

الرؤية العربية ARABIAN VISION

الترويج السياحي والثقافي لدول مجلس التعاون الخليجي
Tourism and Cultural Promotion for the Countries of the Gulf Cooperation Council

NUOVA CIVILTÀ
COMMUNICATION



BAHRAIN



KUWAIT



OMAN



QATAR



SAUDI ARABIA



UNITED ARAB EMIRATES

CONCEIVED AND
DEVELOPED BY
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EXPLORING HERITAGE, CULTURE AND
EXCELLENCE ACROSS THE ARABIAN GULF

نحتفي بالتراث ونُلهم المستقبل



OPENING VISION

الرؤية الافتتاحية

The countries of the Arabian Gulf represent one of the most remarkable expressions of cultural heritage, economic dynamism and human ambition in the contemporary world. Arabian Vision was created to celebrate and promote this unique reality through storytelling, tourism communication and cultural engagement, connecting international audiences with the people, places and achievements that shape the region today.

Connecting cultures through knowledge, tourism and dialogue.

كل رحلة تبدأ برؤية وكل رؤية تبدأ بالفهم



Every destination has a story.
Every culture deserves to be understood.

التراث يُلهم الحاضر والرؤية تصنع المستقبل

THE PROJECT AT A GLANCE

ARABIAN VISION

Arabian Vision is an international cultural and tourism communication project dedicated to the countries of the Gulf Cooperation Council. Through publishing, storytelling, digital communication and strategic partnerships, the project aims to highlight the rich heritage, cultural diversity, tourism potential and contemporary achievements of Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates.

Designed for international audiences, Arabian Vision promotes a deeper understanding of the Arabian Gulf by creating meaningful connections between people, destinations, traditions and future aspirations. The project serves as a platform for cultural dialogue, tourism promotion and positive engagement with one of the world's most dynamic regions.

نربط الثقافات ونُلهم الشراكات
نبني جسورًا من الثقافة والسياحة والرؤية المشتركة

PROJECT PROFILE

Project Name:

Arabian Vision

Project Type:

Cultural & Tourism Communication

Geographic Focus:

GCC Countries

Languages:

English • Arabic • Italian

Main Components:

Book • Digital Media • Info Point
Video Content • Events • Music

Target Audience:

International Readers • Travelers
Investors • Cultural Stakeholders



BAHRAIN



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A STORY WORTH TELLING ARABIAN VISION

الثقافة جسرٌ يصل بين الشعوب

The Arabian Gulf is a region where ancient traditions and contemporary aspirations coexist in remarkable harmony. For centuries, its peoples have shaped vibrant societies founded on trade, hospitality, craftsmanship and cultural exchange, creating a legacy that continues to influence the region today.

Beyond its economic achievements, the Gulf is home to extraordinary cultural landscapes, historic cities, architectural treasures and living traditions that reflect a rich and diverse heritage. From coastal communities and desert settlements to global metropolitan centers, each country contributes a unique chapter to a shared regional story.

Today, the Arabian Gulf stands as a meeting point between cultures, ideas and opportunities, attracting international attention while preserving the values and identities that define its character. It is a story of heritage, ambition and human achievement - a story worth telling.

Understanding a region begins with understanding
its people, heritage and aspirations

لكل حضارة قصة... ولكل قصة روح



BAHRAIN

DISCOVERING THE FASCINATING KINGDOM OF THIRTY-THREE ISLANDS

Situated at the heart of the Arabian Gulf, Bahrain is a captivating archipelago where history, culture and modernity converge. Once the center of the ancient Dilmun civilization, the kingdom preserves an extraordinary legacy that can still be explored through archaeological sites, historic forts and cultural landmarks that narrate thousands of years of human settlement and maritime trade.

The historic city of Muharraq, recognized as a UNESCO World Heritage Site, offers a remarkable journey through Bahrain's pearling heritage, reflecting the traditions that shaped the country's identity for generations. Meanwhile, the vibrant capital, Manama, combines contemporary architecture, thriving cultural institutions and a renowned spirit of hospitality, creating a dynamic destination where tradition and innovation coexist in harmony.

From its rich heritage and artistic scene to its welcoming atmosphere and strategic position in the Gulf, Bahrain represents a unique gateway to understanding the history and character of the region.

A kingdom where ancient maritime heritage continues to inspire a modern nation.

