

MARAYA ALULA

LIVE NATION

الأصالة
ALULA



INNOVATION THROUGH REFLECTION

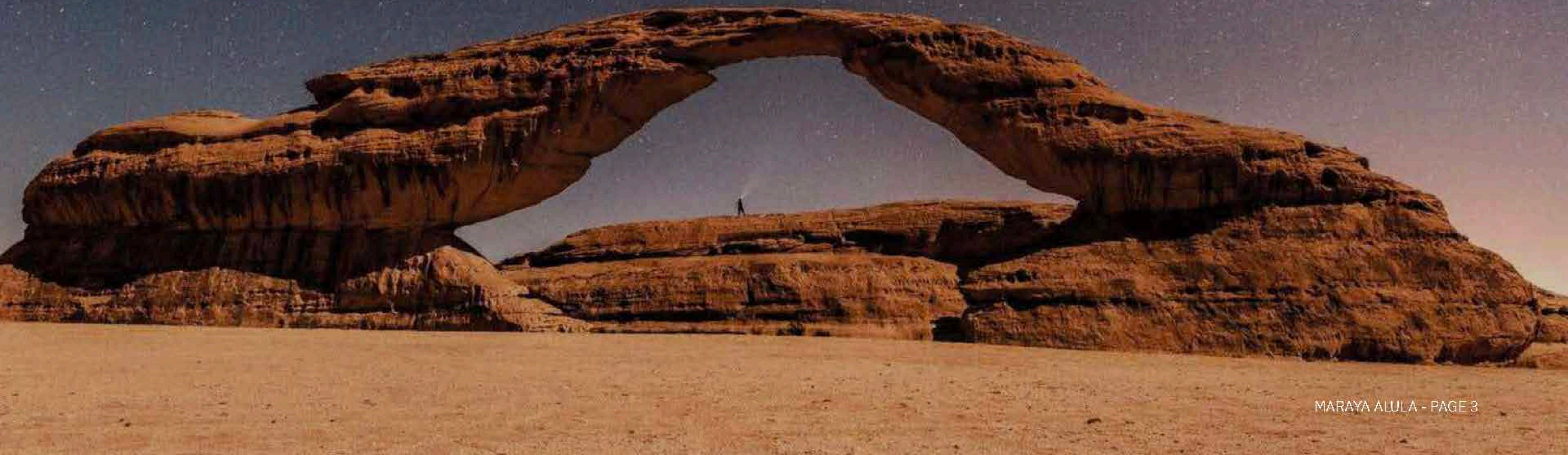
One of the world's most breathtaking new buildings, **Maraya is a cutting edge concert hall and entertainment venue** located in the historical AlUla region of North Western Saudi Arabia.

Externally clad entirely in mirrors which reflect the commanding canyon landscape and open desert skies, Maraya, which means mirror in Arabic, spans 4 floors of state-of-the-art concert, conference, event, and dining facilities.

Live Nation is proud to bring its renowned expertise in live entertainment and events management to this unique and exciting venue, **creating a hub for the future of events in the region.**

THE WORLD'S MASTERPIECE

AlUla is an area of jaw dropping natural beauty with desert landscapes, natural Oases, and towering rock formations sculpted by thousands of years of desert winds and ancient civilizations.



CULTURAL HUB

Alula is also a place where modern **Saudi Arabia is developing a cultural and touristic infrastructure** that is both futuristic in outlook and sympathetic to the location and traditions surrounding it.

Visitors to Maraya are trailblazers, **experiencing the adventure and beauty of this undiscovered part of the world** while enjoying first-class concerts and events in such an incredible new building.

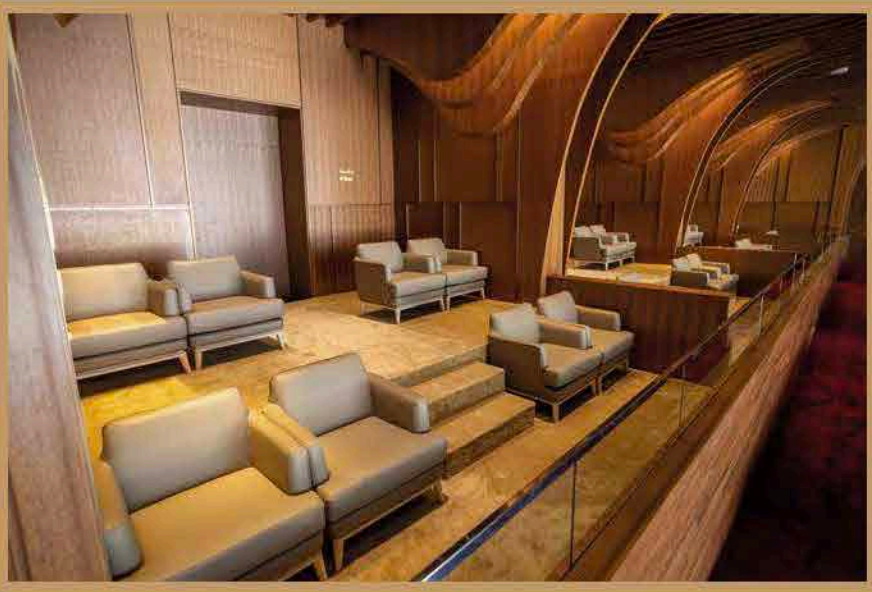
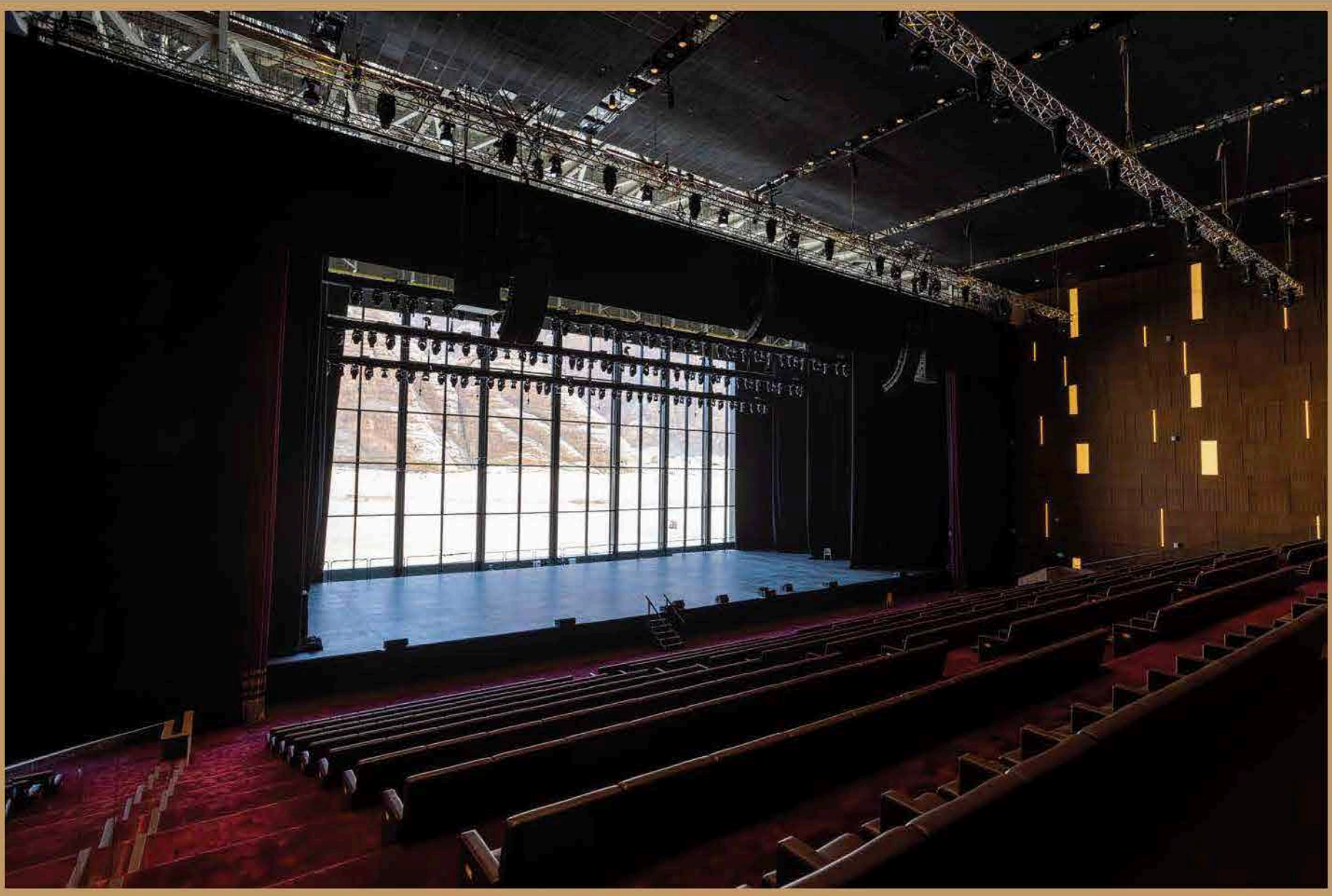




