

**Creative  
Wellness  
Hub**

BARRIYA

# نخيل الدرعية

DIRIYAH PALMS

Jan – March '24

مركز  
الإبداع  
والتعافي



# Barriya - Diriyah Palms

## A Creative Wellness Hub

### Overview

Barriya's Diriyah Palms is a place where you can relax, unwind, and create. A seasonal creativity & wellness haven. It is designed holistically to infuse creativity and wellness for individuals and corporates.

This is a place for corporate teams, entrepreneurs, freelancers, creatives, and artists to connect with others and co-create with nature. To shift perspectives, change the way they do work, and perhaps create their best work yet.

Situated at AlDuhami Farm, right in the heart of Wadi Safar in Diriyah. Still in touch with its rich history that inspires generations. Its unique landscape makes an ideal environment to enable the overall purpose of creative wellness. A palm tree oasis that is easily accessible to the busy city creators.

We believe in nature being an important pillar for creativity and wellness. Every aspect of the Hub is designed with nature in mind. From how we map out our quality offerings; from creative and wellness programs to food and nutrition.

# Barriya - Diriyah Palms

## A Creative Wellness Hub

### Overview

We can't design a place to create without considering wellness. With tasks piling up and raising anxiety levels, a creative wellness sanctuary is needed to help busy creators slow down, relax, and look after their own wellness.

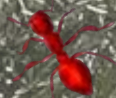
We provide a nourishing and supportive environment for the most aspirational ideas, considering a 360 view of sound, visual art, nutrition, community, and guided programming and workshops.

This is also a place to take some time away for self reflection. We believe creativity starts from within. To tap into one's higher purpose and gain clarity.

Designed to encourage collaboration and connection. From the creative co-working space to our built in programs, and a lot of room to roam around and play.

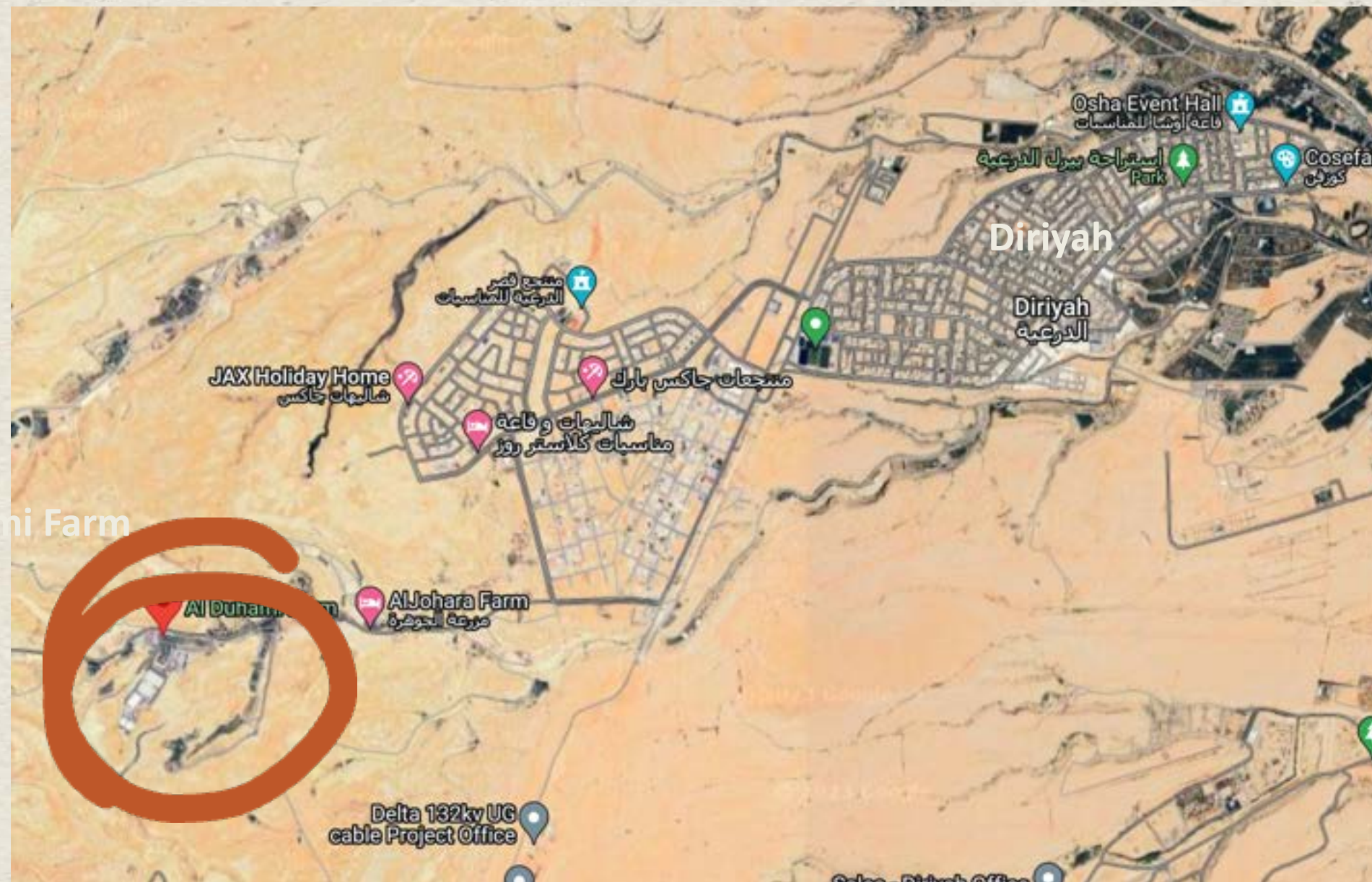
Sustainability is at the core of everything we do. Because we love nature, we also care about the environment. Social contribution is just as vital. We believe that creativity and wellness act like fuel for big ideas, businesses, and self-actualization, we will sponsor individuals from charity and social organizations, including social entrepreneurs, with complementary access to Barriya's Diriyah Palms.

