

THE INSIDE TRACK TO FORMULA E DESTINATIONS

CONCIERGE



SAUDIA

AD DIRIYAH E-PRIX 2018



URUS

#SINCEWEMADEITPOSSIBLE



Fuel consumption* (l/100 km): urban 16,7 / extra urban 9,7 / combined 12,6. CO₂ emission: 292 g/km
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CONTENTS

WELCOME

- 05. INTRODUCTION
Monica Head
- 06. FORMULA E HITS
RIYADH

RACING LINES

- 10. Alejandro Agag
- 12. Jean-Éric Vergne
- 14. Susie Wolff
- 16. Felipe Massa
- 18. Aseel Al-Hamad

BEYOND THE TRACK

Your guide to the very best of Riyadh

- 26. THE DINING NOTEBOOK
These are the places to know
- 34. THE STYLE NOTEBOOK
A taste of what is in store now
- 44. THE RELAXING NOTEBOOK
The best restorative retreats to help you reset and recharge
- 50. THE ADVENTUROUS NOTEBOOK
What not to miss on your travels
- 66. THE ARTISTIC NOTEBOOK
Your artistic itinerary begins here
- 74. OUR GUIDE TO RIYADH
An exclusive map of Riyadh's highlights

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THE FOUNDER



Welcome to the Riyadh edition of CONCIERGE magazine – your window into a whole new world. Where will your trip to Saudi Arabia take you? To a country so rich in culture and vision the possibilities are endless. From the new Neom resort on the Red Sea coast (billed as a city of the future) to the SAUDIA Ad Diriyah E-Prix, the capital's latest highlight and a high-profile start to the Formula E calendar, you'll find a magical kingdom brimming with opportunity and adventure.

This guide is a snapshot of some of the many highlights Riyadh has to offer, whether it is food, fashion, beauty or wellness. We have asked some of Formula E's leading figures – Alejandro Agag, Susie Wolff, Felipe Massa and Jean-Éric Vergne – to share their insight into the race weekend and the future of this exciting, fast growing series.

And to take you further, my team and I have created a host of bespoke tours to ensure you squeeze every drop of adrenaline and warm hospitality from this once-in-a-lifetime destination. It's a place of sunshine, adventure and unparalleled grandeur. It really does have it all, and we can't wait to experience it with you.

MONICA HEAD
*SEO International and
Concierge Founder & CEO*

FORMULA E HITS RIYADH



Gen2 car unveiled at the Geneva motor show.

After four thrilling seasons, the ABB FIA Formula E Championship – the world's first fully-electric international single-seater category in motorsport - is back with a new generation of cars capable of the full race distance, and 2018/19 promises to be the best edition yet.

Where better to start Formula E's new season than the increasingly forward-thinking setting of Riyadh. The E-Prix will take place on a street circuit in Riyadh's historic Ad Diriyah and promises to deliver an exhilarating race.

The fifth edition of the Championship will see 11 teams and 22 drivers compete in 12 cities spanning five continents in the fight to be crowned champion. Formula E is more than a race to be the best – it is a competitive platform to test and develop road-relevant technologies, helping refine the design and functionality of electric vehicle components and speeding up the transition to clean transportation on a global scale.

For this season, more manufacturers have joined the electric revolution as reigning champion Jean-Éric Vergne looks to defend his title with TECHEETAH. More big-name manufacturers have also committed to race in Formula E, including BMW and Nissan, while Mercedes-Benz and Porsche plan to join in series six.

RACING LINES



DS TECHETRAH

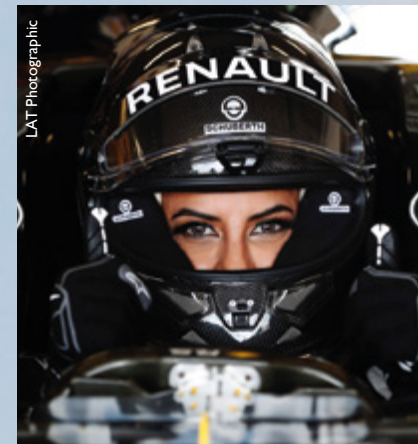


Where better to host the fast-paced sport of Formula E than the rapidly flourishing Saudi Arabian capital of Riyadh – a city on the rise. We asked some of the biggest names from the series – Alejandro Agag, Jean-Éric Vergne, Susie Wolff and Felipe Massa – to share their hopes for the season and also caught up with Saudi businesswoman Aseel Al-Hamad.

VENTURI Formula E Team



LAT Photographic



gandprixphoto.com

THE FAST AND THE VIRTUOUS

LAT/Formula E



Alejandro Agag, founder and CEO of Formula E.

As the opening round of season five heads to the Middle East, Formula E's Founder and CEO Alejandro Agag says a race in the Saudi capital of Riyadh makes perfect sense.

In many ways it's the ideal fit – Formula E is always looking to attract new fans, while Saudi Arabia sees international sport as a great way to introduce people to the best the country has to offer.

It is here to stay as well, as, thanks to a 10-year agreement with the General Sports Authority and Saudi Arabian Motor Federation, the electric street racing series will become a regular fixture in Riyadh. This year's race will take place on a high-speed circuit in the historic town of Ad Diriyah. Home to a UNESCO World heritage site, it will provide the perfect juxtaposition of ancient history and cutting-edge technology.

And that cutting-edge technology means for the first time since the series' debut in 2014/15, Formula E cars will now last an entire race without having to pit, while the presence of Felipe Massa, one of Formula One's biggest names, means competition will be more intense than ever. "An exciting and vibrant country that is focusing on its future, Saudi Arabia is the ideal venue to mark the competitive debut of the next generation Formula E cars," says Alejandro Agag, Formula E's Founder and CEO.

"We think Saudi Arabia - with the new vision of Prince Abdulaziz, Prince Khalid and the country - is a fitting location to launch the latest chapter of the electric street racing series. Many other sports are already increasing their presence in Saudi Arabia and we're proud that they've chosen Formula E over other categories in racing." Although it may seem strange that one of the world's biggest producers of oil is backing an electric racing car series, hosting Formula E fits perfectly with Saudi Arabia's 2030 vision. That plan entails reducing dependency on oil and diversifying the economy into recreation and tourism, infrastructure, health and education. "Saudi Arabia is looking to the future and Formula E is the motorsport of

the future," explains His Royal Highness Prince Abdulaziz. "That is why this is such an exciting opportunity. It also offers the prospect of world-class racing on the streets of the capital for the first time in our history. For all fans, men, women, young and old, the dream of hosting a 'home race' will now come true. As a driver myself, who cares about growing the sport, nothing could make me happier." His Royal Highness is also delighted that events like Formula E will encourage families to spend time with each other, delivering "a positive impact across our society". And, it may even encourage a Saudi motorsport hero to emerge.

"Perhaps there will be a future champion, technician, engineer or team manager watching from the crowd in Riyadh and being inspired by the sport," H.R.H Prince Abdulaziz adds. Such a talent could be closer to emerging than you think - although Riyadh's SAUDIA Ad Diriyah E-Prix is the first international motor race the kingdom has held, Saudis have a deep-rooted passion for many different forms of motorsport. His Royal Highness Prince Khalid bin Sultan Abdullah Al Faisal, President of the Saudi Arabian Motor Federation, says rallying and drag racing are particular favourites, but motor sport in the country will be "supercharged" by this latest development. "This event and all that surrounds it, from welcoming world-class teams to the global TV coverage, represents a watershed moment," he said. "By hosting Formula E in Riyadh, the enthusiasm for motorsport and sustainable technologies will be heightened further to leave behind a valuable footprint in the Kingdom's landscape and showcase its growing credentials as a sporting destination."

LEADING THE CHARGE

Defending champion Jean-Éric Vergne tells Sir Patrick Head why he's hungry for more success ahead of season five of Formula E.

After competing successfully in junior formulas, Jean-Éric Vergne was just 21 when he joined Toro Rosso in Formula One. After three seasons Vergne left, having scored more points for the team than his team mates, and was chosen by Ferrari as their development driver. When he joined Formula E for only the third race of the series, he immediately showed he meant business, putting the car on pole the first time he drove it.

Vergne went on to achieve three pole positions and two podiums in his first season, and another two podiums in his second season. His third season in Formula E saw him clinch another five podiums and his first win, but it was last season that ensured Vergne's name went into the history books forever. With six podiums, four pole positions and 198 points, he won the championship with a bigger gap to his nearest rival than any other driver before him. He also did it with one race to spare – another first in Formula E history. He scored points in all 12 race starts and had no breakdowns or accidents in his record-breaking season – all with the championship's only customer team, TECHEETAH.

Jean-Éric Vergne, season four Formula E champion.



You are competing in Formula E and also in the World Endurance Championship in sports cars with high levels of down force. Does this give you, as a driver, special challenges moving from one to the other and back?

As you say, these are two very different categories but as a driver you need to be adaptable and adjust yourself to different cars and different situations. It's been good for me to be driving a lot, it has helped me in both championships and I've celebrated a lot of success this year, it's been a winning formula for me.



Jean-Éric Vergne in his season four TECHEETAH

The move to partnering with DS Automobiles is a big change, in effect becoming a works team. You become responsible for working with them to develop and evaluate the drivetrain, is this a challenge you enjoy?

Yes, it's been a great challenge for me and something I've enjoyed thoroughly. It has changed my approach to racing and the way I go about my own driving and approach. I'm now enjoying it even more than before, something I didn't think was possible. It is of course a lot more work, and a lot better than just "showing up" at the race weekend and driving, but it has been great. I feel very close to my team and we really went through an amazing journey together, I'm looking forward to the next one with them with DS onboard. I'm not changing my approach but will continue the same way I've done this year. I've put my heart and soul into the team and together we can achieve great things.

Do you think that having a single car for the race in season five will change the racing much? Will it be an improvement?

We know for a fact that it will impact the racing strategy massively. In addition to scrapping the car swap as the technology develops, we will also have a new 'Attack Mode' that will become a huge factor in the way we calculate our strategy. We will also go from a lap count to a time count, we will now be racing 45min + 1 lap – so it's a whole new world of excitement awaiting Formula E this year.

Your championship year in season four must have been very satisfying, considering the resources you had available. Do you think that you and the team can carry this level of success forward into season five, with a new car and a new drivetrain partner in DS Automobiles?

Last season was a fantastic achievement from the whole team. Being a small customer team that took on the manufacturer giants and nearly won both championships is no mean feat. The whole season was second-to-none, but I must say that aside from winning the title with one race to spare in New York City, it was winning my home E-Prix in Paris that I will treasure forever. When it comes to the championship we never rest, I'm hungry for more and we're in a really good place. We've really combined the best of both worlds with DS and TECHEETAH, we were two points from winning the team title and DS were right up there with us fighting for the top step of the podium too, we'll be a force to be reckoned with together.