MARAYA

مرایا

VENUE SPECIFICATIONS



Area	Square Meters
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Ground Floor

Maraya Concert Hall	1777
The Great Hall- The Cube	1275
The Great Hall- The Grand Foyer	1245
The East Wing	537
VVIP- Green Room	305

First Floor

VVIP- Green Room	185
VVIP- Balcony over East Wing	284
VVIP- Balcony over Foyer	80

Area	Square Meters
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Second Floor

VIP Entrance	135
Conference Hall 1	615
Conference Hall 2	654
Conference Hall 2A	196
Conference Hall 2B	458
Conference Lounge	912
Speaker Room	71
Production Space	44
Media Room	49
Office 1	28
Office 2	28
Boardroom 1	60
Boardroom 2	60
Boardroom 3	60

Third Floor

Indoor Restaurant	477
Outdoor Restaurant	255
Rooftop Terrace	1005

Venue Specifications Continued.

Ground Floor							
Space	SQM	Theatre Style	Caberet (5 per table)	Caberet (7 per table)	Square tables (4 per table)	Square tables (6 per table)	U-Shape
Maraya Concert Hall	1777	585	265 (stage area)	371 (stage area)	160 (stage area)	240 (stage area)	58 (stage area)
The Great Hall - The Cube	1275	800	360	504	288	432	90
The Great Hall - The Grand Foyer	1245	400	405	567	308	308	62
The East Wing	537	373	115	161	80	120	42

First Floor							
Space	SQM	Theatre Style	Caberet (5 per table)	Caberet (7 per table)	Square tables (4 per table)	Square tables (6 per table)	U-Shape
VVIP - Green Room	185	-	-	-	-	-	-
VVIP - Balcony Over East Wing	284	100	80	112	52	78	-
VVIP - Balcony Over Foyer	80	-	60	84	48	72	28

Second Floor							
Space	SQM	Theatre Style	Caberet (5 per table)	Caberet (7 per table)	Square tables (4 per table)	Square tables (6 per table)	U-Shape
Conference Hall 1	615	400	205	287	156	234	62
Conference Hall 2	654	621	500	175	160	240	-
Conference Hall 2A (Semi partition)	196	300	145	203	112	168	52
Conference Hall 2B (Semi partition)	458	160	65	91	48	72	28



MARAYA CONCERT HALL

Auditorium **1777** Sqm
Capacity **550** Guests
Façade **26** Meters

The auditorium offers flexible seating for up to 550 guests. Our 4 VIP boxes host up to 8 people staffed with a private butler on hand to serve F&B during performances. The Royal Suite is reserved for members of the Royal family. The stage area boasts state of the art AV technology, flexible rigging and is situated in front of a 26 meter floor to ceiling retractable glass wall façade, revealing uninterrupted views of AlUla's natural landscape behind it.



MUSIC AT MARAYA

Some of the Arab region and the world's most beloved artists have played to packed audiences in the Marayah Concert Hall.

