوعة من الطين والماء والرمال، وتتميز بمتانتها وقدرتها على العزل الحراري والصوتي. وتعد البركة من المواد الطبيعية التي لا تلوث البيئة، وتحتفظ بالحرارة في الشتاء وتبريد في الصيف.

تتميز البركة بمتانتها وقدرتها على العزل الحراري والصوتي، وتعد من المواد الطبيعية التي لا تلوث البيئة. وتحتفظ بالحرارة في الشتاء وتبريد في الصيف.

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البنية التحتية
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الإرث المادي

(IM)MATERIAL LEGACY

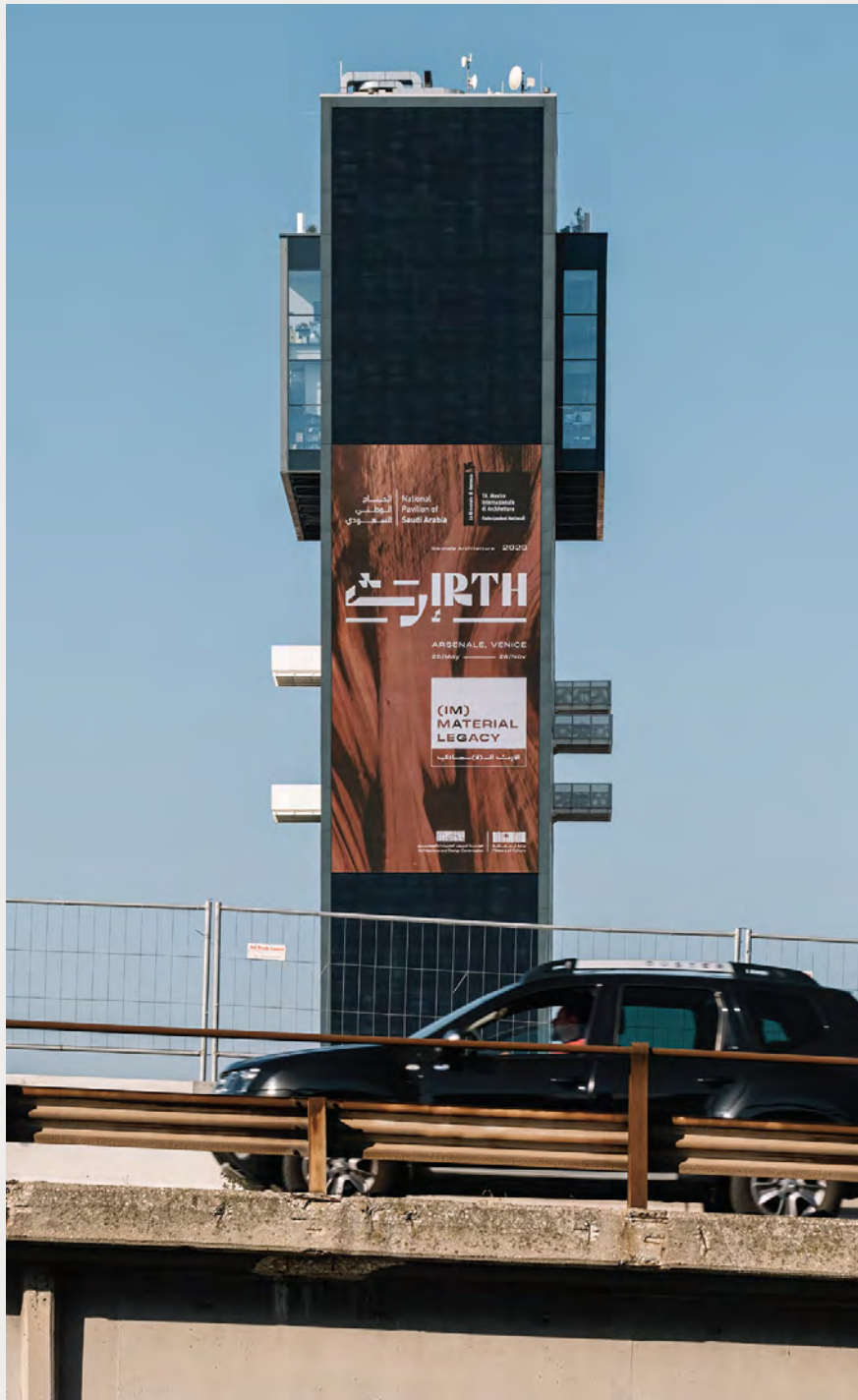
الإرث المادي (لا)مادي

ARSENALE, VENEZIA 2023

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VALMONT
presenta
STORIE VENEZIANE



BIRTH CONCERTO

INTERPRETI VENEZIANI

CHIESA SAN VITALE - ORE 21

19 OTTOBRE 21 OTTOBRE 23 OTTOBRE 25 OTTOBRE
26 OTTOBRE 28 OTTOBRE 30 OTTOBRE 1 OTTOBRE

ANTONIO VIVALDI
"LE QUATTRO STAGIONI"

G. FRIEDRICH HÄNDEL
"L'ORLANDO"

NICCOLÒ PAGANI
"PROMETEO"

(IM)
MATERIAL
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BIRTH Co

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(IM)
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G. F.





BIRTH



2023
RTH



الإرث
الـ (لا) ـ مادي
(IM) MATERIAL
LEGACY

Biennale Architettura 2023
JIRTH



(IM) MATERIAL LEGACY
الإرث المادي

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