



The 6B SAR Cultural Revenue Layer

Turning cultural mandates into measurable margin

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The Problem

Mandates exist. Infrastructure doesn't.

- A Ministry of Culture directive (2020) mandates showcasing Saudi art in public and hospitality spaces
- Giga projects like NEOM and Red Sea Global have cultural KPIs but lack standard sourcing frameworks
- SAR 12B+ is spent annually on hospitality interiors, yet cultural tracking and attribution remains fragmented
- Most artwork is procured once during fit-out, with no system for rotation, visibility, or portfolio-wide cultural reporting



Red Sea
Global



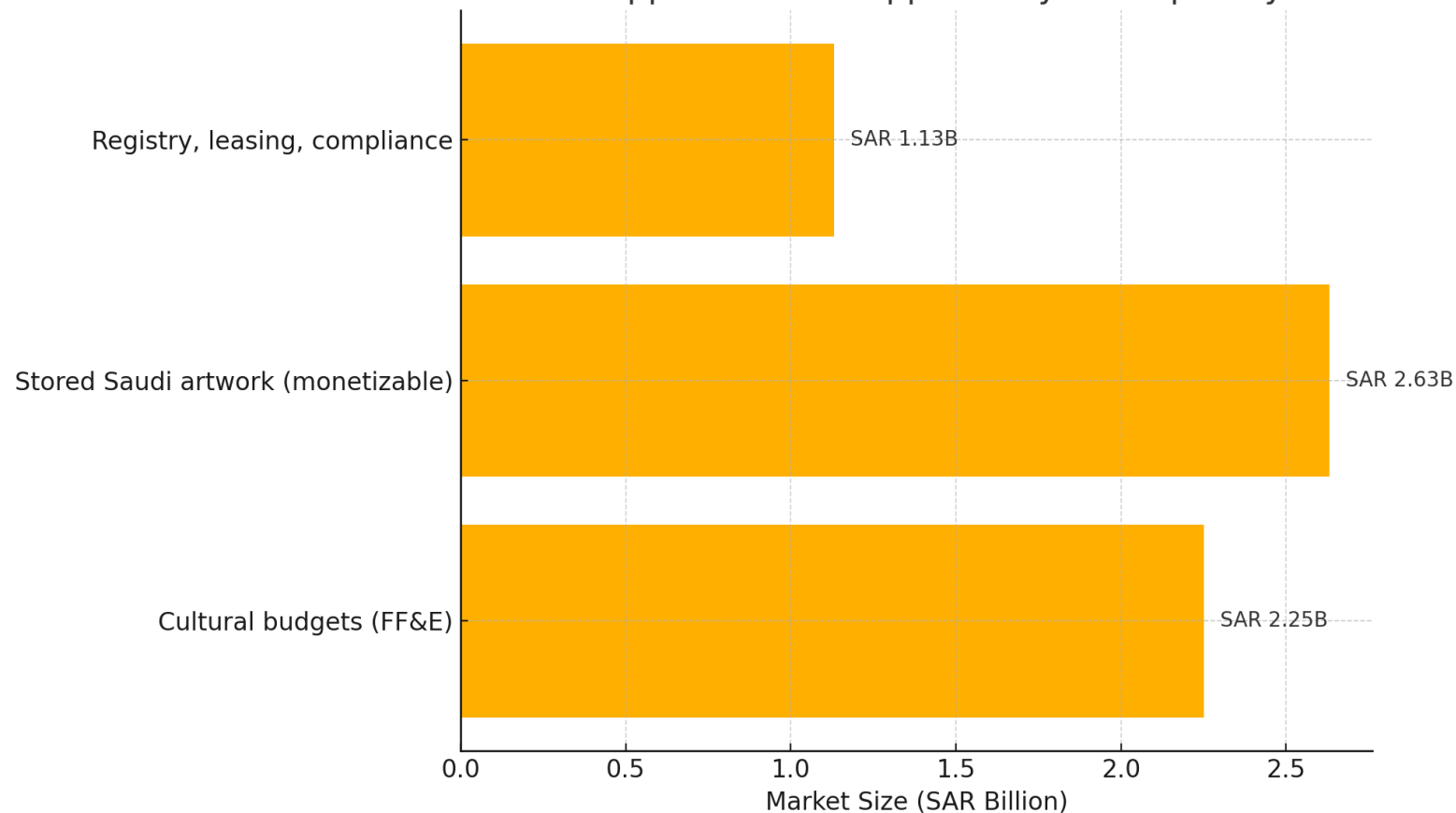
نيوم NEOM



وزارة الثقافة
Ministry of Culture

The Missed Opportunity

Untapped Cultural Opportunity in Hospitality



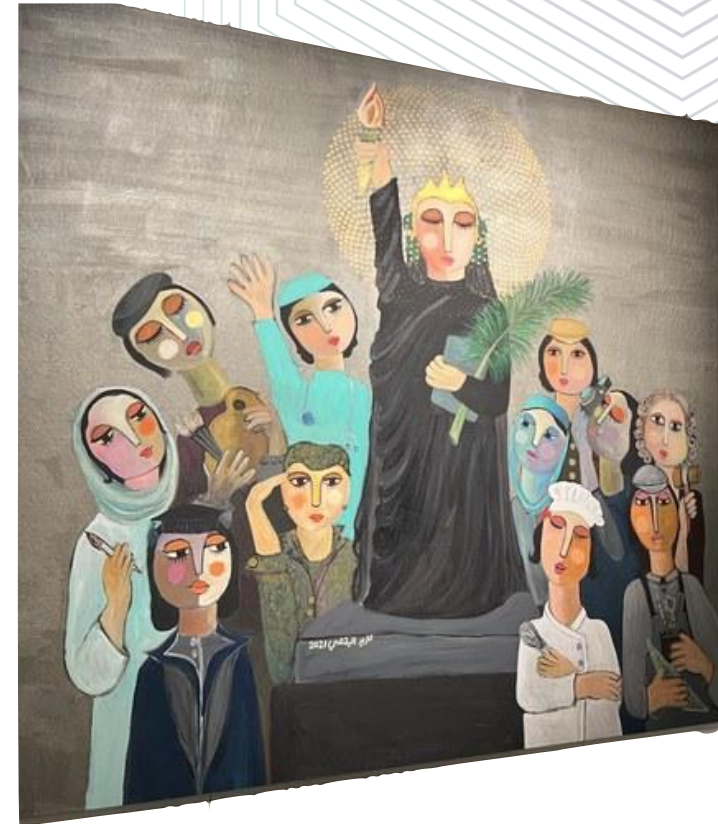
**Total Opportunity:
6B+ SAR**

This is a new business unit — not a design add-on.

The Solution

Qantara turns stored art into active cultural capital — at scale.

- **Centralized sourcing** for Saudi artworks that meet compliance standards
- **One vendor for registry-backed acquisitions** across hospitality portfolios
- **Rotational programs** that reduce stagnation and increase visibility for local artists
- **Portfolio-wide traceability**, enabling giga projects to audit and report cultural spend



Proof of Concept: Private Collectors

- Delivered over SAR 112K in art placements through direct collector commissions simulating hospitality environments
- Built full backend: sourcing, provenance, bilingual documentation, artwork tracking, installation logistics
- Met sub-7 day lead times on production-to-placement — tested across multiple cycles
- Fully verified Saudi artists only
- Launched our **collection management platform** to digitize, catalogue, and track artworks across venues — ready to scale across hospitality portfolio



The Ask

Qantara turns stored art into active cultural capital — at scale.

- Access to institutional hospitality spaces and giga project pipelines
- Partnerships to deploy our registry and sourcing framework at scale
- Open calls, RFPs, or cultural fit-outs aligned with Ministry directives

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