FORWARD GEAR

Susie Wolff, the new boss at Venturi

After retiring from a successful career behind the wheel, Susie Wolff talks about her new role running the Venturi Formula E team.

Born on the west coast of Scotland, Susie Wolff began her competitive motorsport career more than 20 years ago, starting out, as so many of her racing contemporaries did, on the karting track, winning multiple races and awards. She had spells in Formula Renault, Formula Three and DTM (the German touring car championship) before joining Williams as a test driver for Formula One, becoming the first woman to take part in a race weekend in 22 years at the 2014 British Grand Prix.

Following her retirement from race driving in 2015, and as part of her commitment to fostering positive change within the sport, Susie launched Dare To Be Different, a call to action focused on female driving talent. It aims to inspire a new generation of women and increase female participation at all levels of motorsport. In 2017 - the same year she and her husband, Mercedes Formula One team principal Toto Wolff, became parents for the first time - she was awarded an MBE for her services and contribution to women in sport. Earlier this year the 35-year-old was announced as team principal of the Venturi Formula E Team (she is also a shareholder), her first move into team management and ownership.

Women have only recently been allowed to drive in Saudi Arabia, is taking an international event to the country another positive step?

I just came back from a brief visit to Saudi Arabia to meet with the team on the ground and have a good look at the track. I also met with many of the women who are heavily involved in the inaugural SAUDIA Ad Diriyah E-Prix and I found them inspiring, full of energy and ideas. The shift towards positive change we can already see in Saudi, as a consequence not only of the recent and ongoing legislation changes but also because of the appointment of the race, is very exciting and it sends a strong message to the rest of the world. I'm proud to be part of such a positive, groundbreaking movement. Personally, to be asked to be involved at such a critical period of change and progression is an honour for me.

Why did you decide to become the principal of a Formula E team? Do you expect this to be your greatest challenge in motor sport?

I was ready for a new challenge. When I decided to stop as a professional driver in 2015, I knew that I wanted to

continue with the challenge of competitive racing, just not behind the wheel. You can't just switch off your competitive instincts when you stop driving and that determination and desire to achieve still burns brightly inside me. I took time to carefully decide the right direction for that challenge, becoming a shareholder and team principal of Venturi Formula E Team was the perfect next step for me.

It is notable that for season five there is a completely new car, which will cover the full race distance, previous years have required two cars and a mid-race change. Is the Venturi team in a good position to compete strongly?

Time will tell on our competitive performance, as I've said previously, we're hoping to finish in the points at races, this means that we consistently want to finish in the top eight. We have a really strong driver line-up and a growing and evolving team but we, like many others in the sport, have some technical challenges which we're working hard on. We're doing everything we can ahead of season five to ensure that we are as ready to take on the rest of the field as possible. I think everyone in Formula E is receptive to the Gen2 cars, it's the logical next step for the series as it comes of age. We're all excited to see how things will pan out, I'm sure the fans are too.

The team's drivers are Edoardo Mortara, who was previously with Venturi, and Felipe Massa, who is starting in Formula E after a long and very successful career in Formula One with Sauber, Ferrari and Williams. What's your assessment of the line up?

We believe that they will make a fantastic combination for season five. Felipe brings a wealth of experience and competitive spirit and Edoardo has proven himself to be a worthy contender and he has shown his desire to focus his energies entirely on Formula E. We're all looking forward to seeing what they can achieve this year.

Given the team is based in Monaco and you live in Switzerland, how demanding is your role?

Venturi Formula E team is the only team based in Monaco, which makes the Monaco E-Prix extra special for us as our home race. I'm the Team Principal in the truest sense of the role, I am commuting backwards and forwards to make sure I have enough time on the ground. It's my job to make sure that the team has everything it needs to compete at the highest possible level.

What are your expectations? Do you think you could be race winners and championship contenders?

Winning would be the dream, as it is for anyone in competitive sport, we'd all love to be championship contenders. I have a clear vision for the team but winning races doesn't just happen overnight. It's part of our three-year plan and we absolutely want to be race winners in Formula E with Venturi. We're investing heavily in the team, and alongside our new driver line-up we have made some strong appointments in many areas such as technical, commercial and communications, all of these will boost the team's existing capabilities. It's a long road ahead and I'm looking forward to seeing what we can achieve together in season five.

HE'S ELECTRIC

Sir Patrick Head talks to Felipe Massa about life after Formula One as he prepares for his first E-Prix.

Born in the Brazilian city of Sao Paulo, Felipe Massa had a long and successful career in Formula One, most notably with Ferrari from 2006 to 2013 when he partnered with Michael Schumacher, Kimi Räikkönen and Fernando Alonso and won 11 races.

In 2008 he came second in the championship to Lewis Hamilton, losing by just one point in agonising fashion. He won the last race in Brazil in front of his own supporters, but at the very last corner of the last lap, Hamilton achieved the position he needed to take the title. The way in which Felipe handled this disappointment gained him respect all around the world; he was already highly thought of as both a driver and a person by his fellow competitors. His return to the track with Venturi in Formula E is a great coup for the championship - his high profile will bring additional attention to a form of racing that is growing at a rapid pace, with many car manufacturers involved.



Felipe Massa celebrating one of his 11 Formula One world championship wins with Michael Schumacher

Formula E is a new challenge - are you looking forward to returning to competing after a season away?

Very much. There is so much interest now in Formula E, it is a form of motorsport that is growing and increasing manufacturer involvement. Holding the races on temporary tracks in important city centres, close to good hotels makes it easier to market and attract spectators. I have a lot to learn, but am working hard to understand the car and all the technical challenges a driver needs to know to maximise battery life during races.

For Saudi Arabia, having a motor race in Riyadh, the capital city, is amazing, and it is also significant that it is for cars with zero emissions. What do you think about racing there?

I travelled to Riyadh with Susie Wolff, our team manager, for a promotional event, so I gained in advance an idea of where the track will be and met those involved with the promotion of the race.

You have won many races in Formula One, and you were nearly the 2008 World Champion. From what you have seen and tested so far, do you expect to be fully competitive from the start in Formula E - do you think race wins and being a championship contender is a realistic expectation?

We are testing regularly now, and I am learning the techniques of driving the car and optimising the use of energy on board. I hope that we will be competitive, I want to fight for victories.

You are a strong family man, will you be bringing them to races as you did in Formula One?

Of course! I have always taken my family with me racing, and there is no reason to change now.

Susie Wolff has a new role as team manager and you clearly know her well, what's she going to be like?

I have known Susie for many years and she was a team test driver with Williams when I raced for them, I think that it will give her a good advantage in her position, understanding the driving challenges. The team is based in Monaco where I live so we meet often to discuss the challenges ahead.

BLAZING A TRAIL

An FIA Commission member and the first woman to import a Ferrari into Saudi Arabia, Aseel Al-Hamad is no shrinking violet. *by David Tremayne*

Imagine the situation. A crowd of 100,000 people are watching. The sun is blazing down. You are strapped into Kimi Räikkönen's Abu Dhabi-winning Lotus E20 V8. The idea is that you drive a high-speed demonstration lap, as part of the pageantry leading up to the first French Grand Prix since 2008. Fine, if you are an ex-F1 racer used to these cars. Or an F2 or GP3 upcomer, with plenty of miles under your wheels. But how about if all you've done at this level is a test day at the track earlier in the month?

But it's Sunday, June 24, 2018. And while that date might not resonate with everyone, for you it's a hugely important one, because back in Saudi Arabia it's a landmark day. As part of the country's new forward-thinking philosophy, King Salman has officially decreed that from this day on, women may hold driving licences. And you are a Saudi Arabian woman. Driving an F1 car. In Europe. On that landmark day.

But after tucking her long hair beneath a racing helmet and shoving whatever misgivings she may have harboured firmly into the pockets of her overalls, Aseel Al-Hamad added to the celebrations by doing a perfect lap in the Lotus. They had called it a pre-race 'passion parade' featuring several cars from Renault's storied racing past, and it went down a storm with spectators. "It's a beautiful gesture from Renault and F1 to support a beautiful day in Saudi," Al-Hamad said afterwards, beaming her model's smile. "I'm here as an ambassador of my country and I hope I did my best today. It's the best way to launch a new beginning, a new era." A delve into her background reveals that Al-Hamad is quite a

character. She graduated from Prince Sultan University in 2009 with a degree in interior design, and went on to set up IDegree Design, an engineering and design firm. She's a member of the Saudi Council of Engineers, and made a little bit of history when she became the first Saudi Arabian woman to own and import a Ferrari, a 458 Spyder. She's shipped it to several circuits around the world to participate in track days, workshops and professional racing courses. She also manages the sportscar section of Rose Auto Magazine, a Saudi publication aimed at female drivers.

On top of that, she's a board member of the Saudi Arabian Motorsport Federation and, at FIA President Jean Todt's invitation, a member of the organisation's Women in Motorsport Commission. "Today was perfect," she added after her successful lap. "Everything was smooth, I felt I belonged in the seat. And I loved the fact that there was an audience around. (It shows) that nothing is impossible, that you can dream big and work hard because you will achieve it. For me, I think motorsport is the best sport and the most popular around the world.

"We are so lucky that Formula E is going to come this year to Saudi Arabia when we are going to have the first race." She paused when asked whether she might eventually consider racing herself, but rallied quickly. "Nothing is impossible. Why not? My hope honestly is to inspire the whole world and the next generation to participate and be professional racing drivers in this field.



Aseel Al-Hamad geared up for her Formula One drive.

What we did here today explains that everything is possible." Much is made these days of championships specifically for women drivers, so it's interesting that Al-Hamad doesn't think such exclusive gimmickry would be necessary. "The Women Motorsport Commission at the FIA is trying to promote the fact that motorsport is open for everyone," she explains. "It's not a gender sport."

Formula One wants to open up to a much broader fan base and a big part of that is equality, so that women feel they can fit into it at various levels, whether working within a team or even becoming a driver. So her demonstration run was a big symbol of that, and a big part of the FIA Formula One Future Stars programme, which was introduced this year to encourage children of both sexes and from all different backgrounds to get into the sport. In 25 years' time people, especially Saudi women, may regard what Al-Hamad did at Paul Ricard as an historic event. But did she see it as the major step it represented?

"Of course," she said. "But this is one achievement out of many other achievements, so we are always looking back to everything in our history to celebrate moving forward. I'm very happy with

what I did and the upcoming Formula E race we are holding. Now it is the new Saudi and now it's for us to show the world and think back to what the country has been doing for us for years. The most important thing I am looking forward to is seeing the next generation, young girls, trying motorsport. I want to watch them training and taking the sport very seriously as a career. This is going to be really my biggest achievement.