ALICIA KEYS



LIONEL RICHIE



MAJIDA AIROUMI



HIBA TAWAJI



**ANDREA
BOCELLI**



**LENA
CHAMAMYAN**



NAIKA

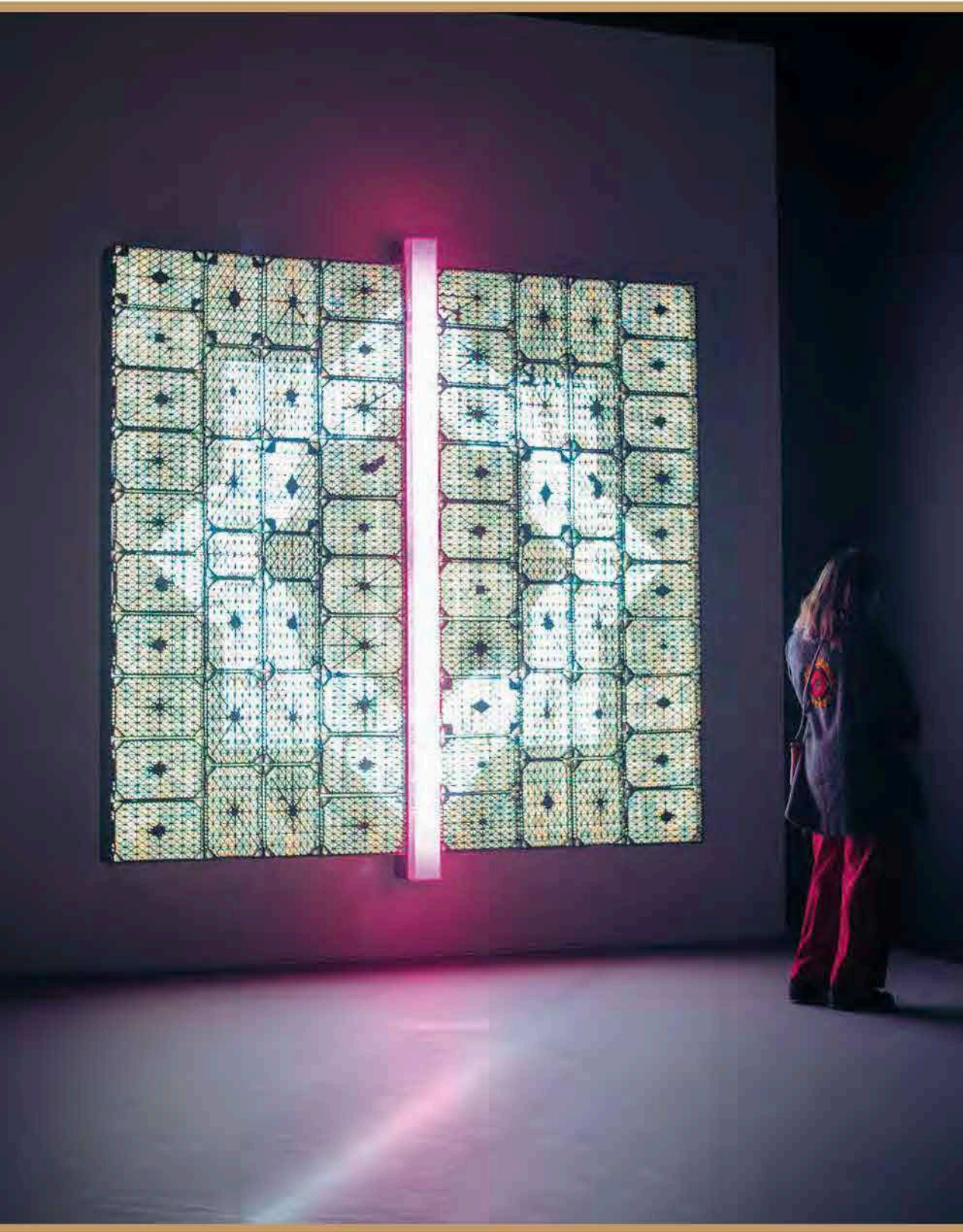


SPECIAL EVENTS & EXHIBITIONS

Live Nation is the world's leading name in events and live experiences. At Maraya, we bring our knowledge and expertise in event design, installation and dismantling, and AV and F&B to this dynamic region for the first time.



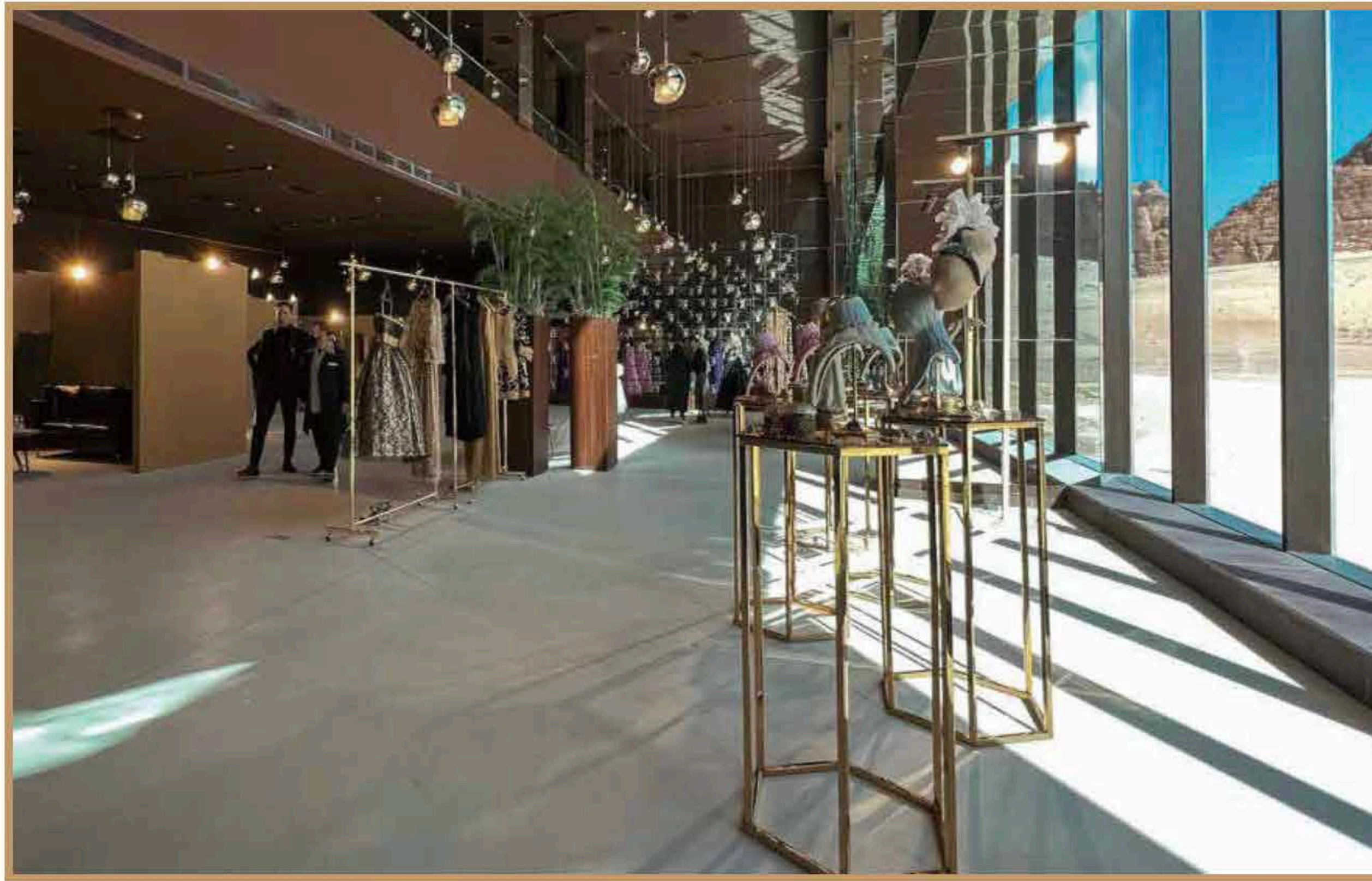
SPECIAL EVENTS & EXHIBITIONS



Art Exhibition: Basma Al-Sulaiman. 17,000 visitors in 6 weeks.

One of the world's best art collectors showed part of her collection, free to the public.