A hub where you can connect and  
co-create with nature and community.



# Diriyah Palms at AlDuhami Farm

An ideal location in the heart of Wadi Safar, the vast natural landscape of Deriya



AlDuhami Farm is located within 30min from Riyadh's city centre. Making it easily accessible, especially for busy creatives who crave nature connection any day of the week.

Situated over Wadi Safar, overlooking the wadi hills and farms.

# Barriya – Diriyah Palms Map Overview



**Total Space: ~18,000 sqm**

**With it's unique structure, the farm is divided over two different levels..**

**The farm is strategically mapped out to enable Creative Wellness, with its landscape lending itself ideally to the various programming, co-working needs, and other offerings.**

# Offerings

A well structured environment  
for Creative Wellness

**Creativity Programming  
Wellness Programming  
Creative Workspace  
Entertainment & Art  
Food & Nutrition**

# Creativity Programming



# Creativity Programming

Programs and activities designed to support creative thinking and imagination. These programs are often described as new and unique.

Some of our programs include:

## Inner Compass

*Physically move through the cardinal directions and use the external world (natural elements) to help explore your inner world (goals, visions).*

## Palm Tree Oasis

*Learn about the legends of one of the most prominent trees in our culture, use your imagination to connect with palm trees and explore a set of key human values.*

## Leaves, Sticks & Stones

*Creating emotional creatures (such as fear) out of raw natural elements to help shape and change our perspective and attitudes towards them.*

## I Lead The Way

*Focused on navigating the management journey. Leading teams, managing up, and navigating conflict.*

## I Embrace New Beginnings

*A treasure hunt like game to reflect over the past year.*

## The Bend (Hal Al Awja)

*Exploring how things shift and bend within us and in nature. Tapping into themes of community and unity.*

## AlSaif AlAjrab: A Manifestation

*Reflecting on our core with the story of AlSaif AlAjrab, being lost and then found, and the six phases of sword creation.*

## I March On

*This program is dedicated to women and mothers, to move forward with resilience, to uplift each-other, and March On!*