"I believe the beauty of this story is that everything is possible. Even if you dream the impossible, you can still achieve it." Saudi Arabia has virtually no motorsport history, but Riyadh hosted the Race of Champions in 2017, and Formula E will become the first international series to race in the Gulf Kingdom when it inaugurates its 2018/19 season there in December.

Aseel Al-Hamad will be in attendance, of course. Watching how it all goes. Soaking it all up. Doubtless surrounded by young kids to mentor, and, naturally, with her trademark smile lighting up her face. While her run at Paul Ricard was a celebration of long overdue change, it may also have been one of the stepping stones to a new future of a completely different kind.



Aseel Al-Hamad in the Renault Formula One car.

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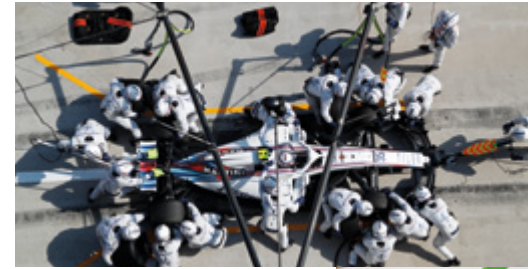
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“Allow SEO to find the right solutions to ensure a great experience.” *Monica Head*

We have been opening doors at every Formula One destination for the past 20 years, and now we are working in Formula E. First class logistics for time-strapped clients is our strength. We partner with carefully selected hotels and hospitality specialists to ensure that your accommodation, transport or restaurant reservations will be delivered in impeccable style. And the reason? Monica Head, who founded SEO in Bologna in 1998, before moving to London in 2005. Her focus is to provide logistics for teams, suppliers and sponsors to create a truly bespoke and unforgettable experience.



To arrange a private tour in Riyadh, make a hotel reservation or organise a luxury car or minivan during your stay contact our Travel Coordinators.



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THE DINING NOTEBOOK

Photography by Pierre Zabbal



There's no quicker way to the heart of a nation than through its cuisine. And it's fair to say that Riyadh's cup (and plate) runneth over with sizzling choices. The metropolis is a melting pot of Arab traditions and western tastes and, as one of the world's wealthiest cities, fine dining is not in short supply. Like the city's architecture, Riyadh has retained its cultural roots while still adding a modern, forward-thinking aesthetic. The result is a diverse and exciting restaurant scene – from exquisite Japanese to modern European with, of course, plenty of local favourites - in short, you're bound to find something delicious.



NOZOMI

You may have tried the Knightsbridge outpost of this too-good-to-miss, award-winning restaurant. And whether in London or Riyadh, Nozomi guarantees an exciting experience. Expect simple, elegant, contemporary Japanese, lots of sharing plates and some seriously delicious fresh sushi using the finest seafood and ingredients from all over the world. Sophisticated, vibrant, energetic – it makes for an unforgettable evening.

*Musad Bin Jalawi, As Sulimaniyah,
Riyadh 12244*
+966 9200 09686

Photography by Pierre Zabbal

CHARCOZA

One of the new additions to the Riyadh dining scene, Charcoza is every meat-lover's dream. The slick, minimalist décor is in contrast to the warm and relaxed vibe and the food is delicious – with brisket apparently cooked for 36 hours. For mezze, try the BBQ beef rolls and the crunchy corn and feta salad followed by the melt-in-your-mouth Asador shoulder of lamb – you will not be disappointed.

*Charcoza, At Taawun, Riyadh
12477*
+966 11 810 6938



LA CUCINA

After a hard day at the track, why not kick back and relax at La Cucina at Al Faisaliah Hotel, Riyadh. The surroundings are elegant and the modern Italian cuisine, focused on the finest ingredients sourced from around the world, really hits the spot. We recommend the Carpaccio di Manzo to start, including Black Angus beef, black truffle and artichoke, followed by Australian Wagyu beef sirloin while you should finish with, of course, tiramisu.

Al Faisaliah Hotel, Al Faisaliah Mall, Riyadh 12212
+966 11 273 2222



CIPRIANI

Located in one of the capital's most prestigious districts, glamour abounds at Riyadh's Cipriani. With its Murano glass chandeliers, polished lacquered wood and signature blue leather seats it is a favourite among Riyadh's well-heeled. Must tries? The truffle pizza, baked tagliolini, and veal piccatine with lemon sauce, but whether you are a regular or a first timer you are in for a treat.

*Exit 2, Prince Turki Al-Awwal Road, Hittin, Riyadh
13512*
+966 11 277 6700





THE GLOBE

With sweeping panoramic views across the capital, The Globe Restaurant (situated in the three-storey sphere that tops the Al Faisaliah Centre) is one of Riyadh's most breathtaking experiences. Dine on delicious modern European cuisine – the tasting menu includes Alaskan king crab, short rib with vanilla pommes purée, and chocolate velvet Crème brûlée – while the city sparkles below. If Riyadh hasn't dazzled you yet, this will.

Al Faisaliah Centre, King Fahd Road, Olaya District, Riyadh 12212
+966 11 273 2000

YOKARI

Bright and vibrant, Yokari - a fusion of modern and traditional Japanese cuisine - is impeccable. The craft and technical precision of each dish has to be seen (and devoured) to be believed. Don't forget to enjoy one of the refreshing fruit cocktails or mojitos.

Centria Mall, 210 Olaya Street, Riyadh 11672
+966 11 288 6999



NAJD VILLAGE

For thousands of years traditional Arabic cuisine has remained unchanged - with lamb, dates, chicken, yoghurt and spices at its heart. So where better to feast on this wonderful food in an authentic setting than at the Najd Village with its blazing bread oven and traditional carpets. Try the Hashi (baby camel), Kasba (meat with rice) or the delicious set menu for a taste of everything – just expect to leave your shoes at the door.

At Takhassusi St, Al Olaya, Riyadh 12331
+966 11 464 6530



Pierre Zabbal

BURGER BOUTIQUE

If you are in the mood for a seriously towering burger then you will not be disappointed by the popular Burger Boutique. Freshly baked buns, chicken or beef (even Wagyu burgers for gourmets) all brimming with toppings like Swiss cheese and caramelised onions, and a side order of rainbow fries. It's the best burger joint in town.

Musa Bin Nasser Street, Al Olaya, Riyadh
+966 53 853 3392





THE GRILL AT THE FOUR SEASONS HOTEL RIYADH

You are in for a BBQ treat at Four Seasons, The Grill. Enjoy the finest meat cuts, grilled sea bass, famous Wagyu beef sliders, poolside mezze including the rib-eye steak, lobster tails and king prawns every Thursday and Friday by the pool.

*Kingdom Centre, Olaya Street,
Riyadh, 111321
+966 11 2115500*

For a coffee break...

In Saudi Arabia serving qahwah or coffee is a sign of hospitality and generosity. Here are some of our favourite coffee stops:

MADELEINE

Enjoy a delicious creamy cappuccino (and some seriously tempting cakes) at this stylish café.

*Prince Turki bin Abdul Aziz al Auwal Road, Riyadh
+966 9200 03300*

CAFÉ BATEEL

For the finest dates – a Saudi speciality – and a full-flavoured coffee, this is where to head.

*Al Hamra Mall, E11 Sheikh Mohammad Bin Salem Road
+966 11 810 4044*

DOSE COFFEE SHOP

Coffee-afficionados will relish the array of speciality coffees sourced from around the world at the slick Dose coffee shop. If you want something cool try the Dose Nuts with homemade caramel.

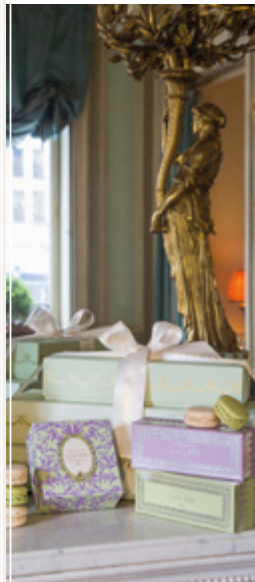
*Anas bin Malek Street, Al Malqa,
Riyadh 13521
+966 54 054 4666*

LADURÉE

After a hard day's shopping in the stylish Centria mall, enjoy tea or coffee, and macaroons in the pastel Parisian tearooms.

*Second floor, Centria Mall, Riyadh 122227781
+966 11 288 5075*

Madeleine



Ladurée

A TASTE OF THE HIGH LIFE

As culinary director of the Al Faisaliah and Al Khozama hotels, veteran Italian chef Cladys Magagna can cater for up to 3,800 guests a day. We asked him to share his favourite recipes and give a taste of Riyadh's restaurant scene.



PIT STOP

Cladys Magagna

WHAT MAKES THE RIYADH CULINARY SCENE SO SPECIAL?

It's a market that is almost untouched, it is not saturated, so it is easy to make an impact. It's the best time to be here as the government is diversifying the economy, which has been based on oil for the past 80 years. There are 6.5 million people living in Riyadh and only 750 restaurants, the ratio is extremely low. There are incredible business opportunities for restaurant entrepreneurs.

WHERE IS YOUR FAVOURITE PLACE TO EAT?

La Cucina, our Italian restaurant here in the Al Faisaliah Hotel. We have invested in the finest ingredients, including organic eggs, organic fruit and vegetables, fresh meat and seafood.

AND WHAT WOULD BE THE THING TO ORDER DURING THE E-PRIX?

Milkshake! We will have the most incredible milkshake from the Al Faisaliah pastry team. It's called Cheesecake Madness and is my favourite dessert. There is also Chocolate Attack featuring Oreos and Gianduja cream sauce or Salted Caramel Therapy with chocolate brownies and caramel popcorn.

WHAT IS YOUR MOTTO WHEN IT COMES TO GREAT FOOD?

Focus on the flavour of your dish first, then the presentation, not the other way around.



'SALMONE, GRANCHIO E CAVIALE'

Cured salmon with Alaskan king crab, Stracciatella, compressed cucumber, tomato and Beluga Caviar. Serves 12.

1,5kg Wild salmon
2kg Cooked Alaskan king crab (fresh or frozen)
500g Stracciatella cheese (the inner part of Burrata)
3 Small cucumbers, firm
6 Vine-ripe tomatoes, peeled, seedless cut into petals (use also cherry tomatoes)
8g Beluga caviar
Extra virgin olive oil

Cured Mix

1 tbsp. white peppercorns
1 cup of fresh dill, roughly chopped
1 lemon skin (thinly sliced, no white part)
250g sea salt
250g white sugar

Cut the tip of the cucumbers, place them in a vacuum bag and seal. Keep them refrigerated overnight, then slice them lengthwise, roll and keep to one side. Remove the meat from the shell of the king crab, completely clean and remove any bones. Cut into large chunks and set in the fridge.