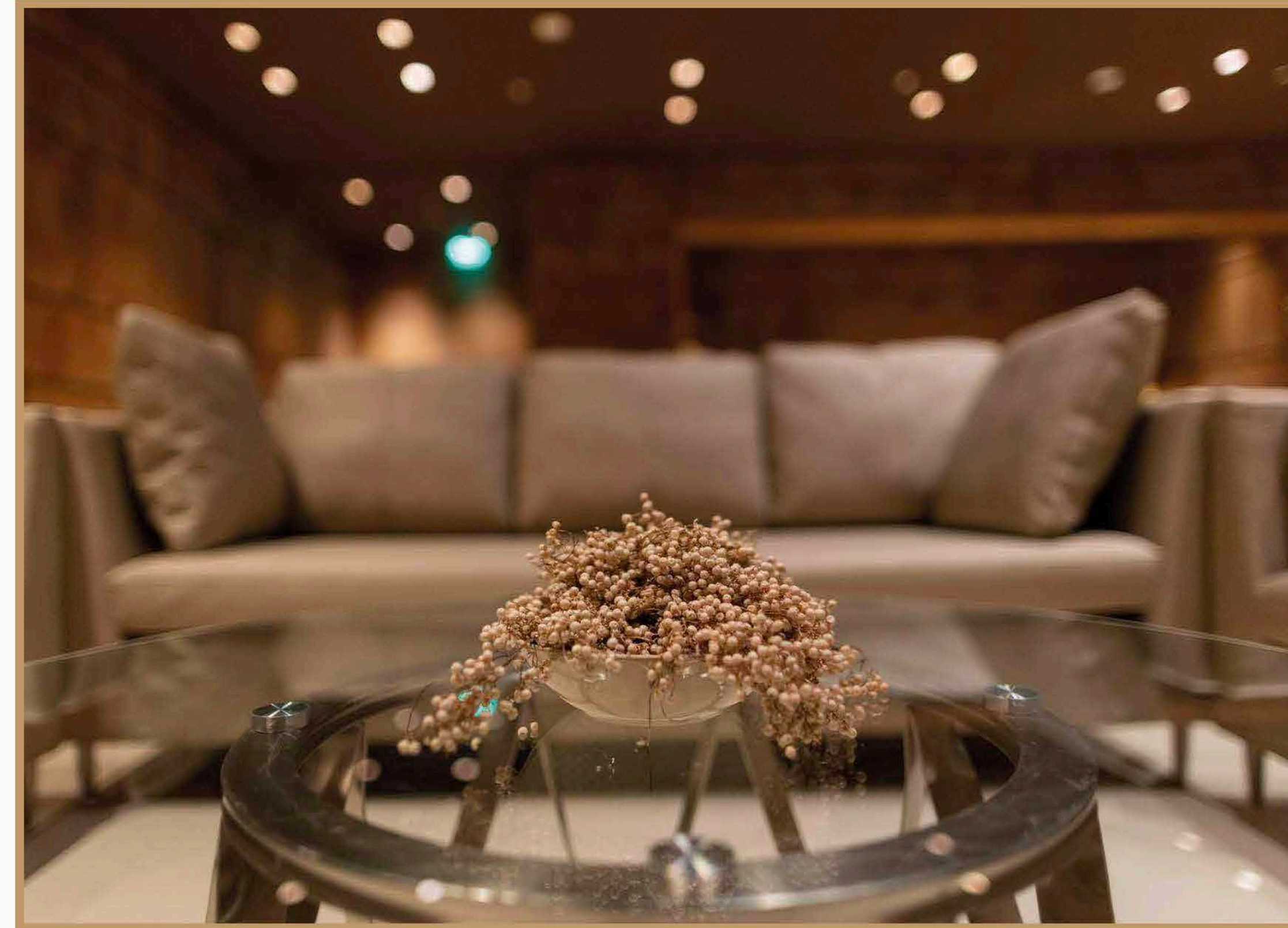
SPECIAL EVENTS & EXHIBITIONS



Retail Popup: Dolce and Gabbana, The Great Hall - The East Wing.

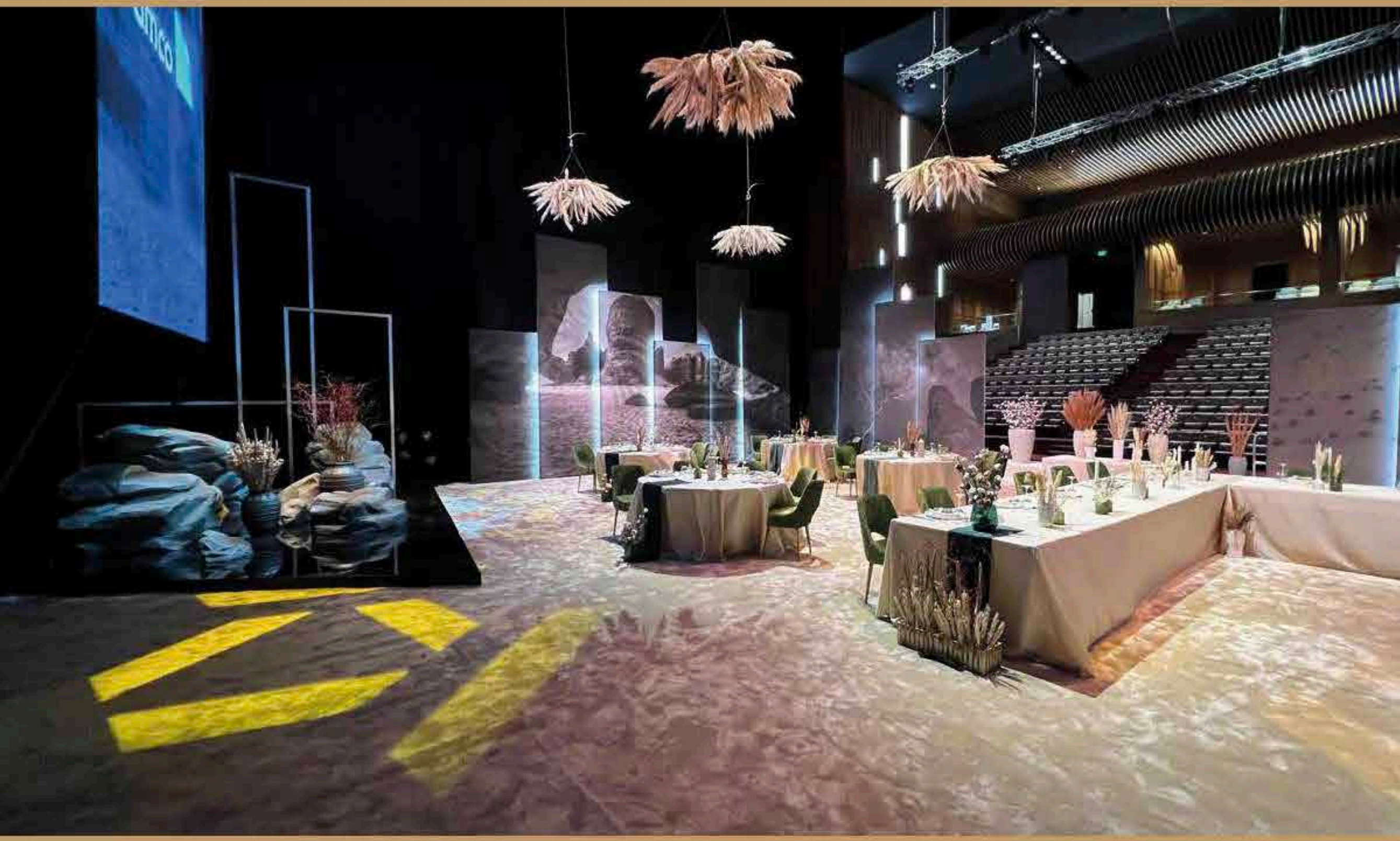
Strong sales during VVIP appointment only Popup in support of their fashion show at Jabal Ikmah. For one night only, during the concert of Majdia AlRoumi, Live Nation persuaded D&G to open to the public to great success.