حيث يلتقي التاريخ بالحاضر

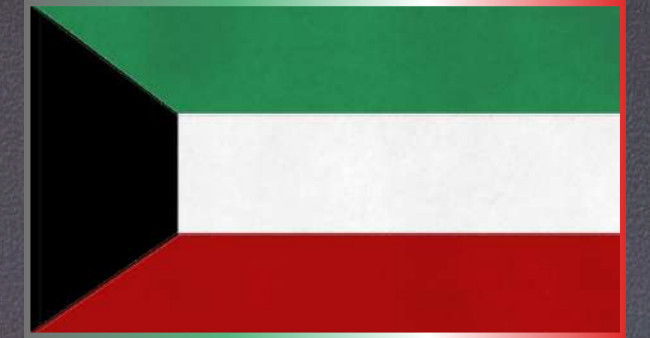
البحرين
اكتشاف مملكة الجزر الثلاث والثلاثين



KUWAIT

WHERE MARITIME HERITAGE MEETS CONTEMPORARY AMBITION

الكويت
حيث يلتقي التراث البحري بالطموح المعاصر



Situated at the northern edge of the Arabian Gulf, Kuwait offers a compelling blend of maritime tradition, cultural vitality and modern development. For centuries, its strategic location made it an important center of trade and navigation, connecting the Arabian Peninsula with markets across the region and beyond.

The country's seafaring heritage remains deeply embedded in its identity, reflected in the craftsmanship of traditional dhow builders and in the enduring relationship between the Kuwaiti people and the sea. This legacy can still be experienced through cultural institutions, historic districts and stories that celebrate generations of merchants, sailors and explorers.

Today, Kuwait presents a dynamic cultural landscape where tradition and creativity coexist. From the iconic Kuwait Towers and the vibrant atmosphere of Souq Al-Mubarakiya to world-class museums, contemporary art galleries and historic theatres, the country continues to invest in culture, education and innovation while preserving the values that have shaped its character for generations.

A destination of authenticity and vision, Kuwait offers visitors a deeper understanding of the Gulf's maritime heritage and its ongoing cultural evolution.

A nation shaped by the sea, inspired by culture and driven by vision.

تراثٌ يلهم المستقبل



OMAN

A LAND OF TIMELESS HERITAGE AND NATURAL MAJESTY

Nestled between majestic mountains, vast deserts and the crystal-clear waters of the Arabian Sea, the Sultanate of Oman offers one of the Arabian Peninsula's most authentic and captivating experiences. Renowned for its breathtaking landscapes, rich maritime history and enduring traditions, Oman has long served as a crossroads of civilizations, connecting the Arabian Gulf, East Africa and the Indian Ocean through centuries of exploration and trade.

The country's remarkable heritage is reflected in its UNESCO-listed forts, ancient villages, bustling souqs and the timeless beauty of Muscat, where elegant architecture, cultural landmarks and genuine hospitality create a unique sense of place. From the dramatic peaks of Jebel Akhdar and the golden dunes of Wahiba Sands to the pristine coastline and the historic city of Nizwa, Oman reveals a remarkable diversity of landscapes and experiences.

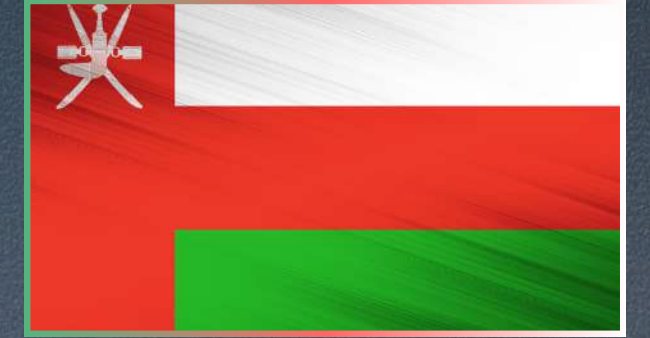
Faithful to its cultural identity while embracing sustainable development, Oman stands as a destination where authenticity, heritage and natural beauty continue to inspire travelers from around the world.

A land where tradition is preserved,
nature is celebrated and hospitality is a way of life.

أصالةً تنبض بالحياة

عُمان

حيث يلتقي التراث العريق بروعة الطبيعة



QATAR

SHAPING THE FUTURE THROUGH HERITAGE AND INNOVATION

Situated at the heart of the Arabian Gulf, Qatar has emerged as one of the region's most dynamic destinations, blending a rich cultural heritage with a forward-looking vision. Once known for its pearl diving and maritime trade, the country has evolved into a global hub for innovation, education, sports and international dialogue, while preserving its identity and traditions.