Clean the salmon, remove any bones and place it on a cheesecloth. Place the cure mix on the salmon evenly. Roll the cheesecloth over and place on a perforated tray. Refrigerate in the fridge for two days.

Remove the mix from the top and thinly slice the cured salmon and arrange onto a plate forming a nice round disc 12cm in diameter. Carefully place the king crab, tomato petals, cucumber and Stracciatella on top of the salmon disc, drizzle with extra virgin olive oil. Place 8g of Beluga caviar on top, garnish with micro greens and serve.



'CHICKEN SALEEG'

A traditional Saudi main dish made of rice with chicken or meat. Serves 6.

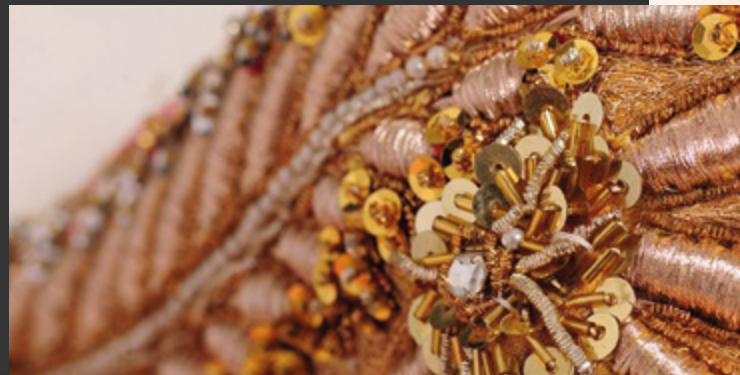
3 pods black cardamom
1 cinnamon stick
1 medium red onion
3.5lb chicken, split in half lengthwise
1 teaspoon dried cilantro
1/2 teaspoon ground black pepper
1/2 teaspoon salt
2 cups long grain white rice
3 cups milk

Preheat oven to 350 degrees F (175 degrees C). Place the chicken, cardamom pods, cinnamon, and whole red onion into a large cooking pot. Fill with enough water to cover the chicken, and bring to a boil over a medium-high heat; boil for 20 minutes. Reserve four cups of the resulting chicken stock in a large saucepan.

Remove the chicken and onion from the cooking pot and place in a roasting pan. Season the chicken with the dried cilantro, black pepper, and salt; cover with tinfoil.

Bring the rice to a boil over a high heat, stirring occasionally. Once it reaches a boil, cover the saucepan and reduce the heat to low, simmer covered for 15 minutes.

THE STYLE NOTEBOOK

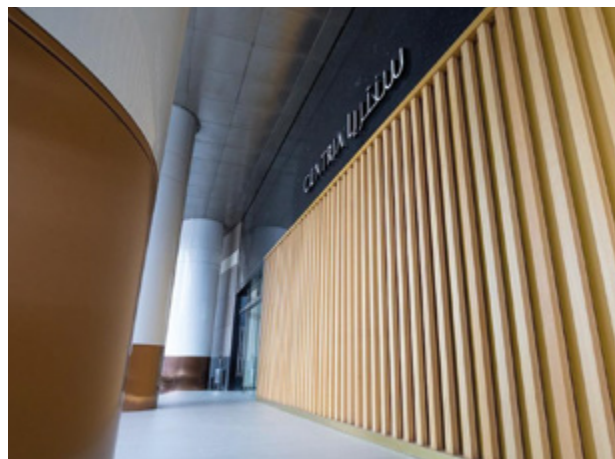


As host to Saudi Arabia's first fashion week and famed for its slick malls, no brand is overlooking the multi-billion pound fashion empire of Riyadh. From the big players – Gucci, Chanel, Christian Dior – to homegrown stars such as Haifa Fahad and Razan Alazzouni, as well as Toby by Hatem Alakeel, there is something to suit all tastes. The upmarket Olaya District is where to head or, if you are in the market for local treasures, discover Souq al-Thumairi. You will be spoilt for choice.



PERSONAL TASTE: MARRIAM MOSSALLI ON SHOPPING IN RIYADH

We asked Saudi entrepreneur and journalist Marriam Mossalli, founder of leading luxury communications agency Niche Arabia, to reveal the ultimate places to shop in Riyadh.



THE MALL

Centria Mall is the Rodeo Drive of Riyadh. Here you will find every big brand – from Cartier to Van Cleef, Fendi to Lanvin – as well as some multi-brand stores. Stop and have a coffee and a macaroon in Laduree, and enjoy the host of great restaurants on the second floor.

www.centria.com.sa

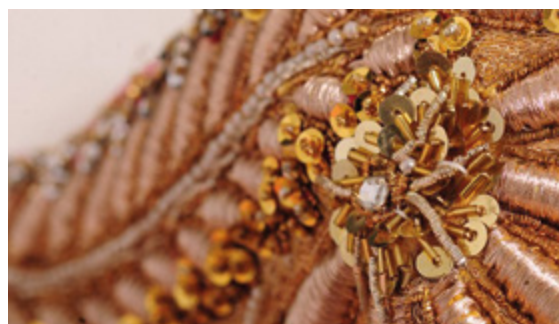
THE CONCEPT STORE

Life was the first concept store to open in Riyadh in 2003. It is perfect for off-duty designs with brands like Off White, Neil Barrett and Wasta a popular T-shirt brand in Saudi. Its sister store, Sid, is also great for glamorous gowns for evening and beautiful accessories like Jennifer Behr.

www.life.com.sa / www.sidboutiques.com



Liara Qumamawi
“If you are ever in doubt over what to wear in Riyadh, dress up. You can never be overdressed, people put in the effort.” Marriam Mossalli



THE HERITAGE BRAND

Art of Heritage is a foundation that preserves traditional handicrafts of Saudi Arabia as well as employing talented disadvantaged women – it is filled with beautiful one-of-a-kind garments all made and embroidered by hand.

www.artofheritage.com.sa

THE PARFUMIER

One thing I would recommend is a visit to a traditional Oud store, especially in Al Faisaliah. O100 Perfumery is a wonderful emporium, (www.o-100.com). Take your favourite perfume and have it conjured into a highly concentrated vial of delicious scent.



THE TRADITIONAL DESIGNER

The abaya is no longer mandatory in Saudi Arabia, but women in Riyadh still prefer dark colours. If you are looking for an abaya - especially one with exquisite detail, the Riyadh born-and-based Haifa Fahad is the name to know.

www.haifafahad.com



THE JEWELLERY LABEL

Charmaleena is a Saudi fine jewellery brand filled with beautiful pieces for every day with lots of calligraphy and symbolic designs using 18k gold, diamonds and precious stones.

www.charmaleena.com



THE ACCESSORY HAUNT

Saudi women love to accessorise. When you are wearing an abaya, attention goes straight to the heels and bag so they have to be up-to-the-minute. Harvey Nichols has a great selection of the big names like Lanvin and more under-the-radar labels like Bao Bao by Issey Miyake.

@HarveyNicholsRiyadh



THE DESIGNER TO KNOW

The Saudi-born designer Razan Alazzouni is the designer to know for understated and elegant pieces that work for pretty much most occasions.

www.razanalazzouni.com

PERSONAL TASTE: HATEM ALAKEEL ON SHOPPING IN RIYADH

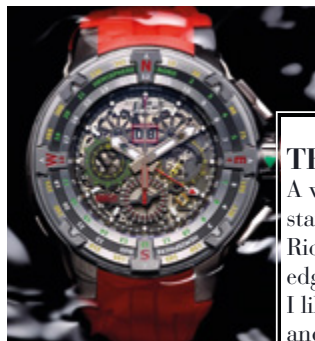
We asked Saudi fashion designer Hatem Alakeel, the man described as reinventing the thobe in his brand Toby, to reveal his go-to shopping guide in Riyadh.



THE ACCESSORY BRAND

Kuwaiti-born, British-based designer, Robert Tateossian is my personal favourite for accessories. He is a good friend and inspired me to pursue my dream and work in fashion. His creations are contemporary yet timeless.

www.tateossian.com



THE WATCH BRAND

A watch is an important statement for men in Saudi. Richard Mille designs have an edge that appeal to any age. I like the fusion of tradition and sport to create a look that is unique.

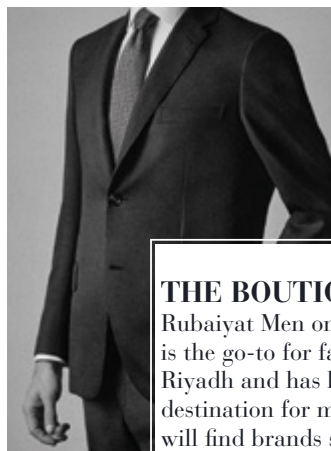
www.richardmille.com



THE MALL

The Panorama Mall, on Takhassusi Street, (one of the main streets in the city), is a great source for menswear. You will find luxury brands such as Christian Louboutin - interspersed with good, quick places to eat.

www.panorama-mall.com



THE BOUTIQUE

Rubaiyat Men on Olaya Street is the go-to for fashion lovers in Riyadh and has been the leading destination for many years. You will find brands such as Gucci, Brioni (pictured), Dolce & Gabbana and Giorgio Armani (www.rubaiyat.com). Le Gray on Tahlia Street is also a favourite.

www.legrayfashion.com



THE SAUDI DESIGNER

Saudi men are very particular about tailoring and fabric. When it comes to the thobe [the long-sleeved ankle-length tunic often teamed with a keffiyeh headdress] men like to indulge in luxurious winter fabrics as it does get cold. They are very tuned in to fashion and new trends. Yes, they do enjoy brands such as Gucci and Givenchy, but let's not understate their flair for style and individuality, which I always try to capture in my label Toby.

www.tobybyhatem.com

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TRUE GEMS

Nadine Hammoud and her daughter Cherine Altobaishi are the brains behind Saudi Arabia's hottest fine jewellery brand, NC Rocks. Their bold, statement designs weave Middle Eastern roots with Western influences. We talked to them about where to shop for fine jewellery in Riyadh, what to buy and what life is like for women in Saudi today.



Cherine, tell us how NC Rocks came about?

My mother was always an artist - whether it was painting, designing a fashion line, or dabbling in interior design. She always instilled that in me, which allowed me to develop my own artistry. Our close bond naturally progressed to creating NC Rocks. We wanted to translate art into modern jewellery. Our creations stem from artists we love, eras we relate to, places we've travelled to, as well as our personal beliefs.