SPECIAL EVENTS & EXHIBITIONS



Press Conference: Ministry of Sports - Conference Hall 1.
Saudi Bike Tour's press conference was held in February 2022.

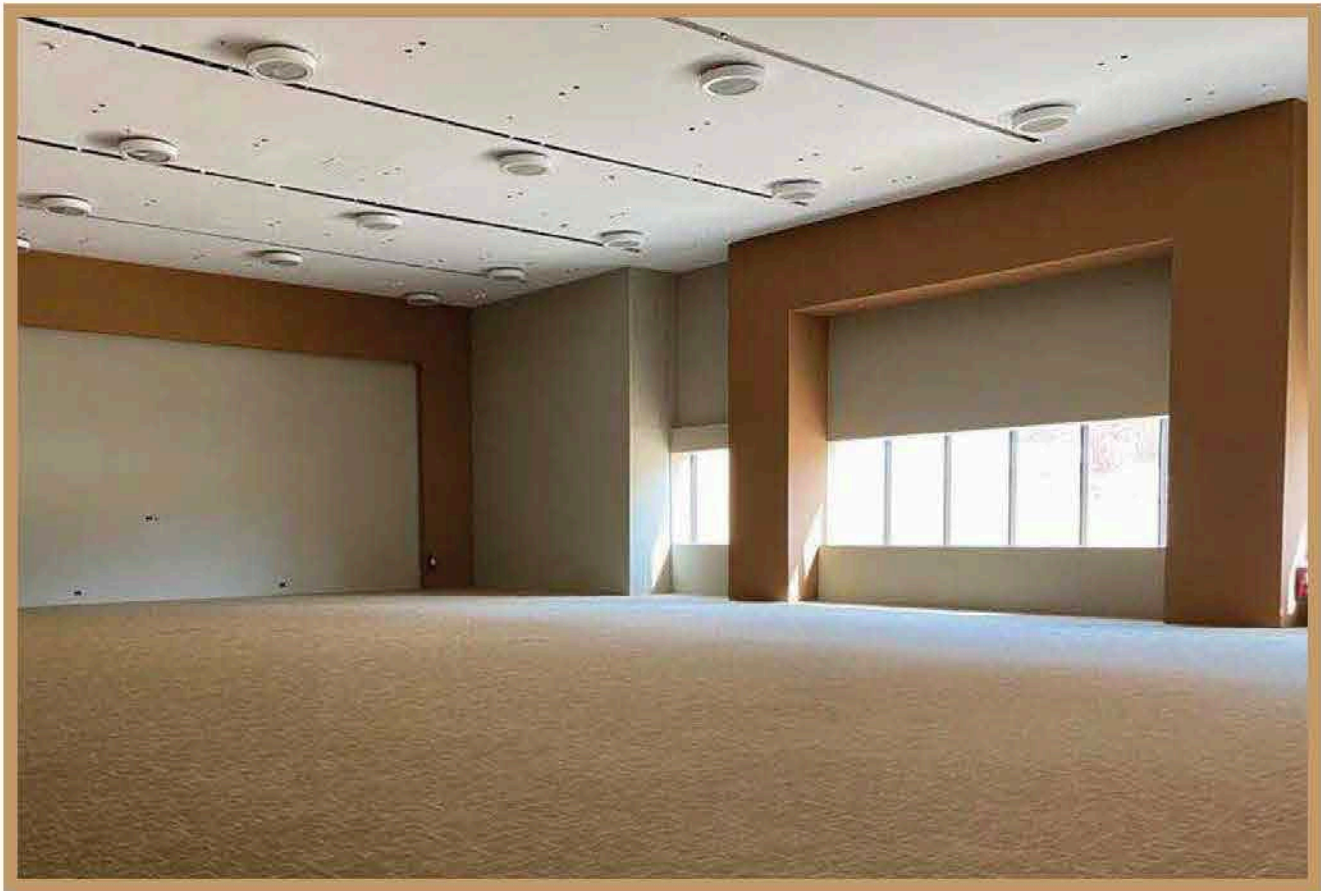
SPECIAL EVENTS & EXHIBITIONS



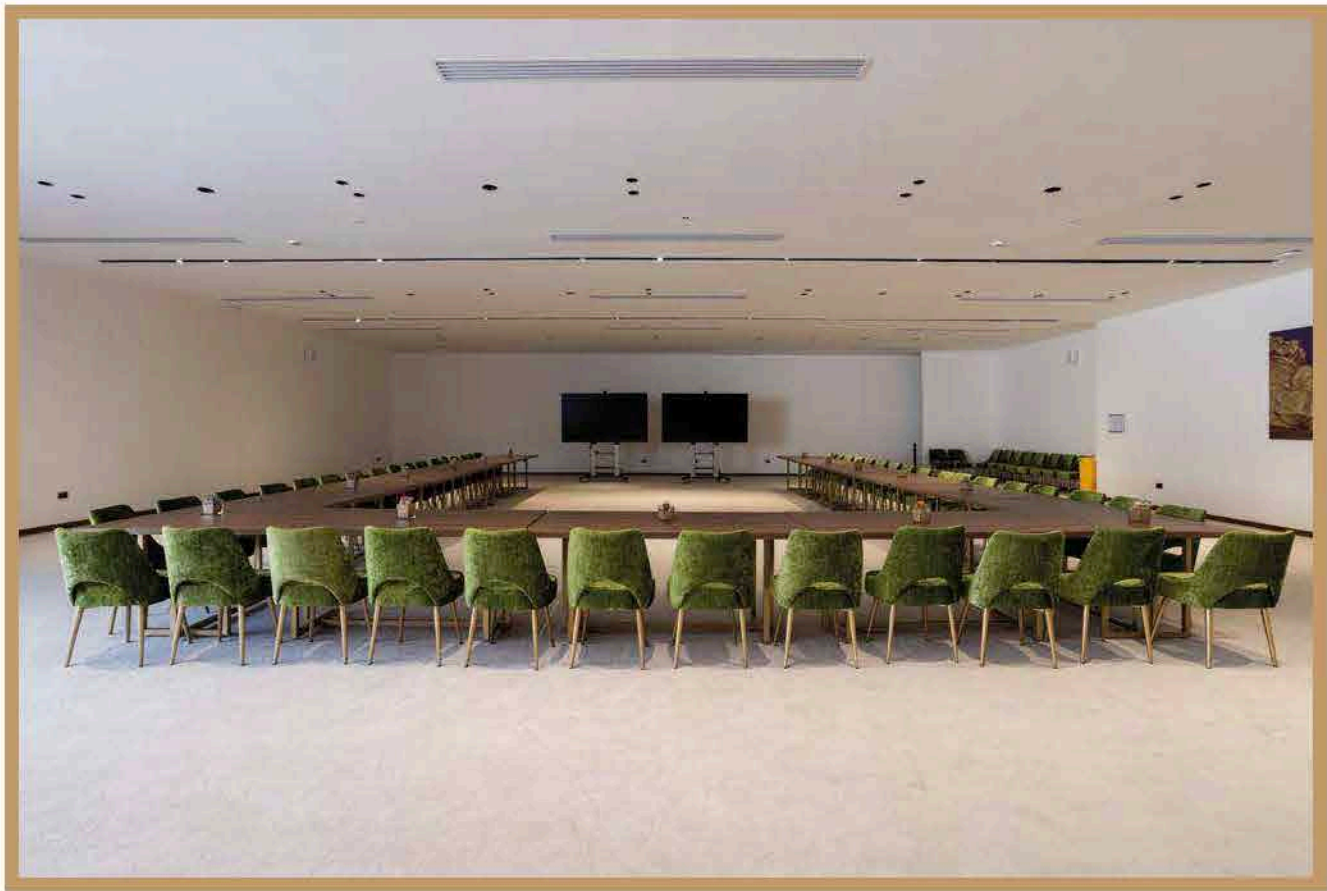
Gala Dinner: ARAMCO Board of Director's meeting, Concert Hall Auditorium.