From the striking skyline of Doha and the Museum of Islamic Art to the vibrant Souq Waqif and the cultural district of Katara, Qatar offers a compelling balance of authenticity and modernity. Its world-class museums, hospitality, and commitment to sustainable development create a destination where tradition and progress coexist seamlessly.

Beyond the capital, visitors can discover the desert landscapes of Khor Al Adaid, the UNESCO-recognized Inland Sea, the historic site of Al Zubarah, and the mangroves of Al Thakira—together revealing a country of remarkable natural and cultural diversity.

Inspiring the future through culture and vision

نستلهم المستقبل بالثقافة والرؤية

قطر
تشكيل المستقبل من خلال التراث والابتكار



SAUDI ARABIA

BETWEEN ANCIENT ROUTES AND FUTURE HORIZONS

المملكة العربية السعودية
بين الطرق القديمة وآفاق المستقبل



At the heart of the Arabian Peninsula, Saudi Arabia stands as a land where deep-rooted heritage meets one of the most ambitious visions of contemporary development. Historically shaped by ancient trade routes, Islamic heritage and Bedouin traditions, the Kingdom has evolved into a pivotal regional and global actor, embracing innovation, cultural preservation and large-scale transformation across multiple sectors.

From the historic charm of Diriyah, the birthplace of the first Saudi state, to the modern skyline of Riyadh and the coastal dynamism of Jeddah along the Red Sea, the country offers a striking contrast between tradition and progress. Iconic cultural landmarks, expanding museum landscapes and ambitious architectural projects reflect a renewed focus on heritage, creativity and international openness.

Beyond its major cities, Saudi Arabia reveals extraordinary natural and historical diversity: the dramatic rock formations of AlUla, the vast expanses of the Empty Quarter desert, and the pristine shores of the Red Sea coastline. Together, these landscapes define a destination of scale and depth, where history, nature and future ambitions converge.

Every destination has a story waiting to be told

وتلتقي الجذور العميقة برؤية تمتد إلى المستقبل



UNITED ARAB EMIRATES

A NATION OF HERITAGE AND FORWARD VISION

الإمارات العربية المتحدة
أمة ذات تراث ورؤية مستقبلية



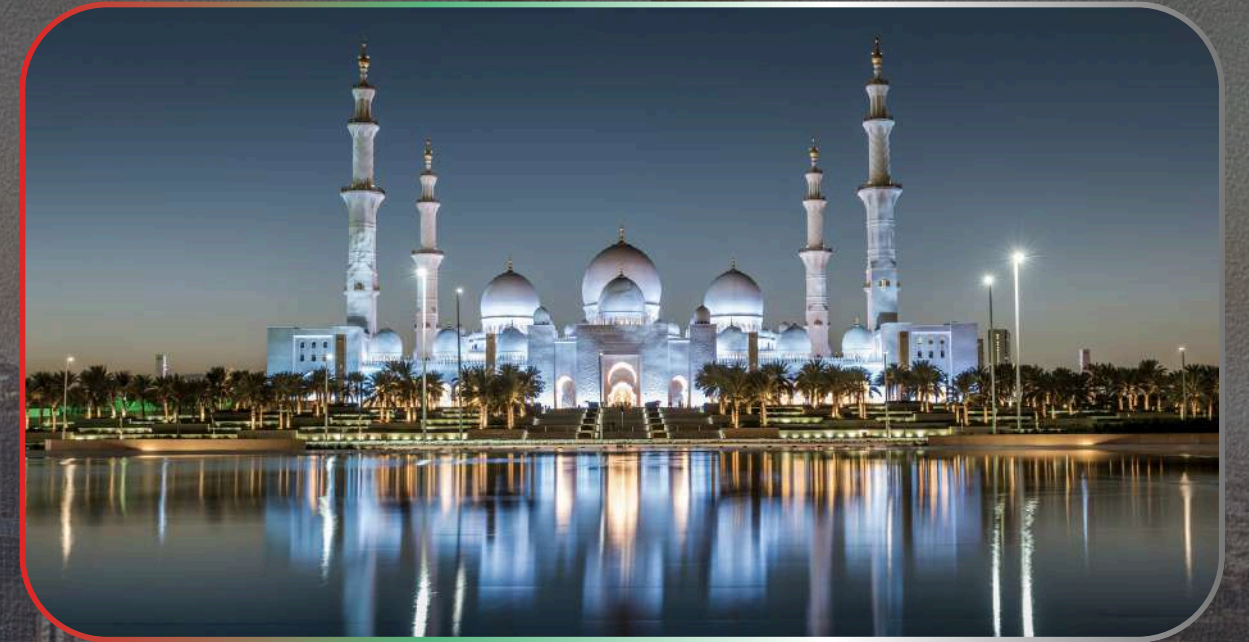
Situated along the southeastern corner of the Arabian Gulf, the United Arab Emirates stands as a remarkable example of rapid yet carefully guided development, where deep-rooted heritage meets a forward-looking global vision. Once shaped by desert communities, pearling traditions and maritime trade, the country has evolved into an international hub of innovation, commerce, tourism and cultural exchange, while maintaining a strong sense of identity and continuity.