We launched our brand in New York, followed by Paris fashion week, which led us to be stocked in key stores in Los Angeles and Dubai. One of our most exciting moments was seeing our jewellery on the Emmy's red carpet and having celebrities like Jada Pinkett Smith actually buy our pieces and be a fan of our brand.



Is fine jewellery popular among young Saudi women?

Yes it is very much a part of their every day style. We are now seeing them mix-and-match big names - such as Van Cleef, Bvlgari, and Cartier - with up-and-coming young designers. Saudi women love to support their local designers.

What kind of designs are popular?

For day - very delicate and fine pieces, and for special occasions, more bold and colourful designs. Women here love to dress up and jewellery is a major part of that. They like to invest in gold and diamonds. Bespoke pieces are also popular, especially using the Arabic language - from alphabet letters, to names, Qur'anic words and verses, and colours symbolising countries or flags.

What are the other big trends?

We are seeing lots of charms and multi-layering in pendants, bracelets, and chokers. Hoop earrings are also trendy - in all shapes and sizes. Being hoop-lovers ourselves, we created two original designs based on the classic hoop that are very popular.



Where is great to shop for fine jewellery in Riyadh?

The main fine jewellery stores can be found in Kingdom Tower mall, which includes Harvey Nichols and Centria Mall. On Olaya Street you can find renowned family-owned jewellery stores such as Mouawad, Al Moallim, Chatila, etc. And many people enjoy visiting the gold souk in Deira in old Riyadh which is much more local and traditional.

What do women like to wear at events such as the E-Prix?

The staple outfit for women in Saudi is the abaya - traditionally black with a veil, however recently we are seeing much more colour and interesting designs on abayas. Depending on how the E-Prix will be organised, there may be private sections for families where they will feel more comfortable to show off their outfits, otherwise they will be comfortably yet elegantly covered in their beautiful abayas.

How are things changing for women in Saudi Arabia?

So much is changing for the betterment of women and that is very exciting. Female empowerment is something we strongly believe in and identify with. Our brand has been built by two strong, independent Saudi women who believed in a vision and made it happen against many odds. We are an example of women achieving success in Saudi Arabia and we are hearing more of these stories, which is so inspiring.

Do you think the lifting of the ban on women driving in Saudi will increase interest in motorsports?

Yes, we definitely think that, as women now feel freer and more inclined to follow their hobbies and interests that are not so typical. It gives women the equality they rightfully deserve.

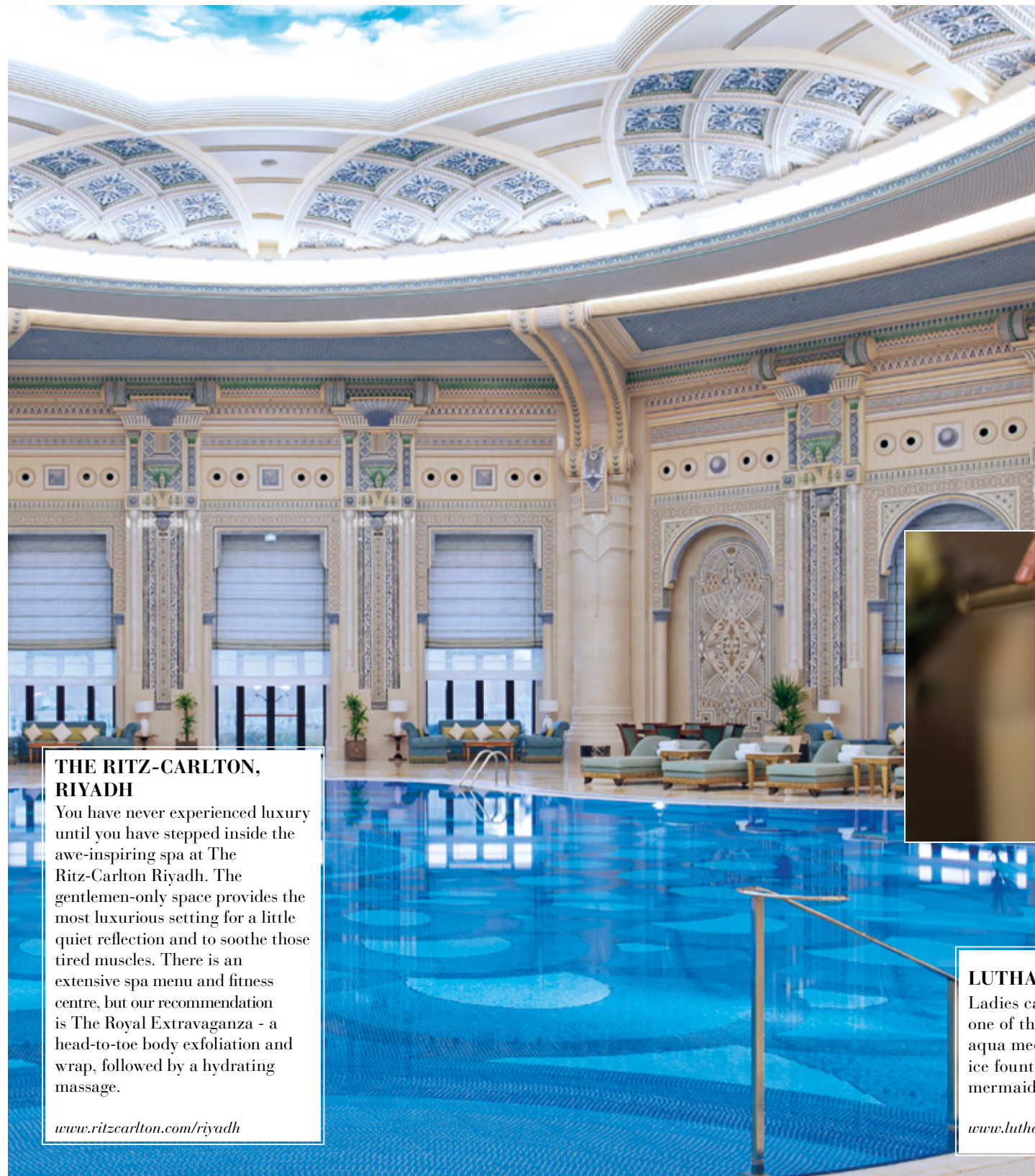
What is next for NC Rocks?

Our plan is to focus on our presence in the region, and especially Saudi Arabia as we have recently moved back here from Dubai. We would like to ride the wave of change that is happening for women right now. We are excited to connect with other Saudi women and look forward to future collaborations and becoming a part of this amazing community that is empowered and ready to support each other.



THE RELAXING NOTEBOOK

Dazzling design is nothing new in Riyadh – and no more so than in its more-is-more spas. With their unparalleled opulence they offer a taste of relaxation like nowhere else. From discreet, swift beauty fixes to a slow soothing of the senses – these are the retreats to restore and indulge.



THE RITZ-CARLTON, RIYADH

You have never experienced luxury until you have stepped inside the awe-inspiring spa at The Ritz-Carlton Riyadh. The gentlemen-only space provides the most luxurious setting for a little quiet reflection and to soothe those tired muscles. There is an extensive spa menu and fitness centre, but our recommendation is The Royal Extravaganza - a head-to-toe body exfoliation and wrap, followed by a hydrating massage.

www.ritzcarlton.com/riyadh

AL FAISALIAH SPA BY ESPA

If you have always wanted to feel rain in the desert why not try it at the incredible Al Faisaliah Spa by Espa. The unique treatment using jets of water to stimulate the body's system is just one of the many innovative yet holistic approaches used at the expansive spa. Boasting a full salon, Technogym, vitality pool and tea lounge – it's a ladies' haven not to be missed.

alfaisaliahspa.com



FOUR SEASONS HOTEL, RIYADH

The all-men's spa offers a comforting and private space to combat the stresses of everyday life and travel. Enjoy indulgent treatments such as the traditional deep-cleansing Moroccan hammam and hot stone massage. The spa has been carefully designed to create a cohesive and soothing ambiance for rejuvenation.

www.fourseasons.com/riyadh/spa

LUTHAN HOTEL AND SPA

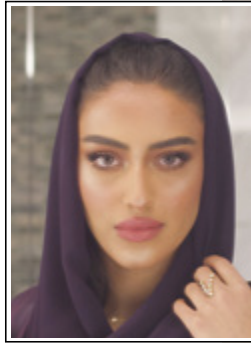
Ladies can float their stresses away at the Luthan hotel, one of the first for women in Saudi Arabia. There is an aqua meditation room, herbal sauna, Turkish bath and ice fountain. We love the steam room, which looks like a mermaid's grotto.

www.luthanhotel-spa.com



PERSONAL TASTE: YARA AL-NAMLAH ON BEAUTY IN RIYADH

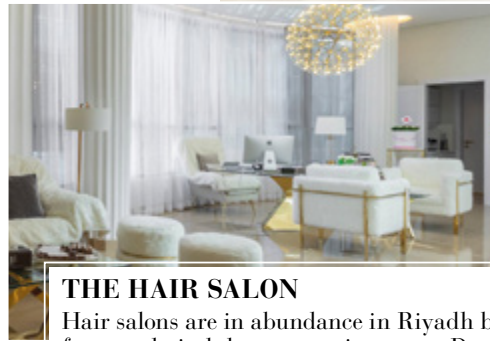
We asked Saudi Arabia's leading beauty influencer, Yara Al-Namlah, to recommend Riyadh's beauty and wellbeing go-tos.



"In Saudi Arabia, elegance, a sense of beauty, and self-care are super important. We enjoy taking care of ourselves - and seek perfection all of the time." Yara Al-Namlah

MAKE UP

If you want a more professional finish, a popular spot for makeup is Harvey Nichols' beauty hall. Christian Dior has recently opened a perfume and cosmetics corner featuring new collections like the Rouge Dior Ultra lipstick in fierce red. @HarveyNicholsRiyadh



THE HAIR SALON

Hair salons are in abundance in Riyadh but for a truly indulgent experience, try Dar Dujour beauty salon (@dardujour). It offers a professional service in beautiful surroundings and there are great manicure and pedicure stations too. Also worth a visit is the Vogue salon. @vogue.salon

THE NAIL SPA

In Riyadh groomed nails are as important as your outfit. Acrylic and Shellac are the most popular finishes and for beautiful digits The Nail Corner, (@thenailcorner.sa) and Shi Nail Spa (@shi.nail.spa/+966 11 4885503) are the salons to know.