VIPs, ARAMCO Board of Directors and their 75 esteemed guests enjoyed the last night of their annual meeting with fine dining, live music and a projection mapping display on the outdoor landscape.

OUR SPACES



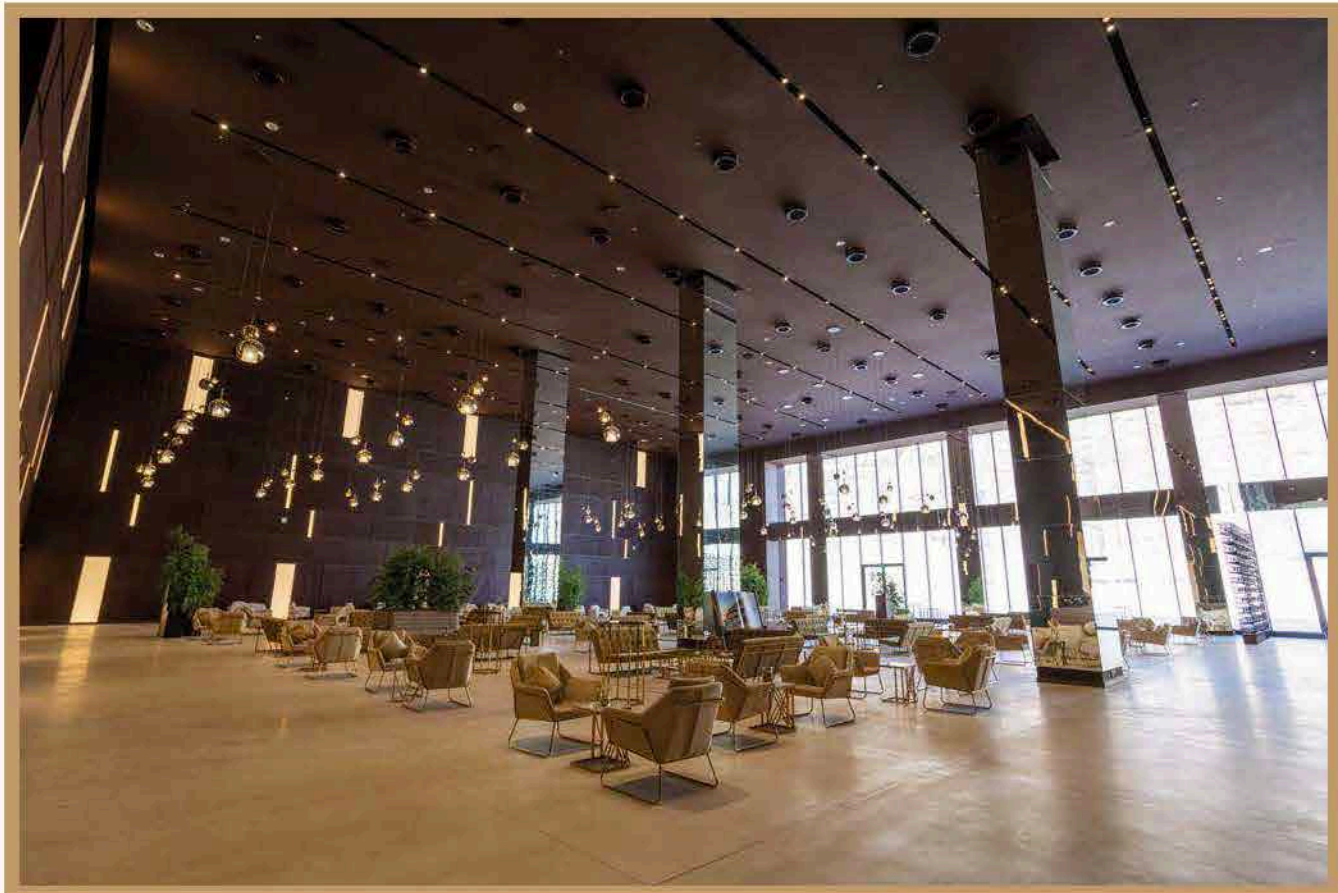
Conference Hall 1



Conference Hall 2



The Cube



The Foyer



VVIP - Green Room



The East Wing

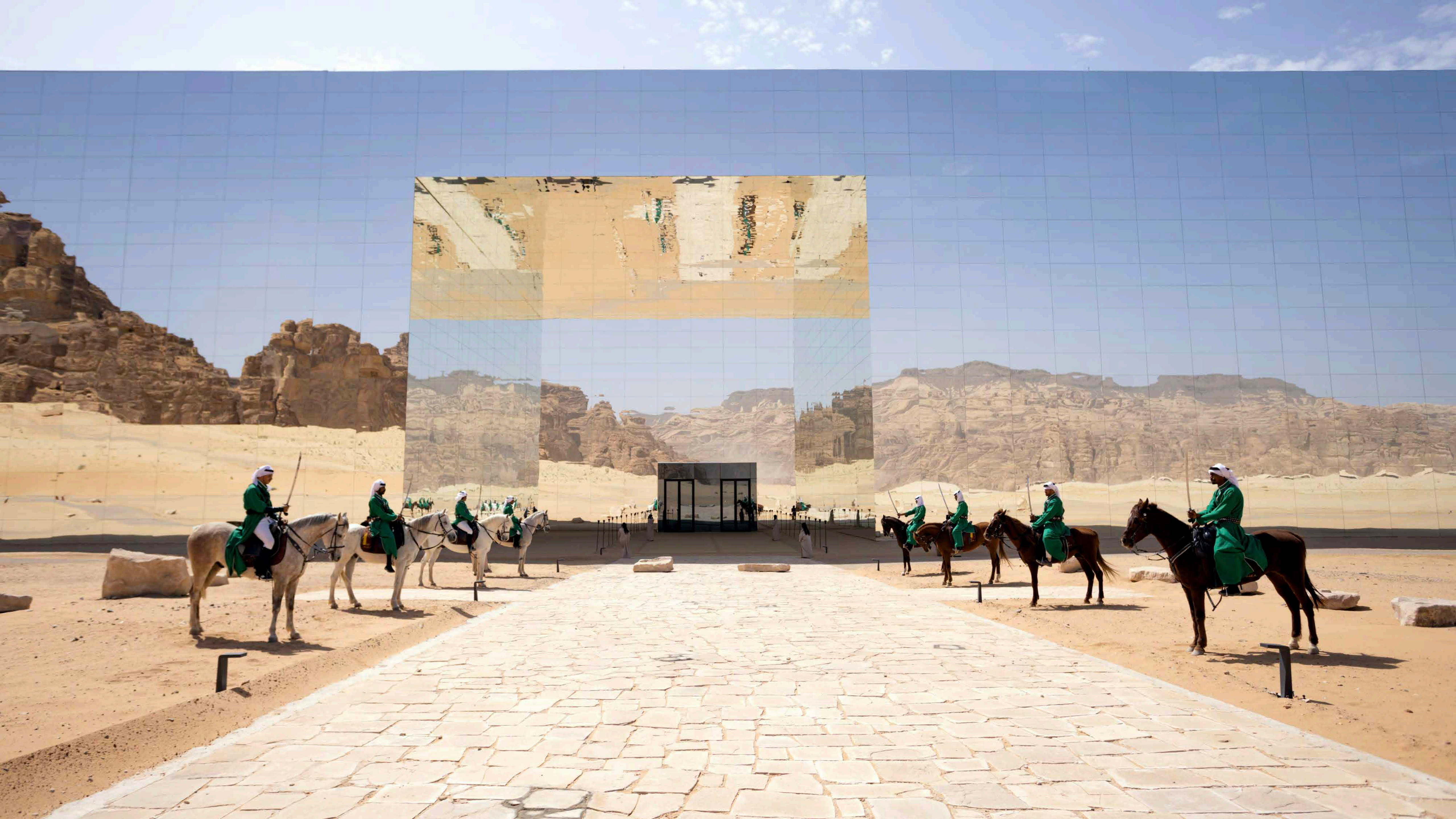
Venue Exclusive Services

Experience the pinnacle of service at Maraya. Our venue offers unparalleled services, tailored