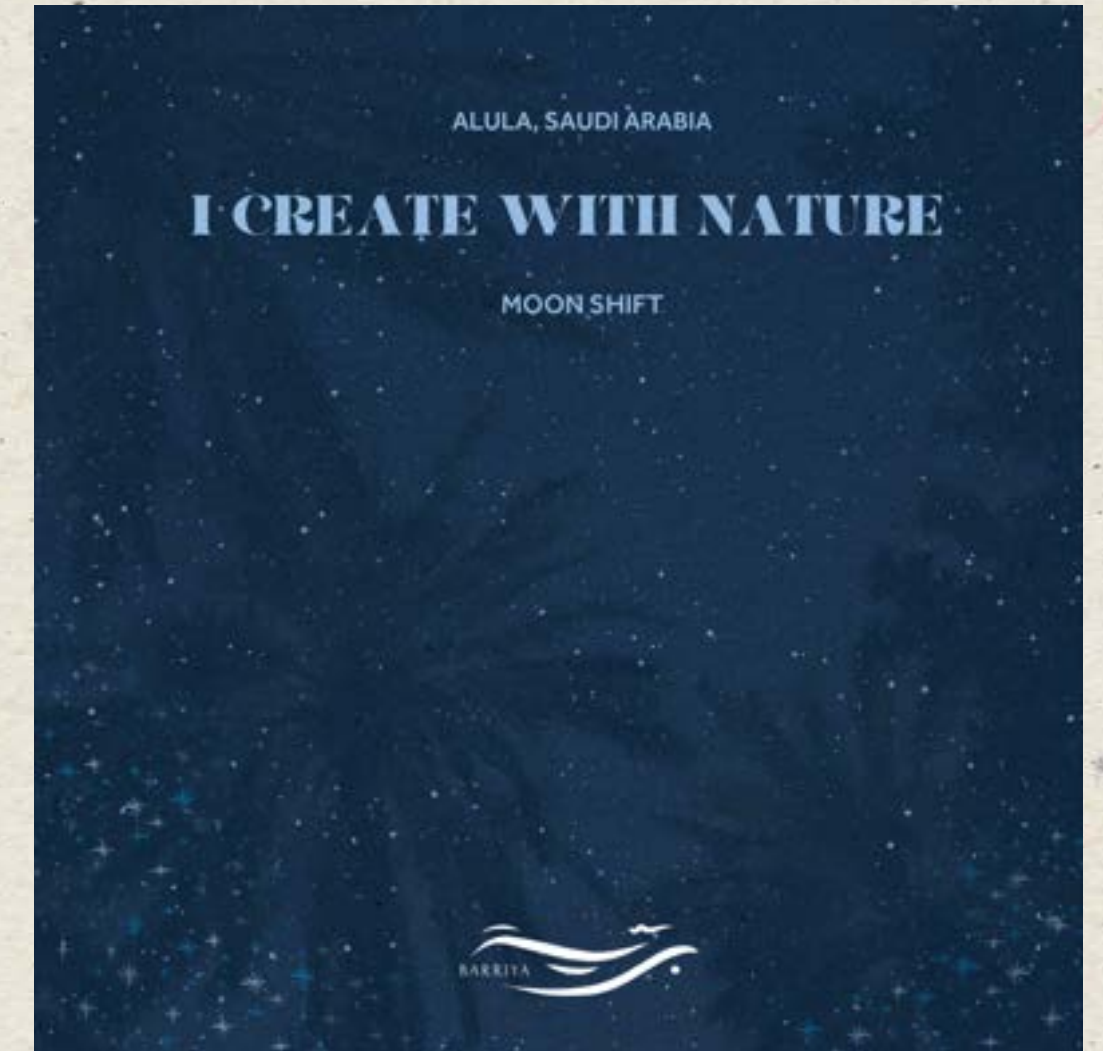
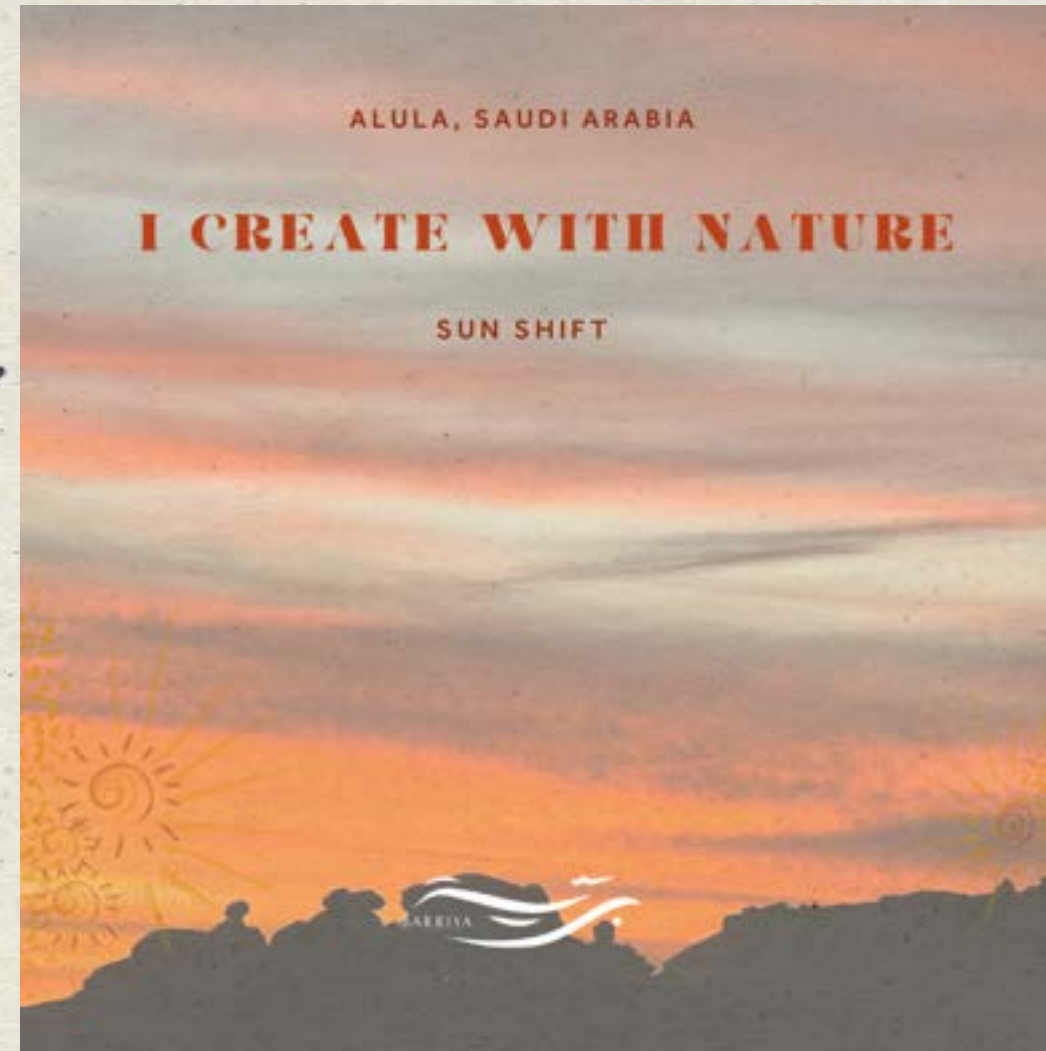
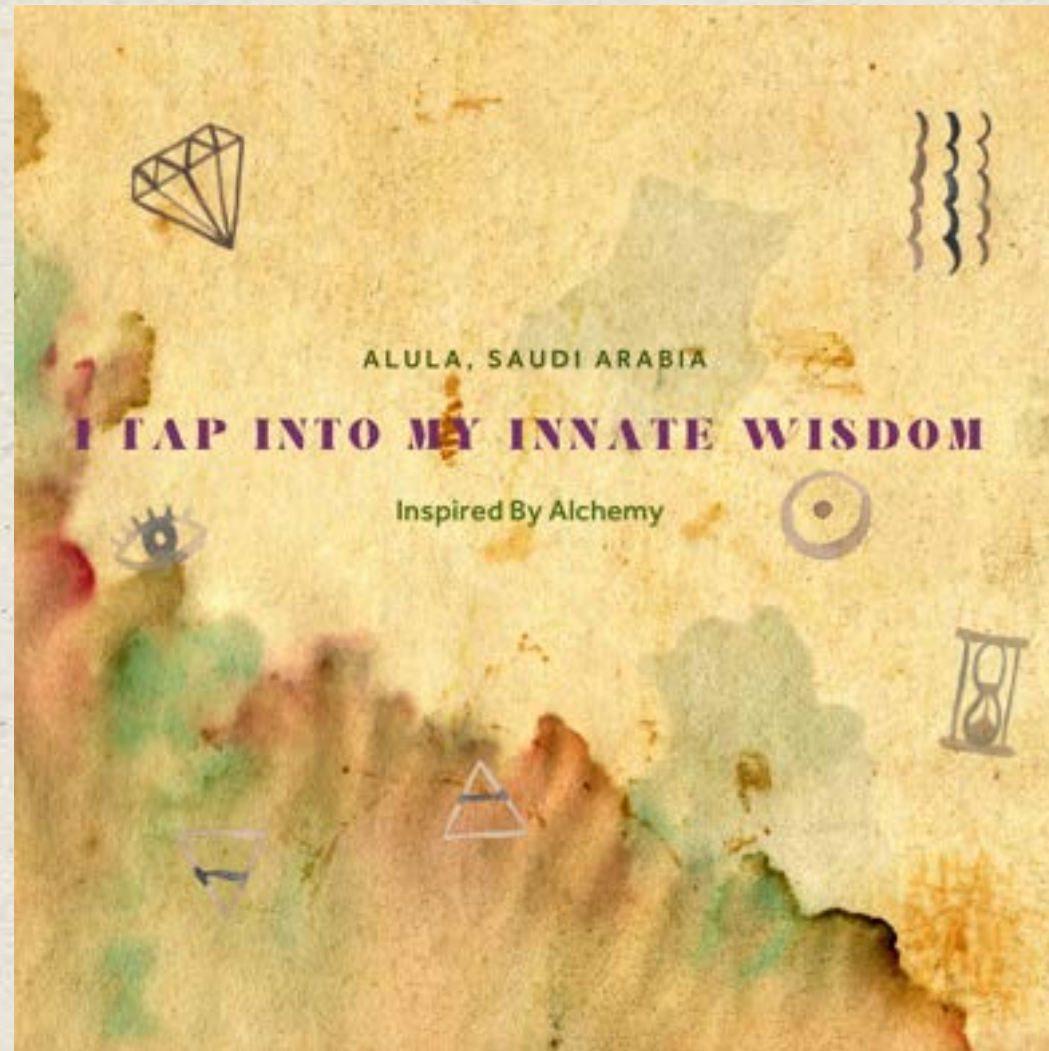
## Creativity Workshop