THE AESTHETICIAN

Clinica Joelle is the place in Riyadh for every beauty solution. Founded by Lebanese entrepreneur and social media superstar Joelle Mardinian, there are nine salons in the Middle East, boasting a collaboration of doctors, surgeons and dermatologists, to offer surgical and non-surgical procedures. You can have botox or fillers safe in the knowledge that you are in medically-trained hands. Also worth trying is Maison de Joelle - a sister salon which offers grooming, hair and nail treatments www.clinicajoelle.com



THE DERMATOLOGIST

The leading dermatologist in the Arab world, Dr Riyadh Al-Buqumi, has clinics that use cutting edge technology to assist with every concern from wrinkles to teeth whitening, laser hair removal to lip colouring - even hair transplants (www.buqumi.com). Also highly recommended is Dr Ayman Al-Sheikh (+966 11 4646464).

MOISTURE SURGE

Christian Dior

The air in Riyadh can be incredibly drying so be sure to follow our tips to ensure yours doesn't resemble the Thumama desert.



ROLL WITH IT: Work Angela Caglia's rose quartz facial roller over your face to drain fluid, promote new cells and improve elasticity, www.netaporter.com

MASK IT: Especially after a long flight, skin benefits from a potent mask. Dr Barbara Sturm's smooths and calms stressed-out skin, www.netaporter.com

MOISTURISE ON REPEAT: To treat as well as transform, Charlotte Tilbury's Magic Cream works on even the most dehydrated faces www.charlottetilbury.com

INDULGE YOUR LIPS: Aerin's new rose-tinted lip conditioner is the perfect way to soften and nourish dry lips, www.esteelauder.com

AND ENVELOP THE BODY: Christian Dior's new JOY collection features a nourishing body milk with an enveloping scent of warm and creamy sandalwood, @HarveyNicholsRiyadh

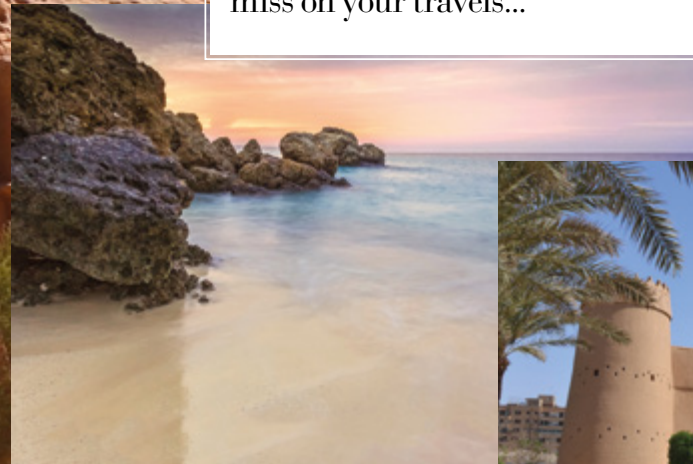


THE ADVENTUROUS NOTEBOOK

High Commission for the Development of Arriyadh



It is a nation seldom seen by the eyes of outsiders. Yet fly just over six hours from London to Riyadh and a land of year-round sunshine, more-is-more opulence and unparalleled adventure can be yours. Be one of the first to marvel at its wonders - here's what not to miss on your travels...



KEY TO THE KINGDOM

Discover some of Riyadh's finest sights

The capital and heart of Saudi Arabia, and the country's largest city, Riyadh has transformed from a small, walled, stop-off for traders to the large, vibrant commercial centre it is today.

Spread across 15 bustling districts, there is art, shopping, architecture and eateries aplenty and, like the country as a whole, it is still relatively untapped by tourists. The capital is as well known for its financial centre and shopping, as it is for its history and culture. So visitors are as likely to stare at a gleaming skyscraper as a historic fortress – there is so much to discover and so many wonders around every corner. Here are some of the highlights not to be missed.

WORLD SIGHTS PARK

This is a wonderful destination, especially for families. Featuring scaled replicas of the most famous landmarks from around the world, including the Eiffel Tower and Sydney Opera House, it is great fun.

RIYADH NATIONAL ZOO

In the heart of Malaz in Riyadh, this is one of the capital's most popular destinations. Take the miniature train around the 55 acres – there is plenty of wildlife to enjoy in a landscaped, spacious setting.

KING ABDULLAH PARK

Get closer to nature in one of Riyadh's many green spaces. King Abdullah Park is perfect as the sun sets, with a light breeze and the dancing fountains complete with colourful lights.

MASMAK FORTRESS

This is where Ibn Saud, the nation's founder and first monarch, recaptured Riyadh in 1902 – it is spectacular and gives a fascinating taste of the Kingdom's history.

THE NATIONAL MUSEUM OF SAUDI ARABIA

Home to all manner of artefacts detailing the Kingdom's history, if you want to delve deeper into the country's rich past this is the place.



The Ritz-Carlton Riyadh



Uwaiss markets, King Fahd.

WADI NAMAR

Escape the city and enjoy some fresh air and a little water in the desert at Wadi Namar, a must-visit for a quiet walk or a more energetic buggy ride.

AL FAISALIAH TOWER

It's hard to visit Riyadh without a trip to this iconic tower. And it's hard to leave without sampling the wonderful afternoon tea restaurant at its summit.



Ad Diriyah.

KINGDOM CENTRE SKY BRIDGE

The 300-ton, 65m-long steel Sky Bridge sits on top of one of the most famous landmarks in Riyadh. It's a unique way to see the city and you can enjoy a romantic dinner for two at the Four Seasons Hotel as the sun sets.

www.fourseasons.com/riyadh

10 things you never knew about Riyadh...

You know that Riyadh is Saudi Arabia's capital and one of the wealthiest but are you aware of the following?

1

It may have emerged from the desert but the city's name translates to 'the gardens' and the Saudi government is working to create ever more green spaces for its residents.

2

The Riyadh camel market is one of the largest in the world, and about 100 camels are sold there each day.



3

At 302 metres, The Kingdom Centre is the fifth tallest skyscraper in the country.

4

The city boasts a remarkable number of mosques - 4,000 and counting.



5

The region is so hot in the summer, the temperature exceeds 45 degrees celsius.

6

Riyadh has the largest all-female university in the world, the Princess Nourah Bint Abdulrahman University.

7

Riyadh is situated in the centre of the Arabian Peninsula and is 790km or 491 miles north-east of Mecca.

8

This is the first year the Kingdom has hosted an E-Prix, made even more prestigious as it is the opening race.

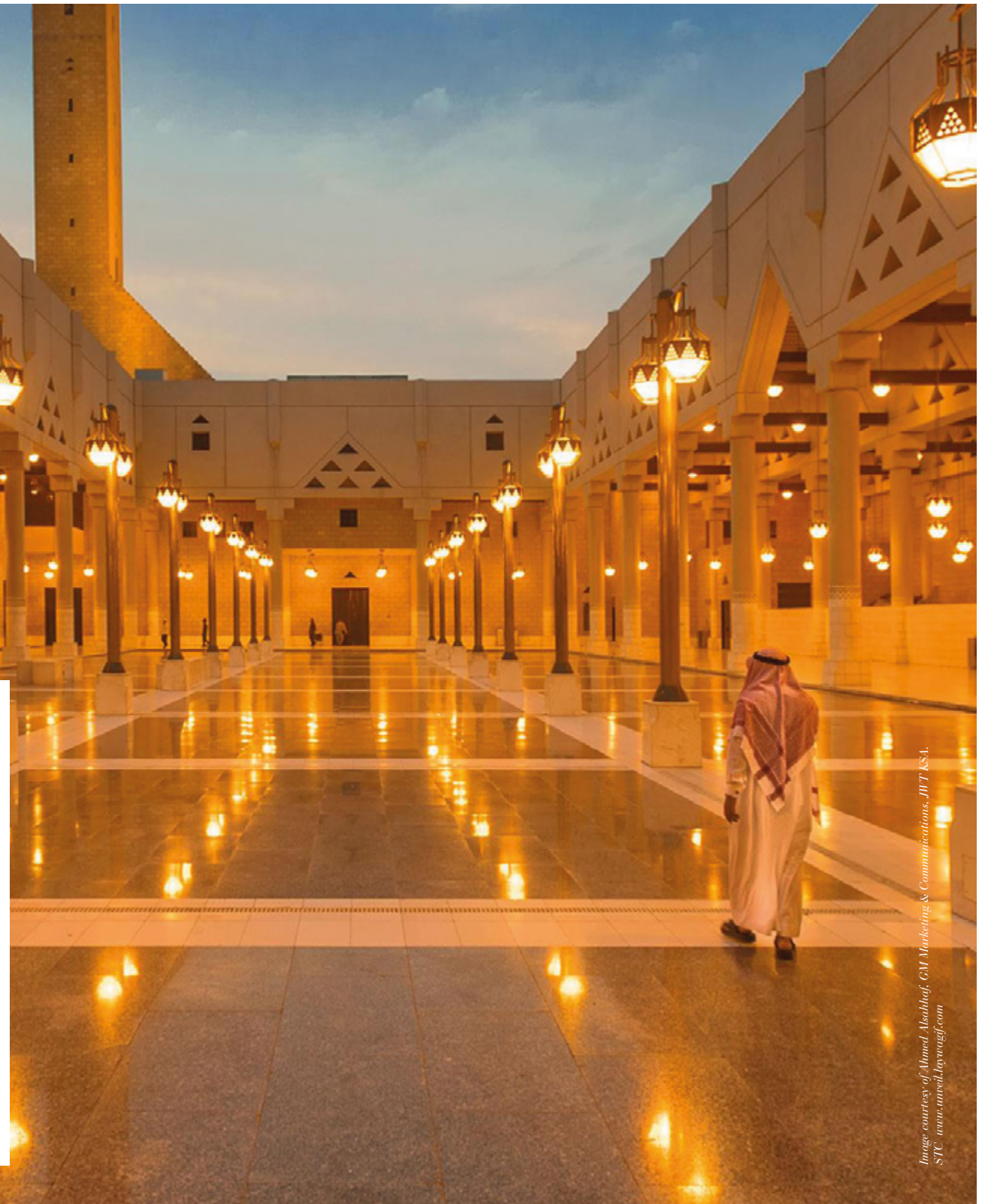
9

Despite being desert land, the world's largest integrated farm, Al Safi Dairy Farm in nearby Al Kharj, is a Guinness World Record Holder with more the 50,000 Holstein cows.

10

The majestic 'Edge of the World' is rich in fossils because it is believed to have been at the bottom of the ocean thousands of years ago.

Riyadh Development Authority



AND FOR FURTHER AFIELD...

Images courtesy of Pierre Zabbal

MAD'IN SALEH

Deserted, silent and stunningly well preserved, the UNESCO World Heritage site of Mad'in Saleh is an experience of a lifetime. An overnight trip from Riyadh, it is thought to be the largest conserved site of the first-century AD Nabataean people, after Jordan's Petra. Set within sweeping sands, it boasts more than 100 giant tombs cut out of the rock and has been brought back to life by the Saudi Commission for Tourism and National Heritage. It is a sight to behold.