to meet the unique needs of our esteemed guests. We have assembled a handpicked team of best-in-class partners, dedicated to providing exceptional experiences and surpassing expectations.

Services include:

- Catering
- Waiting staff
- Ushers
- Security
- Valet
- Traffic Management

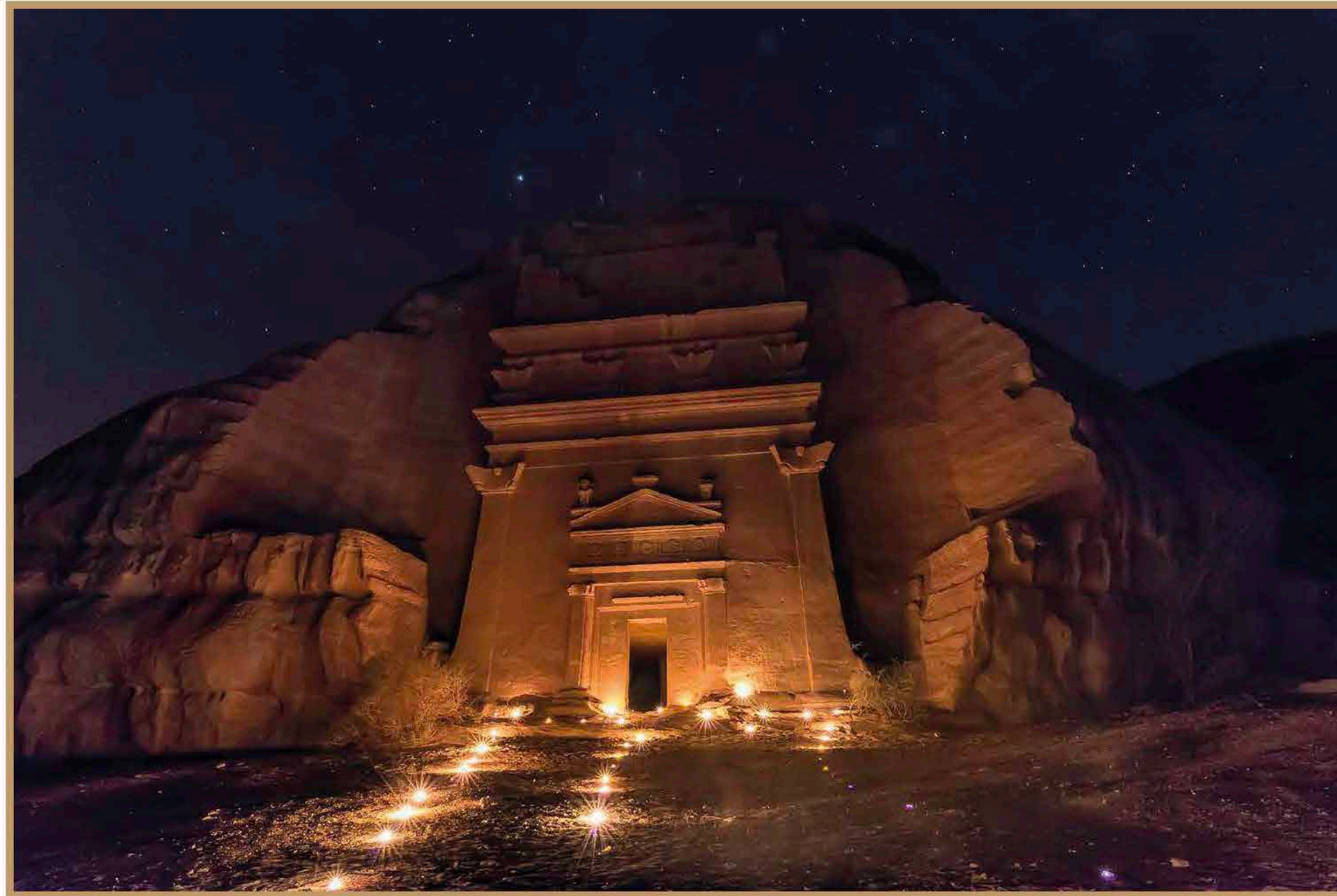




MARAYA SOCIAL

With an open air rooftop, Maraya Social allows guests to enjoy cuisine from Michelin starred chef Jason Atherton, while sitting under a blanket of stars.

