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**SLS The Red Sea Unveils Striking Sculptural Installation by Saudi Artist Heba Ismail**

*Celebrating contemporary Saudi creativity through bold design, vibrant colour and cultural storytelling*



*High-res images here:* [*https://we.tl/t-mGEHqsYC0P*](https://we.tl/t-mGEHqsYC0P)

[SLS The Red Sea](https://www.visitredsea.com/en/resorts/shura-sls-the-red-sea) introduces a bold new artistic statement with the unveiling of a large-scale sculptural installation by Saudi artist Heba Ismail, blending contemporary design with rich cultural references from across the Kingdom.

Created as a playful yet meaningful centrepiece, the sculpture reimagines Saudi heritage through a modern lens, reflecting both national identity and the spirited personality of the SLS brand. Each section of the sculpture draws inspiration from distinct regional art forms from Qatt Al Asiri patterns of the south, to Najdi motifs of the central region, and Sadu weaving traditions of the north, celebrating the diversity of Saudi craftsmanship within a single, cohesive form.

A defining feature of the piece is its interpretation of the traditional bisht (mishlah), worn during special occasions and symbolising prestige and elegance, subtly woven into the sculpture’s design, a nod to cultural pride that aligns seamlessly with SLS’s luxury lifestyle positioning.

Executed in vibrant acrylics and finished with industrial-grade protective varnish, the installation’s bold colour palette and abstract, sea-inspired forms echo the resort’s coastal setting while ensuring durability and long-term preservation.

The artwork reinforces SLS The Red Sea’s commitment to showcasing contemporary Saudi creativity, offering guests an immersive visual experience where art, culture and modern hospitality intersect.

**-ENDS-**

**About The Red Sea**

The Red Sea is a pioneering destination on Saudi Arabia’s west coast, inviting guests to experience a place of extraordinary natural beauty across more than 28,000 km² and an archipelago of 90+ pristine islands framed by desert and mountains. Open since 2023, The Red Sea welcomes guests to a growing collection of world-class resorts operated by world-renowned hotel brands and Red Sea Global. Shura Island, the heart of the destination, began welcoming guests in 2026 and is currently home to three open resorts with a total of 11 resorts planned for the island. The island is set to be fully live in 2026. Signature experiences also include high-adrenaline water and land sports to cultural and nature-based adventures, delivered by destination activity brands WAMA (over-water), Galaxea (underwater), and Akun (inland).

Red Sea International Airport (RSI) offers a seamless arrival experience, with its design inspired by the desert, oasis, and sea. Within three hours’ flying time for 250 million people and eight hours for 85% of the world, RSI currently connects via regular flights from Riyadh, Jeddah, Doha, Milan, and Dubai, with additional regional and international routes launching soon.

Developed by Red Sea Global (RSG), a multi-project developer advancing responsible, regenerative tourism while actively strengthening its environment, culture, and community, The Red Sea will comprise of 50 resorts, 8,000+ hotel keys, and 1,000+ residential properties, complemented by luxury marinas, golf courses, and leisure facilities by 2030. We limited our development to accommodate no more than 1 million visitors a year at The Red Sea and 500,000 at AMAALA to protect the delicate ecosystems, and the destination is powered by 100% renewable energy, targeting a 30% net conservation benefit by 2040.