*Self guided workshop with various option to create. Including arts and crafts, and some of Barriya's signature creative practice prompts.*

## Reflection Signposts

*Permanent signposts for self guided nature connection, exploration & reflection over a vast area of palm trees.*

# Creativity Programming





# Wellness Programming



# Wellness Programming

Programs and activities designed to support wellness and promote relaxation.

## Movement

*Moving the body to unlock the mind. This can include yoga, pilates, stretching, and other forms of movement.*

## Breath

*To release tension and increase energy. Breathwork can help balance the body and mind.*

## Meditation

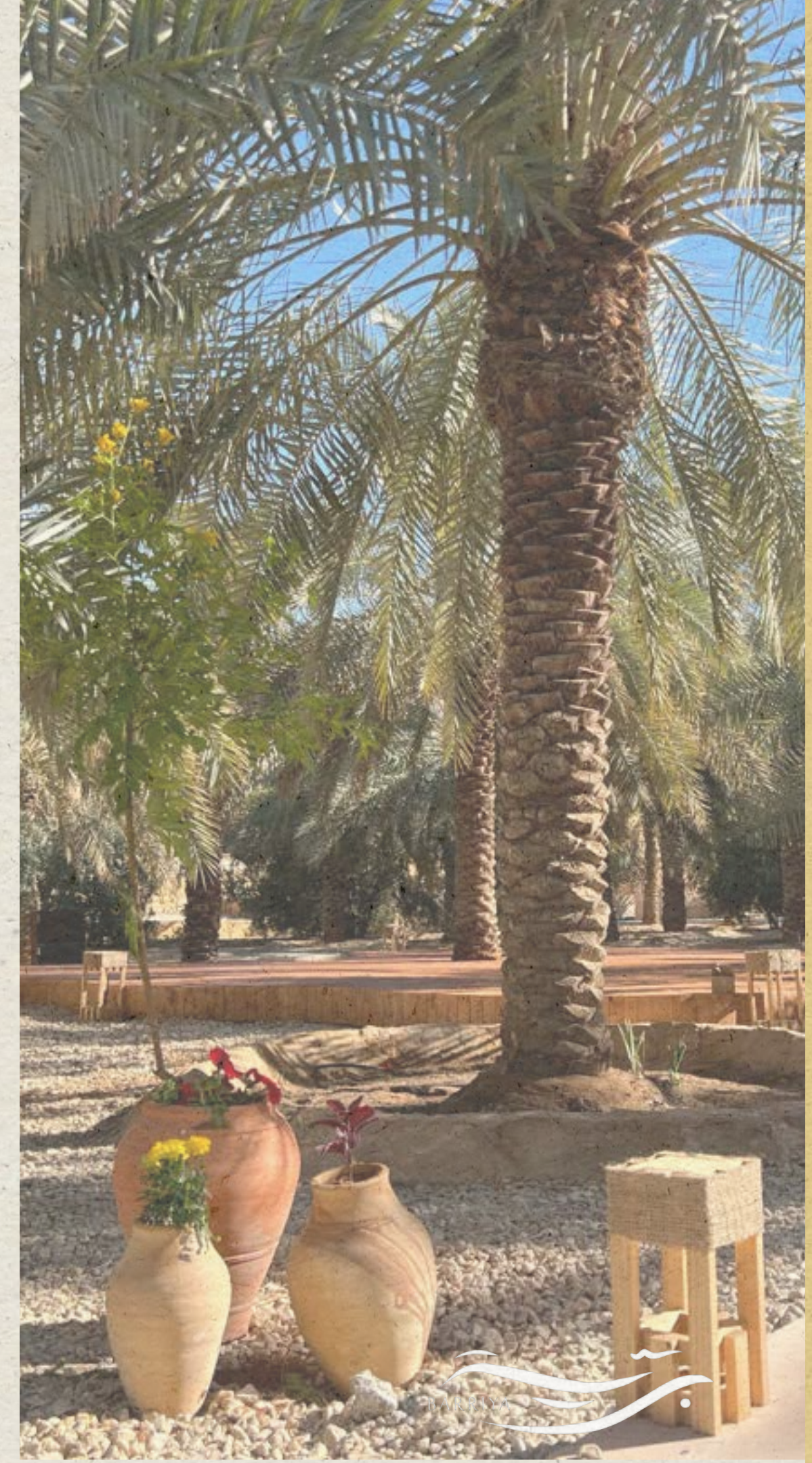
*Various forms of meditations to lower stress and spark imagination.*

## Sound Healing

*The practice of using different sounds to improve your physical health and emotional wellbeing.*

## Meditation Pods

*A secluded space to set in meditation amongst the palm trees.*





# Creative Workspace



# Creative Co-Working Space

A dedicated space to create and work. A refreshing and supportive environment for creative and entrepreneurial projects.