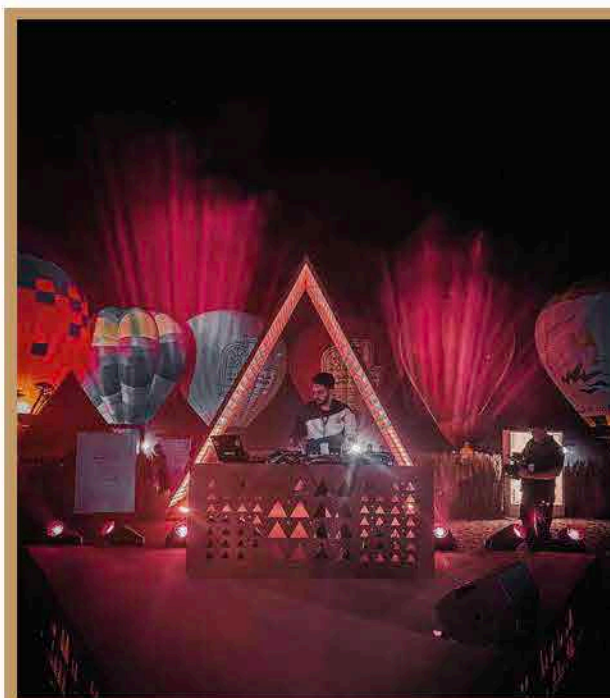
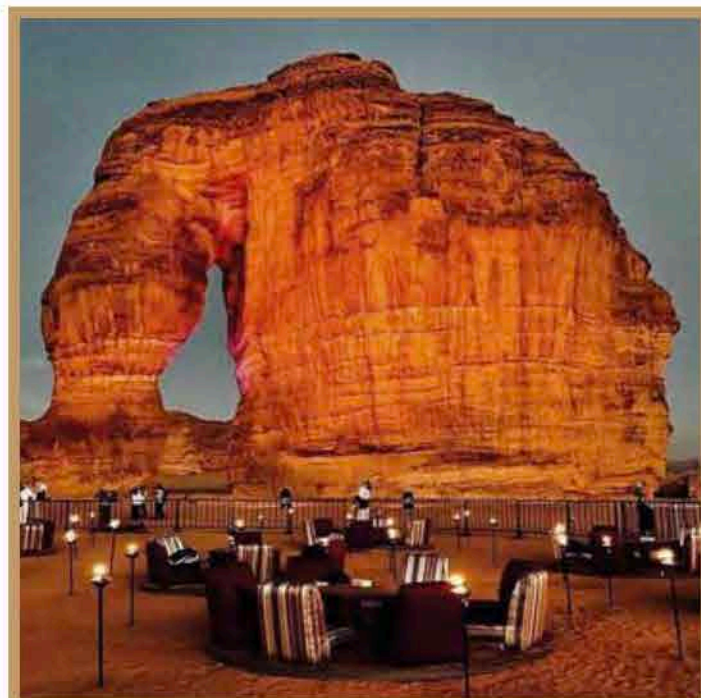




BEYOND MARAYA

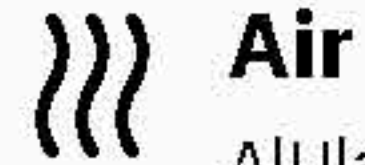
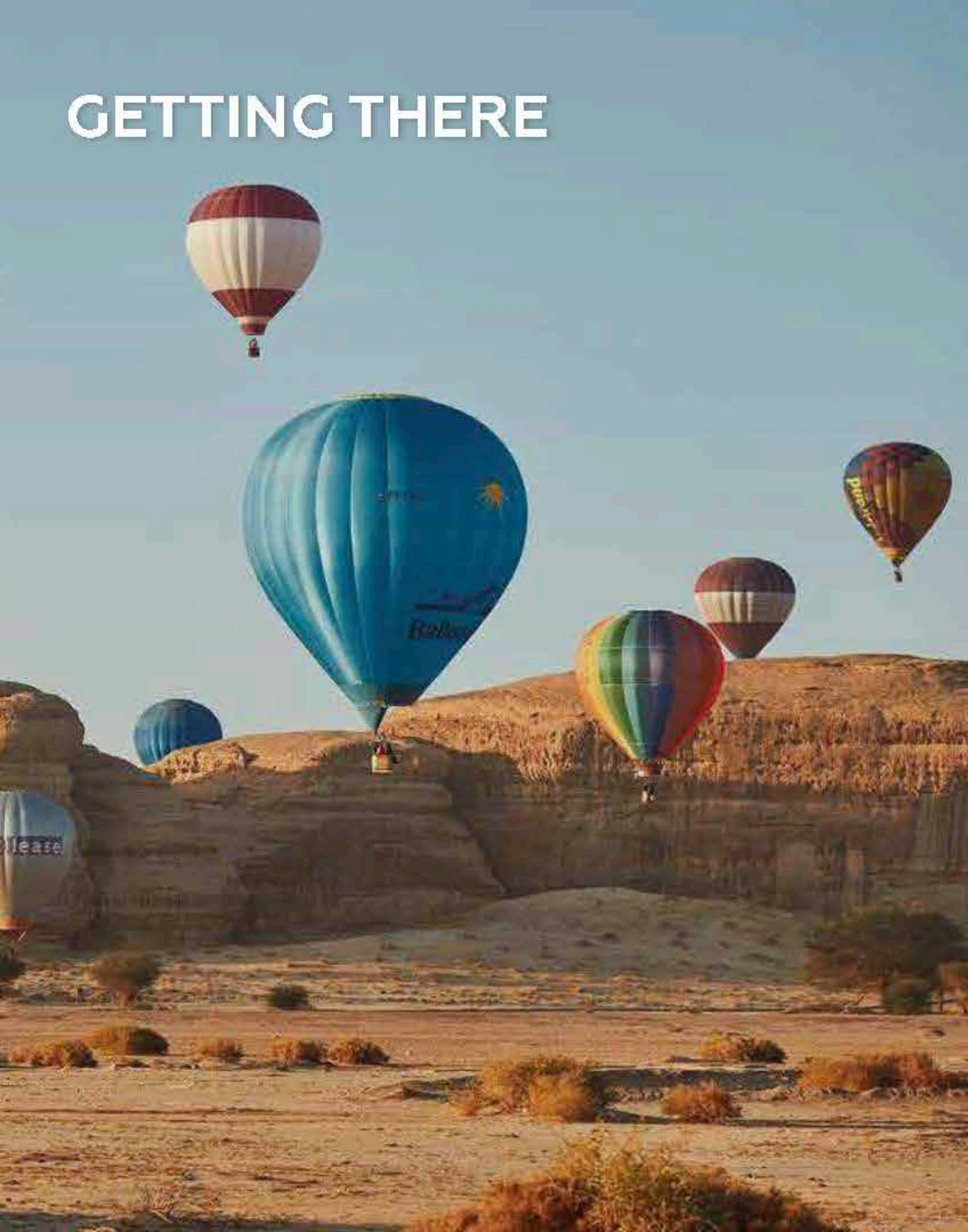
Maraya lies in landscape that's calling out to be explored. Three of the regions most compelling historical sites are within a 15 minute drive.

- ▶ **Hegra:** UNESCO world heritage site containing a large Nabatean city and tombs carved into the rock. Like Petra in Jordan, but without the crowds.
- ▶ **Jabal Ikmah Rock Art:** For thousands of years, travellers on trade routes and pilgrimages etched messages and depictions in the stone outcrops.
- ▶ **Elephant Rock:** A natural wonder who's name speaks for itself.





GETTING THERE



Air

AlUla regional airport is serviced by Riyadh and Jeddah, both 1.5 hour flight away. Direct flights from Dubai are 3 hours.

Private jets and international charters are welcome at the airport and executive terminal building.

Maraya is a 40 minute drive from AlUla airport.



Road

Driving from Medina or Tabuk takes approximately 3 and a half hours.



Sea

Equipment can be landed at the seaport in Jeddah and KAEC.





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