Al Ula region around
Mad'in Saleh



PIT STOP Pierre Zabbal

The Lebanese-Canadian photographer, with more than 30 years experience, shares his guide to the capital.

WHAT DO YOU LOVE ABOUT RIYADH?

There is a kind of serenity living in this part of the world.

WHAT EXCITES YOU ABOUT THE FUTURE?

Society is changing and opening up to the world while the city is growing and westernising at a great pace. With the metro under way, new architectural projects are being built everywhere and the city's infrastructure and horizon is changing dramatically.

WHERE IS GREAT TO GO?

The Cigar Lounge on the top of the Al Faisaliah Tower is a must, as is a walk along the animated Tahlia, Olaya and Takhassusi streets. If you have children, Al Salam park is great, and a trip to Nofa Resort, King Abdullah bin Abdul Aziz Al Saud's race track is definitely worth it.

WHERE DO YOU RECOMMEND FOR A HOLIDAY?

Jeddah is a more relaxed city with its proximity to the sea. You will also find the best diving in the world in the Red Sea.

WHAT IS THE WEATHER LIKE IN DECEMBER?

It's the best – it's similar to spring in northern countries.

WHERE TO EAT?

There are lots of choices. Mayrig is great for Armenian cuisine (www.mayrigriyadh.com). Eatlay for fast Italian (www.eatalyriyadh.com). Tokyo for good Japanese seafood (@tokyo_arabia), and Diamond – a Chinese restaurant in the Localizer mall with amazing décor.

AND WHERE TO EXPLORE?

The beautiful Al Qarah mountain in Al-Hofuf, a four hour drive east of Riyadh, and the Makkah Road, an hour's drive away, with the red sand dunes. There are also remote destinations if you have the time like the Taif rose plantations north east of Jeddah.

www.pierrezzabbal.com

LOCAL KNOW-HOW...

Before planning your trip to Riyadh, here are some good things to remember:

PRAYERS: Saudi Arabia runs around the five daily prayers, and more or less everything closes during each prayer for at least 20 to 30 minutes. Saudi society expects you to respect and abide by the rules of Islam — even for those who are not Muslim.



TRANSPORT: Although there is no formal public transport, taxis are easy to get and are good value. Walking in the city isn't really an option as the roads are not designed for pedestrians and the heat will deter you anyway. Parking is easy as cars are the main way to get around.

DRESS: This is incredibly important for both men and women, and you are expected to cover up your arms, legs, and chest area. Women, in particular, should take care to dress modestly.

PHOTOGRAPHY: There is a ban on photographing government buildings, mosques and palaces. Don't take photos of Saudi Arabian men without their permission, and don't point a camera in the direction of women. Generally, people are not used to having their photo taken, so if in doubt, put your camera away.



ENTERTAINMENT: There are no pubs or clubs in Saudi Arabia, so most entertainment is done in the form of a private dinner party or restaurant meal.



PIT STOP

Raghda AlJadaan

The only female Saudi undergrad student reading mechanical engineering at University College London.

WHAT MOTIVATED YOU TO STUDY ENGINEERING?

Since I was a child I have always been interested in maths and physics. I wanted to do a degree in mechanical engineering because I enjoy doing something tangible and being able to see how things work. It is a prestigious degree and it brings many opportunities. There is only one university in Saudi Arabia currently offering a mechanical engineering course for women. My dream job would be in NASA, but I would be happy to do something with aerospace like Airbus or Boeing.

WHAT DO YOU LIKE AND DISLIKE ABOUT LIFE IN RIYADH?

The community and the people are amazing, everyone is helpful, generous and all of my family are there. The traffic in Riyadh is terrible though. There is no public transport - everyone drives everywhere.

WHAT EXCITES YOU ABOUT THE FUTURE?

Progress. Saudi Arabia has completely changed even in the last five years and the future is exciting with more opportunities and things to do. There's Neom - a futuristic Red Sea resort, which is billed as 'the Caribbean of Saudi' and global conferences including the Misk Global Forum which Bill Gates spoke at last year.

WHY ARE YOU EXCITED ABOUT FORMULA E COMING TO RIYADH?

I am a fan of the cars! Formula One is well known in Saudi so Formula E should be well received, although the biggest sport is football.

Riyadh Development Authority

CINEMA PARADISO

An exciting addition to Riyadh's entertainment scene are the new cinema screens popping up across town. Until earlier this year, there had not been a cinema in Saudi Arabia for 35 years. While the domestic film industry is still in its early stages, there are a number of talented directors making thought-provoking films. Here are our four favourites to see before you visit.



Keif al-Hal?

Addressing the conflict between traditional Saudi society and efforts to modernise, this 2006 comedy is billed as Saudi Arabia's first film, but was shot in the UAE by Palestinian film director Izidore Musallam.



Barakah Meets Barakah

Set and filmed in Jeddah, this award winning drama-comedy was directed by Mahmoud Sabbagh and entered by Saudi Arabia for the best foreign film category at the Oscars. An against-the-odds love story, it puts Saudi society under the spotlight and will leave you with a tear in your eye.



Bliss of Being No One

This award-winning short film made in 2016 is directed by Bader AlHomoud and tells of an encounter between a young boy, who has lost his family, and a one-eyed old man. The jury at the Beirut Film Festival described it as "enchanting" and "audacious".



Wadjda

The first feature film shot in Saudi Arabia (and made by a female director to boot) this charming tale tells the story of 10-year-old Wadjda, who enters a Koran recital competition to raise money for a bicycle. Haifaa al-Mansour's film was nominated for Best Foreign Film at the 2014 BAFTAs.

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• AD DIRIYAH

A UNESCO World Heritage site 20km from the centre of Riyadh, it is one of the most important - not to mention beautiful - historical sites in Saudi Arabia.

• MASMAK FORT

One of the most significant historical military landmarks in Riyadh, the vast clay and mud-brick fort gives a fascinating taste of the Kingdom's history.

• DEIRA SOUK

Discover everything from silver daggers to beautiful Bedouin jewellery, antique carpets and traditional souvenirs at the best souk in Riyadh for shopping.

• THUMAMA DESERT

Just a 30-minute drive from the city, you can take a buggy ride, go horse riding or simply soak up the wonder of the swathes of red sand.

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• CAMEL MARKET

Now held outside the city, the camel market is one of the largest in the Middle East. An annual month-long camel festival attracts thousands of camels. It even has its own camel beauty contest.

• THE NATIONAL MUSEUM

Opened in 1999, the national landmark is composed of eight galleries that chart the complete story of Arabian history.



• MURRABA PALACE

With its breathtaking architecture in the traditional Najid style, this majestic palace - designed to be a family residence and court for the King - is not to be missed.



THUMAMA DESERT

Whether you are an intrepid explorer or in need of some quiet contemplation, a visit to the Thumama Desert is a must. The sands are a veritable playground, with activities to suit all energy levels. Why not try quad-biking, horse riding or mountain climbing on one of the cliff sides - or simply sit and marvel at the unending tranquility of the red sands.

Just a 15-minute drive away is one of the largest camel markets in the Middle East where thousands of camels and other cattle are bargained for daily. And after a spectacular sunset across the desert, we will drive back to the hotel. Just 60km from the city centre it is an easy but unforgettable trip.

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EDGE OF THE WORLD

No trip to Riyadh would be complete without a visit to Jabal Fihrayn or Edge of the World. The huge canyon, about 100km from Riyadh, offers unbelievable views. Our route takes us via the Makkah Road to the old Camel Caravan Trail, making for a very special trip.

We will also take a short trek along part of the 700km Tuwaiq Escarpment, which runs through central Saudi Arabia. The part around Edge of the World is particularly stunning - long ridges reach outward from the plateau and the horizon appears endless wherever you look. And if we are lucky the day will end with one of the spectacular sunsets the area is famous for.

To arrange a private tour in Riyadh, make a hotel reservation or organise a luxury car or minivan during your stay contact our Travel Coordinators.

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NEOM: a vision for the future

Get ready for an experience of a lifetime. Saudi Arabia's new NEOM metropolis is billed as a window into a new world.

A futuristic, high-tech city emerging from the barren desert sounds like the stuff of science fiction - but Saudi Arabia's visionary metropolis NEOM will be finished in a little more than a decade.

Described as the Silicon Valley of the Middle East, and more than 10,000 square miles in size, NEOM will focus on biotech, digital sciences and advanced manufacturing and could help develop the technology behind driverless cars, robotics and drones.

Due for completion in 2030, it will run on renewable energy, serve as a gateway to the proposed bridge between Saudi Arabia and Egypt and, with miles of beautiful coastline and stunning mountain scenery, become a state-of-the-art resort for the Kingdom's growing tourism industry. Financed by more than \$500 billion from both the Saudi authorities and private investors, it commands a unique location to bring together the best the Americas, Asia, Europe and Africa have to offer.

THE ARTISTIC NOTEBOOK



With astonishing displays of unrivalled purchasing power, the Middle East is becoming the epicentre of the global art world. And as the country opens its doors to tourists, cinemas and state-of-the-art art centres, it is playing a vital role in bridging societal divisions. While artists in Arabia have explored the powerful perfection of geometry for millennia - as Paul Cezanne famously said: "Everything in nature adheres to the cone, the cylinder and the cube," - now Riyadh's contemporary art scene is growing apace. From the Misk Art Institute to Saudi Design Week and a host of exciting new galleries - it is all part of Saudi's sweeping cultural shift.

Mono Gallery



PIT STOP Zaid Belgabi

Christie's Consultant,
Saudi Arabia

WHO ARE THE SAUDI ARTISTS TO KNOW?

Abdulnasser Gharem and Ahmed Mater are well known and I expect them to continue to create more inspiring and thought-provoking pieces going forward. The entire artistic space is growing, with several younger artists making their mark.

DO YOU HAVE A FAVOURITE?

My personal favourite is Dana Awartani, she has done great work in keeping traditional Islamic designs alive and contemporary and I love how she bridges Arabic, Mughal, Persian and Andalusian styles. She is definitely one to watch.

WHAT DO YOU LOVE ABOUT THE ART SCENE IN RIYADH?

It is constantly evolving and it definitely feels alive. Being a government-endorsed space, there is no shortage of initiatives and events taking place.

WHERE WOULD YOU RECOMMEND SEEING BEAUTIFUL ART IN RIYADH?

There are several private collectors with stunning pieces in their collections and also some public galleries that have been established. The most interesting initiative is the MISK Art Institute, which is led by Ahmed Mater. An initiative of the Crown Prince, it embodies the growth of the contemporary arts scene in Saudi Arabia. The Naila and Lumas galleries are especially interesting places to visit, with many more set to open.