## Community & Unity

*Structured networking sessions to promote collaboration and co-creation.*



# Entertainment & Art



# Entertainment & Art

For an all round inspirational environment; Live music to spark imagination and play; Art installations for visual and intellectual stimulation. As well as areas dedicated to creativity, writing , reading & arts.

## Live Music

*Indulging in the creative process with various forms of music played.*

## Workshops

*Talks and workshops on the topics of creativity, wellness, nature, and the environment.*

## Library

*Dedicated reading space and bookshelves.*



# Food & Nutrition



# Food & Nutrition

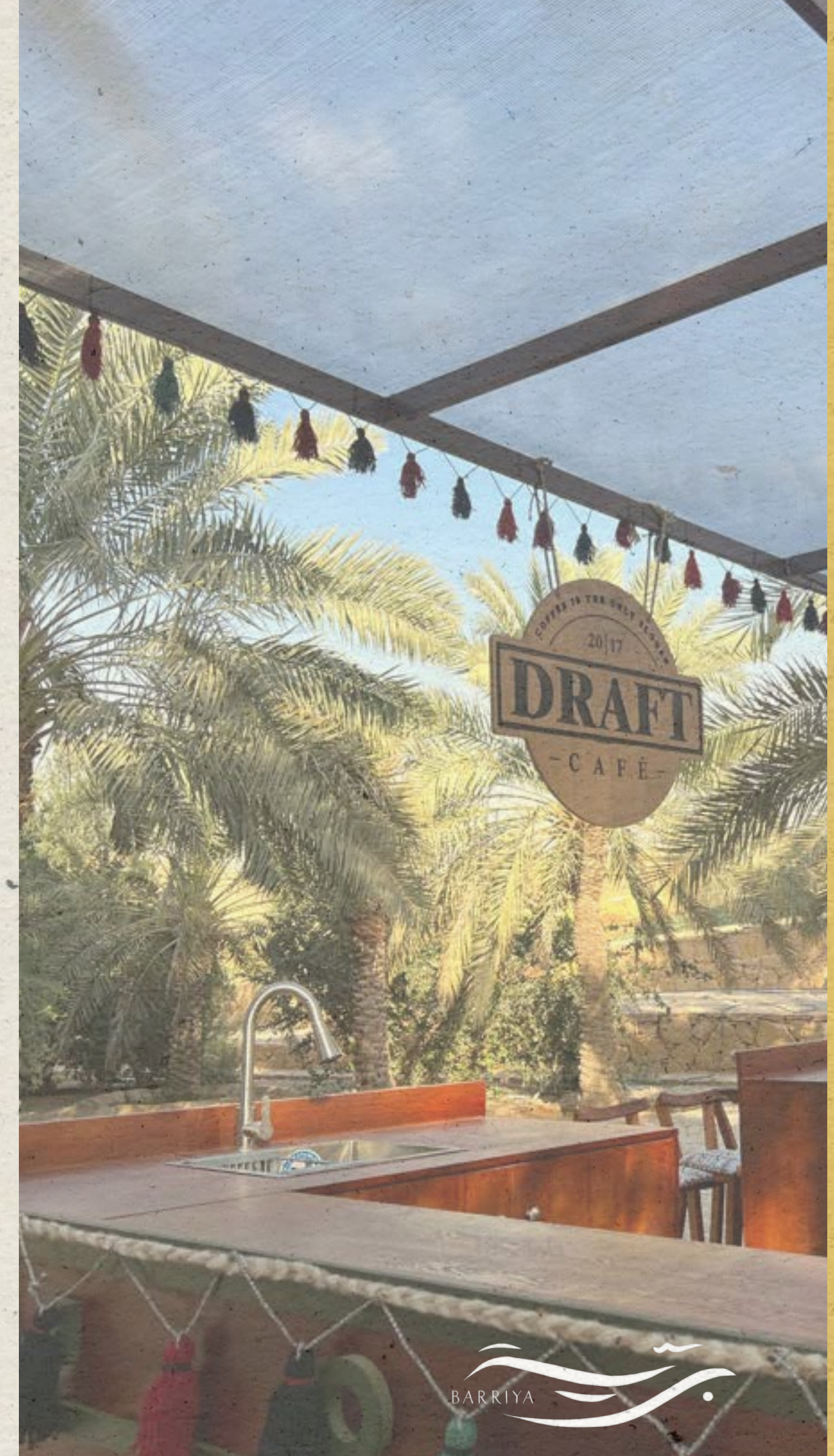
Nature connection also means consuming healthy, nutritious, locally sourced food. And just in the same way, our dining spaces are designed as shared spaces to connect with others.

## The Basics

*A café, snack bar and bakery are available at site.*

## Refreshments

*We provide complementary Saudi Coffee, tea, and water. As well as Barriya Herbals, 100% farmed and made in Saudi.*





A hub where creative teams can thrive.

# Corporate Packages

We support businesses create  
their best work

**Corporate Events & Retreats**  
**Employee Day Pass**  
**Team Memberships**  
**Bespoke Programs**

We believe everyone can be  
creative and unique.