From the iconic skyline of Dubai, with its architectural landmarks and dynamic urban energy, to the cultural institutions and governmental heritage sites of Abu Dhabi, the UAE offers a unique balance between ambition and tradition. World-class museums, landmark developments and visionary urban projects reflect a nation that has positioned itself at the crossroads of global connectivity and cultural dialogue.

Beyond its cities, the Emirates reveal diverse landscapes, from the golden dunes of the Empty Quarter to the rugged mountains of Ras Al Khaimah and the serene coastal areas along the Arabian Gulf. Together, these environments express a country where innovation, heritage and natural beauty coexist in a distinctive and evolving harmony.

Where ambition shapes skylines and heritage defines identity

حيث تصنع الطموحات ملامح المستقبل ويحفظ التراث هوية الوطن



الرؤية العربية

ARABIAN VISION

Visual Storytelling

Video Productions
Tourism Promotion



Digital Media

Official YouTube Channel
Digital Communication



Publishing

Editorial Publications
Books
Cultural Guides



Digital Information

Digital Info Point
Online Resources



Education

Arabic Language Courses
Arabian Culture Academy



Events

Online Events
Live Events



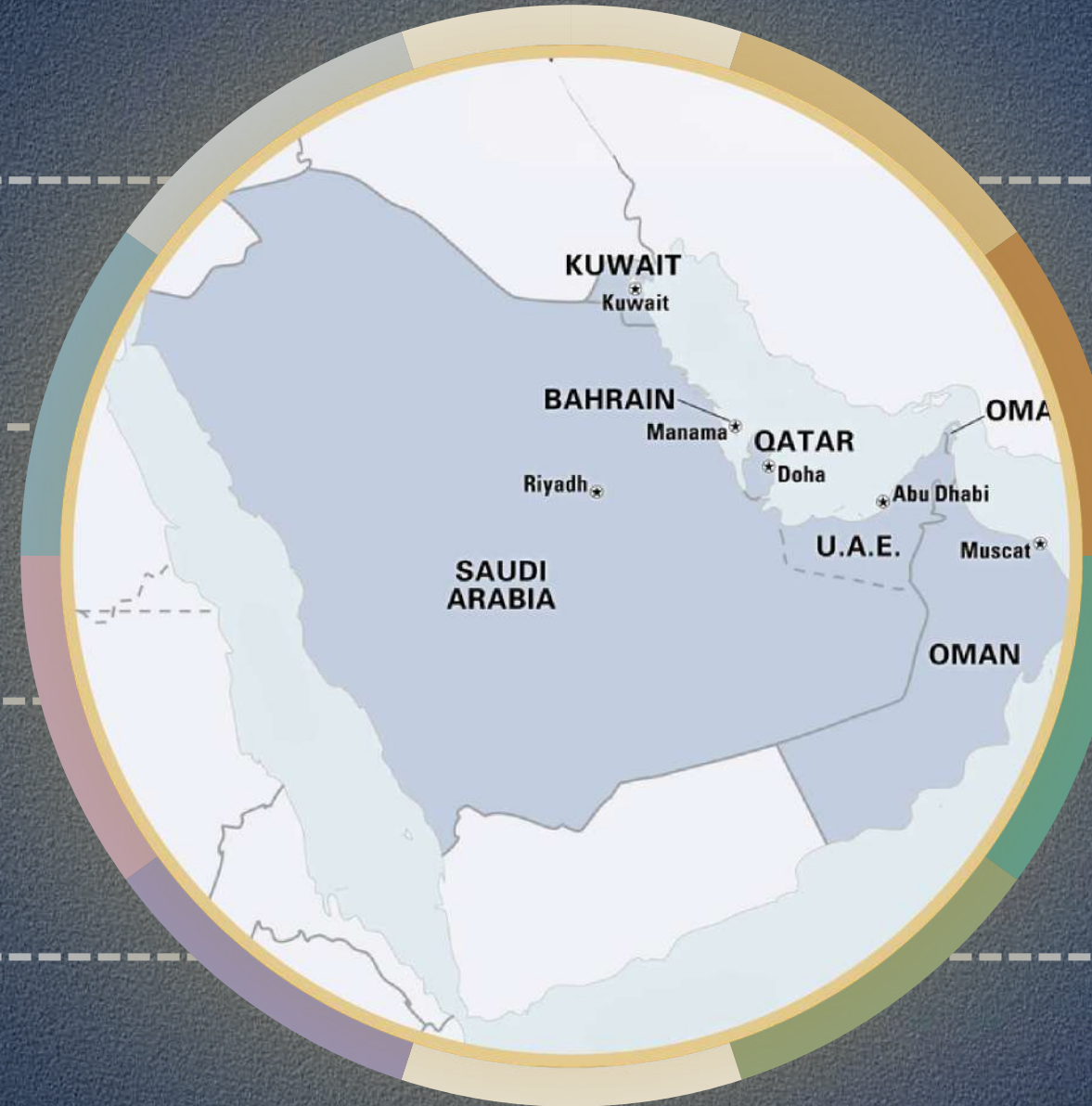
Arts & Music

Arabic Horizons
Cultural Productions



International Relations

Cultural Exchange
Institutional Partnerships
Physical Info Point



منصة متكاملة للإعلام والثقافة والسياحة والتواصل الدولي

01.

VISUAL STORYTELLING

*Bringing the Arabian Gulf to Life
Through Cinematic Narratives*

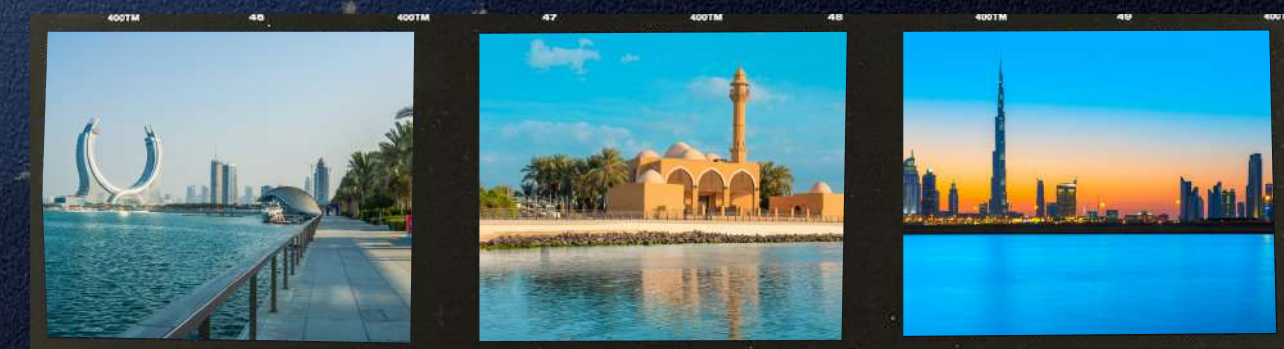
High-quality visual storytelling lies at the heart of Arabian Vision. Through the conception, direction and production of original video formats, documentary series and cinematic tourism content, the project showcases the cultural identity, historical heritage and contemporary achievements of the Gulf Cooperation Council countries to international audiences.

Each production is designed to inspire curiosity, strengthen destination awareness and highlight the distinctive character of every location. Combining compelling narratives with professional filmmaking, Arabian Vision transforms places, traditions and experiences into engaging visual journeys that promote tourism, foster cultural appreciation and create lasting international visibility.