DO YOU HAVE A SPOT IN RIYADH THAT YOU FIND INSPIRING?

The Edge of the World desert scene has incredible views of the vast central Arabian plateau, it is inspiring whilst simultaneously foreboding.

MONO GALLERY

Exhibiting an exciting mix of established and emerging artists, Mono Gallery is becoming a key player in contemporary art and visual culture in Riyadh. Located in the Nojoud Centre, you will find beautiful sculptures by Muatasim Al Kubaisy and incredible contemporary work by Abdulrahman Al Sulaiman. Don't miss the solo exhibition of artist Taha Al Sabban which is on throughout December. As founder, Momen Al Moslimani says: "We believe that lives can be enriched through the experience of contemporary art." We couldn't agree more.

Nojoud Centre, Riyadh,
+966 55 636 3672
www.mono.gallery

Hewar Art Gallery

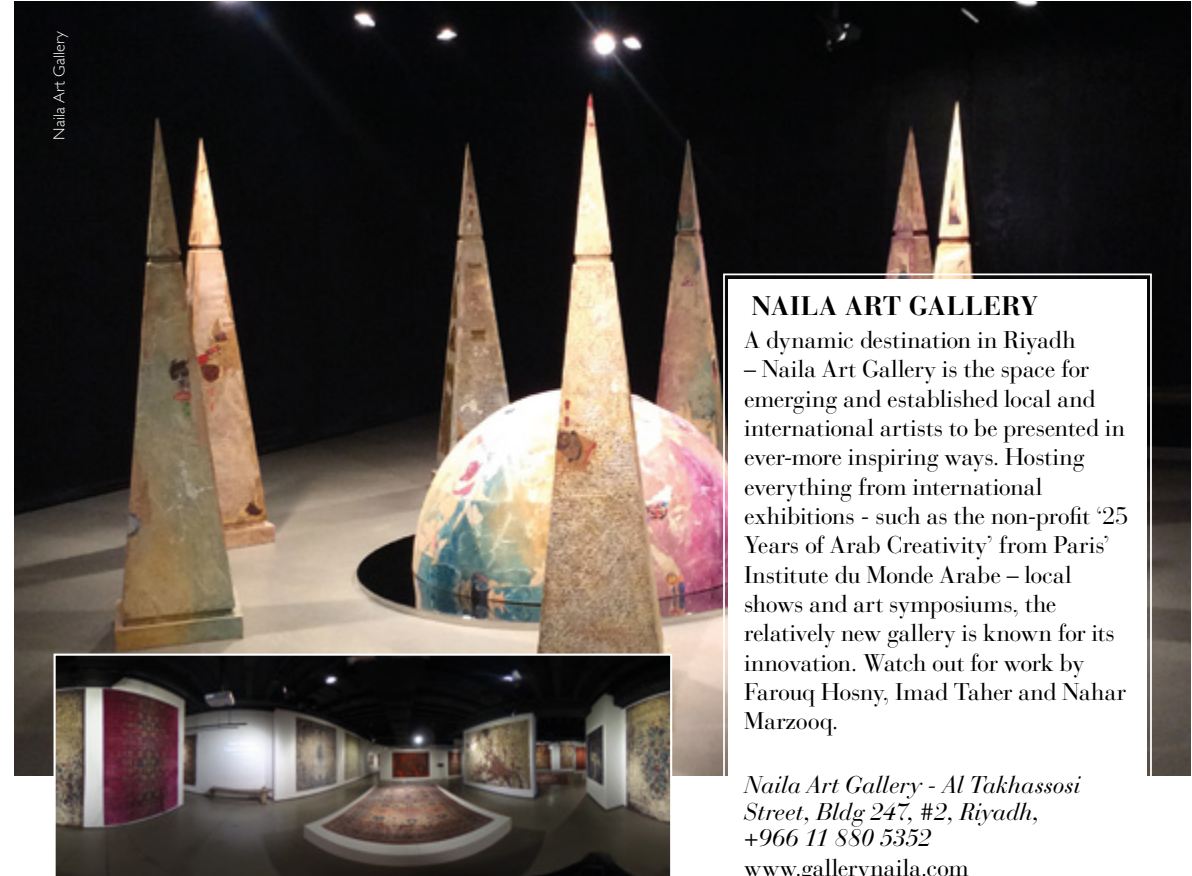


HEWAR ART GALLERY

Meaning 'dialogue' in Arabic, the Hewar Art Gallery promotes fine art as a way to bring different cultures together. The gallery was started in 2006 by its owner Shatha Ibrahim Al Tassan to encourage the display and collection of contemporary art in Saudi Arabia and other Gulf States. The gallery shows mostly modern Arabic art and organises art forums and events. It also helps to sponsor talented artists and acts as a consultant for art collectors.

@hewarartgallery
52nd floor, Kingdom Tower, Riyadh
+966 11 211 1200

Naila Art Gallery



NAILA ART GALLERY

A dynamic destination in Riyadh – Naila Art Gallery is the space for emerging and established local and international artists to be presented in ever-more inspiring ways. Hosting everything from international exhibitions - such as the non-profit '25 Years of Arab Creativity' from Paris' Institute du Monde Arabe – local shows and art symposiums, the relatively new gallery is known for its innovation. Watch out for work by Farouq Hosny, Imad Taher and Nahar Marzooq.

Naila Art Gallery - Al Takhassosi
Street, Bldg 247, #2, Riyadh,
+966 11 880 5352
www.gallerynaila.com

MISK ART INSTITUTE

This artist-centred cultural organisation was established last year by Crown Prince Mohammed bin Salman bin Abdulaziz Al Saud and led by Saudi artist, Ahmed Mater. It encourages grassroots artistic production in the Kingdom and nurtures the appreciation of Saudi and Arab art. It also connects artists with the most important global cultural platforms such as the Venice Architecture Biennale which this year featured the remarkable Spaces In Between exhibition at the National Pavilion of Saudi Arabia.

7605 Abdullah Alsahmi St, Al
Safarat, Riyadh 12512 3044
info@miskartinstitute.org





Maha Malluh at Sotheby's



Dana Al Turki

L'ART PUR GALLERY

Designed in the style of a museum, L'Art Pur is one of the largest art galleries in the Middle East and one of the first contemporary galleries in Saudi Arabia. Located in the heart of Riyadh, you will find a varied and dynamic portfolio of established artists and rising stars including Dana Al Turki.

352 Al Takhassusi Street, Al
Ulayah Al Gharbiyah Riyadh
12333

+966 11 201 1549
www.lartpurgallery.com



Werner Pawlok

LUMAS GALLERY

For beautiful limited-edition art photography, the Lumas gallery (reopening in the capital soon) is a must-visit. With 37 galleries around the world, the knowledgeable staff will tailor artwork to suit your tastes and space. The concept was initially established by collectors Stefanie Harig and Marc Alexander Ullrich in Berlin in 2004, and the gallery has a varied portfolio with more than 230 established artists and rising stars offering a comprehensive look into the world of contemporary art and design. Definitely one to watch out for.

www.lumas.com



PIT STOP Mai Eldib

Sotheby's specialist on Modern
and Contemporary Arab art

WHO ARE THE SAUDI ARTISTS TO KNOW?

I personally adore the works of Saudi female artists Dana Awartani, whose mesmerising artworks focus on poetry, Islamic art and craftsmanship in the contemporary age, and Maha Malluh, whose thoughtful works explore the impact of globalisation and consumerism. Last time I was in Saudi, I also discovered a fascinating artist called Mohammed al Faraj through his video installation.

DO YOU HAVE A FAVOURITE?

I have a soft spot for modernist artists, as they allow you to witness the journey of the art scene, and would really love to come across a piece by Safeya Binzagr.

WHAT DO YOU LOVE ABOUT THE ART SCENE IN RIYADH?

One of the things that makes the Saudi art scene so special is that it is such a young art scene – one which is blossoming at an incredible - and unstoppable – pace.

WHAT EXHIBITIONS SHOULD WE NOT MISS?

To me, the Saudi pavilion in the Venice architecture biennale is unmissable.

DO YOU HAVE A SPOT IN RIYADH OR SAUDI ARABIA THAT YOU FIND INSPIRING?

In Saudi Arabia, I would always recommend visiting Mada'in Saleh and the City of Al-'Ula, they are real gems with such a storied and long history- opportunities that should not be missed.



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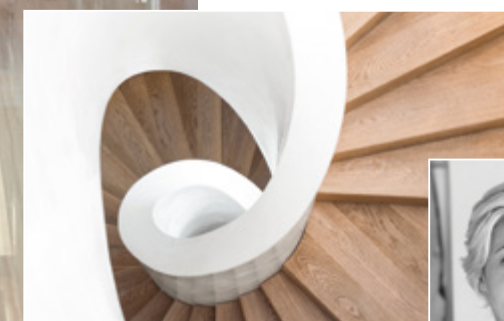
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“Our interiors are welcoming and warm. The use of curved walls makes the flow within very organic and natural.”



For the past two decades, Nassetti's studio has played an important part in London's prime property development schemes - working in the most exclusive London addresses for some of the most demanding clients. The combination of a talented design team, (run by Annabella), and construction team, (run by Flavia Rosso), in one hub makes for a frictionless refurbishment process. Everything is conceived by minds that understand construction. “Thanks to our experience, we can

reassure clients that what is presented and discussed is achieved in terms of design detailing, budget and timing,” says Annabella. “We give a personal approach to all of our clients. This will ensure they get the most from our expertise. Clients' expectations are always fulfilled and surpassed.”

Annabella Nassetti, A Living Concept
+44 (0) 845 262 3456, www.abnassetti.com

Our guide to Riyadh

Dining

These are the restaurants to know

1. Nozomi
2. Charcoza
3. La Cucina
4. Cipriani
5. The Globe
6. Yokari
7. Najd Village
8. Burger Boutique
9. The Grill at the Four Seasons Hotel

Relaxing

Places to put you in the perfect gear

10. Ritz-Carlton, Riyadh
11. Al Faisaliah Hotel
12. The Four Seasons Hotel
13. Luthan Hotel & Spa

Art

What not to miss

14. Mono Gallery
15. Hewan Art Gallery
16. Misk Art Institute
17. Naila Art Gallery
18. L'Art Pur Gallery

20. 2018 SAUDIA Ad Diriyah E-Prix Track



Distances

King Khalid International Airport to the centre:	35km
Centre to the track:	15km
Track to King Khalid International Airport:	30km

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Embassy of the United Kingdom: +966 (0) 11 4819 100

Police: 999
Ambulance: 997
Fire: 998





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