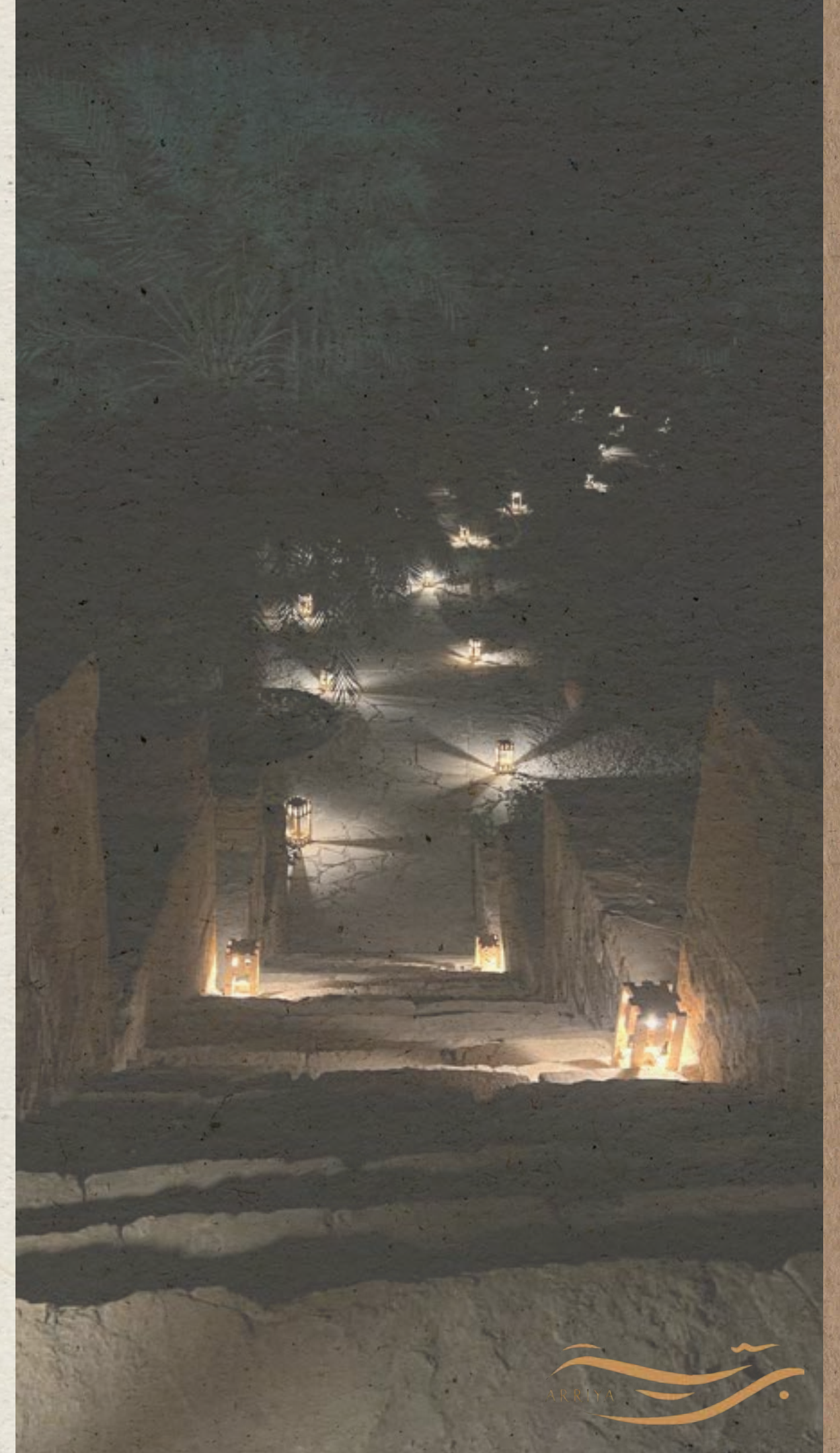


# Corporate Events & Retreats

Host purposeful corporate events and retreats. The entire location can be booked for large corporate events.

## Venue Includes:

- Reception & library
- Complementary refreshments
- Movement platform
- Lounge and relaxation area
- Cafe, snack bar, & bakery
- Co-working desks
- Stage, seating, and sound system
- Self guided creativity workshop
- Walk, play and meditation space
- Parking



# Work-From-Farm Employee Pass

We help employees gain a fresh perspective by taking their 9 -5 to the farm. Corporates can integrate “work-from-farm” into their HR agenda to look after their employee’s wellbeing and increase satisfaction.

## Employee Day Pass Includes:

- Access for a full day
- Parking
- Creative coworking space
- Short wellness and creativity sessions
- Music programming
- Self guided creative workshop
- Lounge & Relaxation area
- Coffee, tea, and water
- A lot of room to roam around

