

Business Development & Creative Units
Specializers Office

Case Study: Visual Production for the Revitalization of Historic Jeddah (Al-Balad)

Overview:

Historic Jeddah (Al-Balad) stands as a multicultural hub and a key heritage site. The Ministry of Culture has undertaken extensive efforts to restore and enhance the area, transforming it into a vibrant destination for both tourists and locals. As part of this initiative, we provided comprehensive media coverage through visual documentation of the district, building a digital media library to be utilized across communication platforms—including the official website of Historic Al-Balad: <https://www.visitbalad.com>. Our scope also included developing marketing content for historic dining establishments within the district, supporting the broader mission of integrating the area into Saudi Arabia's cultural transformation.

Strategic Methodology:

Our role involved the planning and execution of visual documentation for assigned sections within Al-Balad. Due to the vast size of the district, the area was divided among several service providers, and we were responsible for specific segments. Using high-end equipment and a professional team specializing in photography, videography, and visual editing, we captured the cultural and architectural richness of the area.

Additionally, we were tasked with developing marketing content for 18 historic restaurants, as these venues are core to the visitor experience. The Ministry prioritized their restoration and image enhancement to align with the district's historical and strategic identity.

Professionalism and Quality:

We take pride in the excellence of our creative team. Photographers and directors were carefully selected based on experience and portfolio strength. The creative direction focused on highlighting the aesthetic and heritage value of Al-Balad in a natural yet captivating manner. Lighting, effects, and composition were meticulously crafted to evoke the historical depth and cultural essence of the district—while ensuring compatibility with digital marketing platforms.

Content Creation: “Story of a Restaurant” Series:

One of the key deliverables included a video series titled “*Story of a Restaurant*”, spotlighting the history and founders of several heritage restaurants. These narratives were integrated into the district’s storytelling strategy, emphasizing cultural continuity and legacy. We also produced high-quality visuals of food menus and restaurant interiors for use across social media platforms and food delivery apps.

The project was designed to support the revitalization of the district and promote it as a cultural landmark. We are proud to have contributed to this national initiative and to be part of the team breathing life into Al-Balad—especially its historic restaurants, many of which have since experienced a notable rise in popularity and visitor traffic.

Featured Restaurants:

Some of the notable historic restaurants featured in this project include:

Al-Basali Restaurant, Baashen Seafood Restaurant, Al-Shadawi Restaurant, Foul Fattah, Amo Hamzah Restaurant, Al-Nada Restaurant, Baessa Restaurant, Ba‘ashen Café, and others.