حكايات تُروى بالصورة



- Documentary Series
- Tourism Promotion
- Cinematic Storytelling
- Global Distribution



02. DIGITAL MEDIA

Connecting Global Audiences Through Digital Content

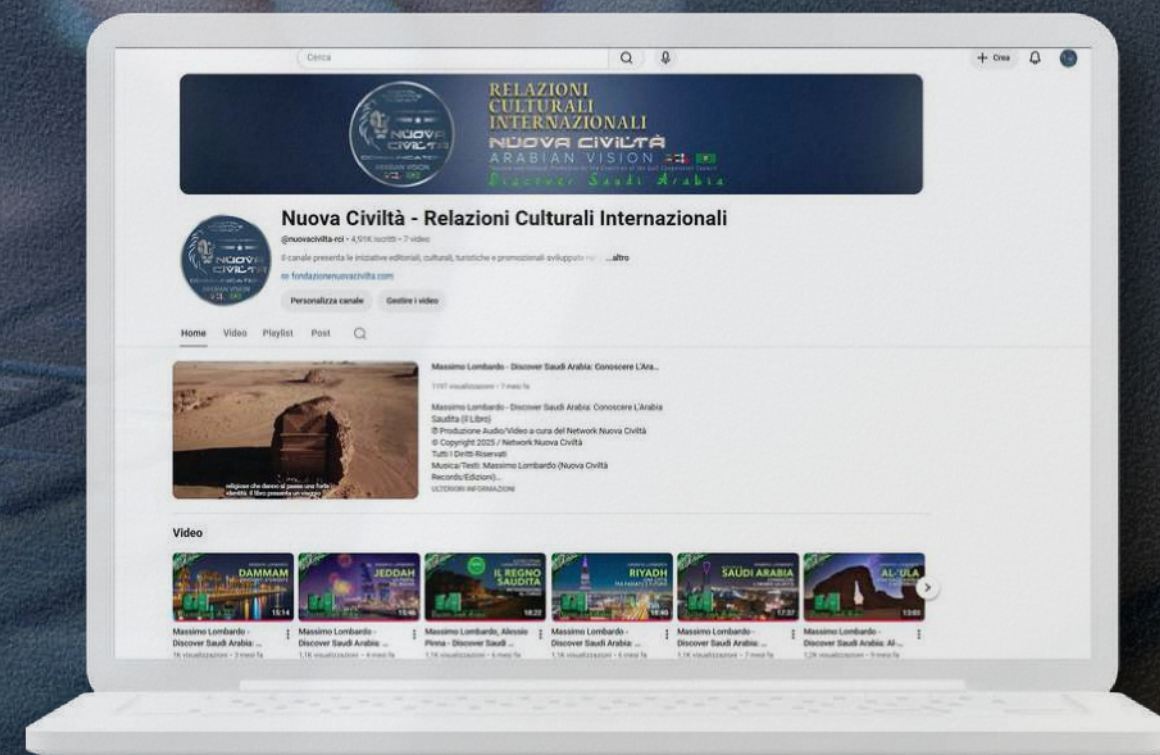
Digital communication plays a central role in the Arabian Vision ecosystem. Through the development and management of its official YouTube channel and an integrated digital media strategy, the project creates a dynamic platform for sharing stories, promoting destinations and engaging audiences worldwide.

From documentary premieres and short-form video content to interviews, cultural features and multimedia campaigns, every publication is designed to strengthen the project's international visibility and foster meaningful interaction across digital channels. Consistent programming, high-quality production and a strong editorial identity ensure that Arabian Vision remains an accessible and authoritative reference for discovering the culture, tourism and contemporary achievements of the Gulf Cooperation Council countries.

الإعلام الرقمي



- Official YouTube Channel
- Digital Communication
- Multimedia Content
- Global Audience Engagement



03. PUBLISHING Preserving Knowledge Through Editorial Excellence

Publishing is a fundamental pillar of Arabian Vision, supporting the dissemination of knowledge through high-quality editorial content dedicated to the history, culture, tourism and contemporary development of the Gulf Cooperation Council countries. The editorial programme encompasses books, cultural essays, travel guides, thematic publications and digital resources, offering valuable insights for international readers, travellers, professionals and institutions.

Combining rigorous editorial research with engaging storytelling, Arabian Vision develops publications that preserve cultural heritage, encourage knowledge sharing and promote a deeper understanding of the region. Each title is conceived to celebrate the richness, diversity and identity of the Arabian Gulf while strengthening its international visibility through authoritative and accessible content.

النشر والتأليف



- Travel & Cultural Guides
- Digital Publications
- Knowledge Sharingt
- Books & Editorial Publication

PARTNERS:



04.