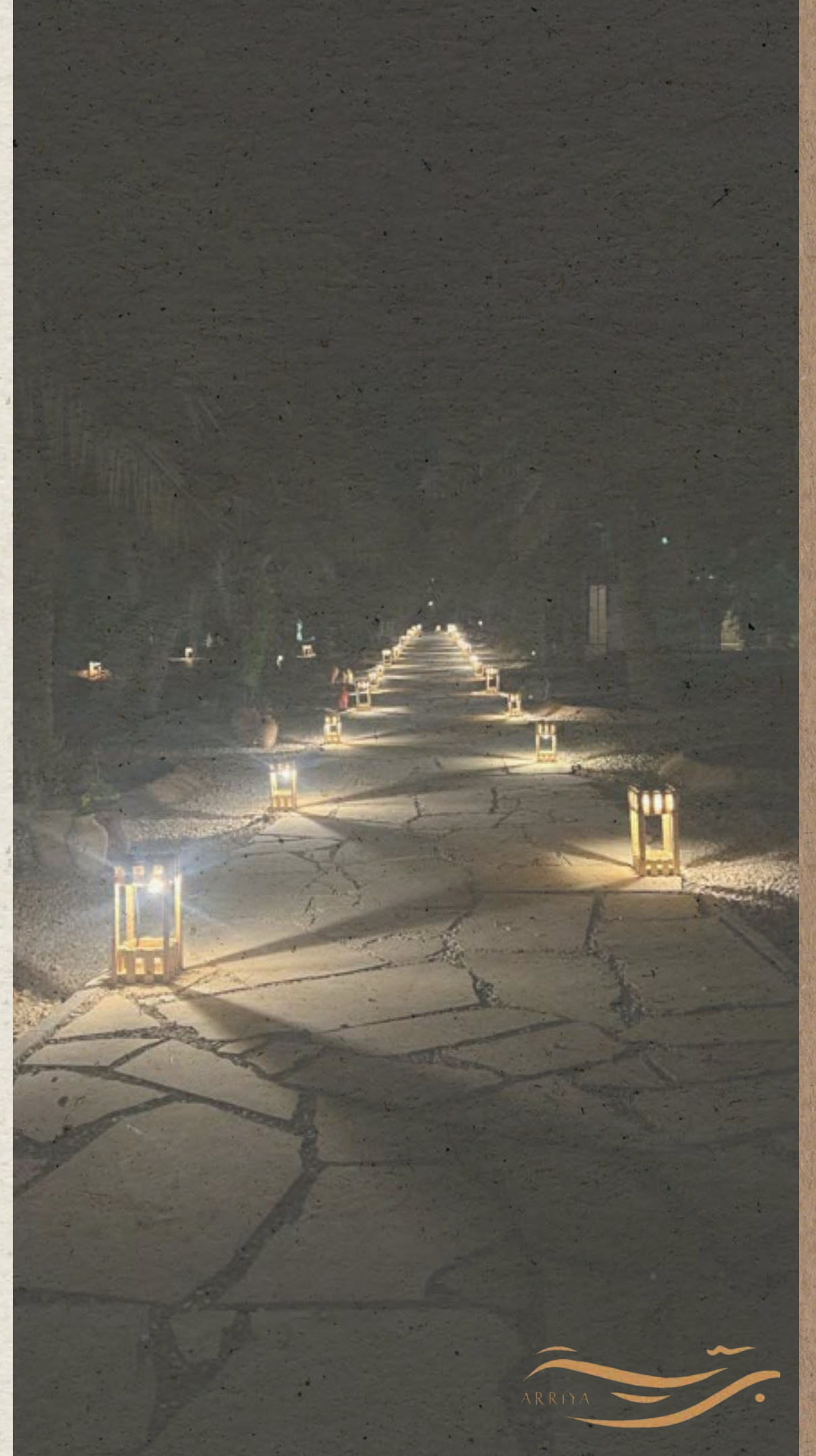


# Team Membership

For teams who wish to create their best work yet. A membership option is available to tackle bigger projects with the support of our environment.

## Team Membership Includes:

- Access for a full month
- Two retreat programs
- Parking
- Creative coworking space
- Short wellness and creativity sessions
- Music programming
- Self guided creative workshop
- Lounge & Relaxation area
- Coffee, tea, and water
- A lot of room to roam around



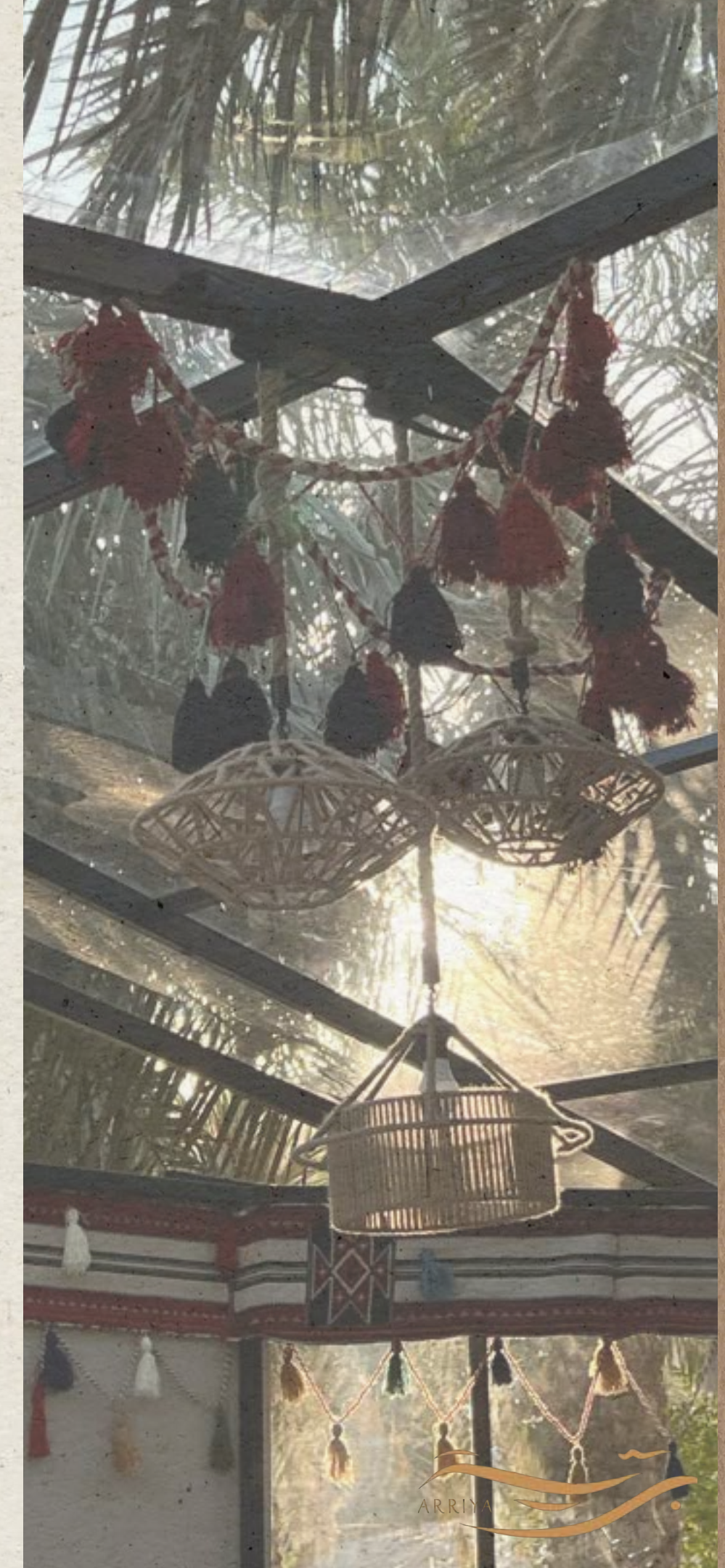
# Bespoke Programs

We recognize that each organization comes with its own unique needs, and we are happy to design and plan bespoke programs.

All elements of the program are developed in a complementary way to serve your leadership & creative purpose. We can also tailor one of our existing programs to better serve your needs.