DIGITAL INFORMATION HUB

Your Gateway
to the Arabian Gulf

The Digital Information Hub serves as the central online gateway of Arabian Vision, providing visitors, professionals and international audiences with easy access to reliable information, curated resources and multimedia content dedicated to the Gulf Cooperation Council countries. Designed as a dynamic and user-friendly platform, it brings together travel inspiration, cultural insights, destination guides, news and project updates within a single digital ecosystem.

More than an information portal, the platform is conceived as an interactive reference point that supports tourism promotion, cultural discovery and international engagement. By combining accessibility, innovation and editorial quality, the Digital Information Hub enhances the overall Arabian Vision experience while connecting users with the people, places and stories that define the Arabian Gulf.

مركز المعلومات الرقمي

- 
- Digital Information Platform
 - Destination & Travel Resources
 - News & Editorial Updates
 - Multimedia Content Library

05. EDUCATION

Learning the Language, Understanding the Culture

Education represents a key pillar of Arabian Vision, promoting a deeper understanding of the Arabian Gulf through language learning and cultural education. The project develops flexible Arabic language programmes, ranging from Modern Standard Arabic to selected regional dialects, designed for students, professionals and organizations seeking to strengthen their linguistic and intercultural skills.

Complementing language education, the Arabian Culture Academy offers seminars, masterclasses and specialized learning experiences focused on history, traditions, business etiquette, arts and the social dynamics of the region. Together, these initiatives foster meaningful cultural exchange, encourage international dialogue and provide practical knowledge for engaging with the Arab world in both professional and personal contexts.

التعليم والتدريب الثقافي



- Arabic Language Courses
- Arabian Culture Academy
- Cultural Heritage & Traditions
- Intercultural Learning

06. CULTURAL EVENTS

Bringing Communities Together Through Shared Experiences

Arabian Vision promotes cultural dialogue through the organization of both digital and in-person events that connect institutions, professionals, artists and international audiences. From webinars, conferences and live streaming to exhibitions, film screenings, cultural festivals and forums, each initiative is designed to encourage meaningful exchange and celebrate the diversity of the Arabian Gulf.

By creating engaging experiences across physical and digital environments, the project strengthens international visibility, supports tourism promotion and fosters lasting relationships between cultures. Every event reflects Arabian Vision's commitment to transforming knowledge into participation and cultural appreciation into shared experience.

الفعاليات الثقافية

- Conferences & Forums
- Cultural Festivals & Exhibitions
- Webinars & Live Streaming
- International Community Engagement



07.

ARTS & MUSIC

Celebrating Cultural Identity Through Music

Music is one of the most powerful forms of cultural expression and a universal language that connects people across borders. Through its music label, Arabic Horizons, Arabian Vision supports the discovery, production and international promotion of musical projects inspired by the rich artistic traditions of the Arab world while embracing contemporary influences and global audiences.

By encouraging artistic collaboration and cultural creativity, the initiative showcases emerging talents, preserves traditional musical heritage and promotes new interpretations that reflect the diversity and dynamism of the Arabian Gulf. Arabic Horizons contributes to strengthening cultural dialogue through sound, creativity and shared artistic experiences.

الفنون والموسيقى

Arabic Horizons



NUOVA CIVILTÀ
RECORDS

- Arabic Horizons Music Label
- Music Production & Distribution
- Emerging Artists & Collaborations
- Global Cultural Promotion

08.

INTERNATIONAL RELATIONS

Building Bridges Through Culture and Collaboration

Arabian Vision promotes lasting relationships between institutions, organizations and communities through cultural exchange initiatives and international cooperation. By encouraging partnerships, institutional dialogue, artistic residencies and collaborative programmes, the project creates opportunities for meaningful interaction between the Gulf Cooperation Council countries and the wider international community.

Complementing its digital ecosystem, Arabian Vision also envisions the development of a physical information hub-a welcoming space dedicated to cultural promotion, networking and visitor engagement. Together, these initiatives strengthen international connections, encourage mutual understanding and create a platform where culture, tourism and strategic collaboration come together.

العلاقات الدولية



**Connecting People, Cultures and Opportunities
Across the Arabian Gulf**

- International Partnerships
- Cultural Exchange Programmes
- Institutional Cooperation
- Physical Information Hub

ARABIAN VISION

NUOVA CIVILTÀ
COMMUNICATION



BAHRAIN



KUWAIT



OMAN



QATAR



SAUDI ARABIA



UNITED ARAB EMIRATES

CONNECTING CULTURES
INSPIRING FUTURES

**A SHARED VISION
FOR THE ARABIAN GULF**