We create programs for:

- Special corporate events
- Executive retreats and programs
- Organization-wide employee development & engagement
- Graduate program excursions
- Team building and collaboration
- Brainstorming and special projects
- Upgrade existing L&D courses to include Creativity Through Nature methods
- Any other program specific to leadership & creativity..



# Corporate Programs Goals

- ✓ Designed to create the perfect structure to get creative and play.
- ✓ Support the promotion of your organization as an attractive destination for creatives and aspiring creatives alike.
- ✓ Promote creativity as way of living including the full process of Wellness, Movement, & Play.
- ✓ Promote creative wellbeing at the workplace and harness new ways to approach leadership.
- ✓ Create a stronger culture and connection with your organization.
- ✓ Bring that spark effect for employees, going about their day-to-day work life.





The first of its kind in Saudi  
designed for creative expression.

# Saaf Barriya, our sustainability program embedded in everything we do

## Member Sponsorships

We sponsor individuals from charitable and social organizations with memberships and day passes for specific programs and retreats.

## 1% For The Environment

Collaborating with Faseel, a Saudi environmental NGO. We will donate 1% of ticket sales to environmental projects.

## Female Powered

We have a focus on supporting females creative potential and female owned business. We work with female retreat leaders and business owners. We will also sponsor mostly female beneficiaries for our programs.

## Saudi Made

We prioritize collaboration with Saudi sourced products and services. Including our own Barriya Herbals brand, 100% farmed and made in Saudi.

## Sustainable Materials

Because we love nature, we also care about the environment. We prioritize collaborations with vendors who source sustainable materials, especially recycled and biodegradable material. We also work with businesses who support local farmers

## SME Collaborations

We prioritize working with SMEs service providers for collaborative success and mutual support.





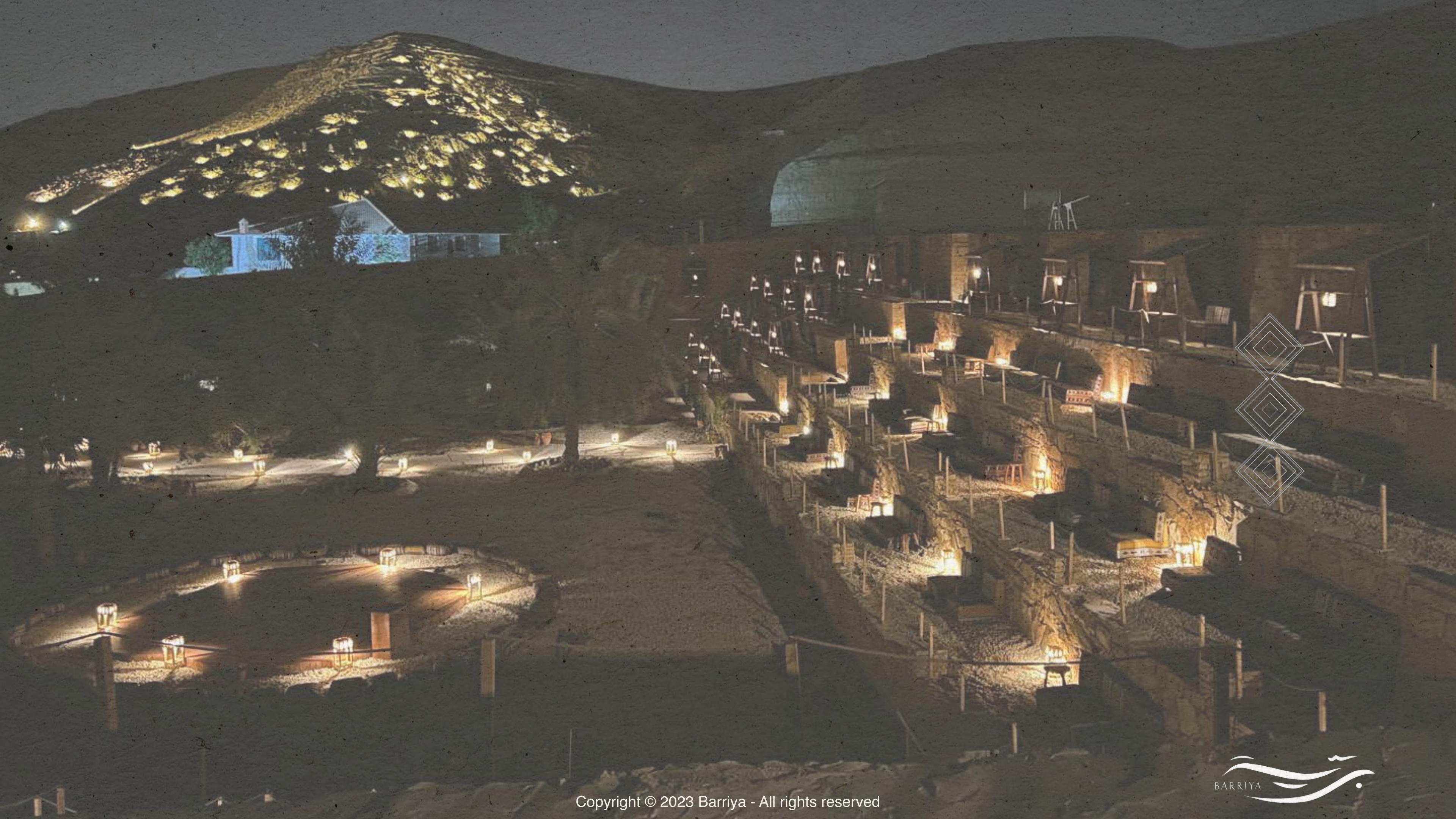


ARWANA  
ARTISAN BAKEHOUSE















We look forward to collaborating  
with you for the overall purpose of  
creative wellness..



Lena AlAmeel  
Founder  
lena@barriya.com  
+966 503 255 888

info@barriya.com  
+966 55 888 0175  
[www.barriya.com](http://www.barriya.com)