

CV Noura Binsaidan

Noura Binsaidan is a pioneering Saudi visual artist specializing in graffiti and urban art, and the first Saudi artist to receive the Order of Arts and Letters at the rank of Knight from the Republic of France. Her passion for art began in childhood, and by the age of 14 she recognized it as her true calling — a tool to transform feelings, places, and people.

Holding a Master's degree in Fine Arts from King Saud University, with a thesis focused on the beautification of roads and tunnels through art, Noura translated her academic vision into reality by becoming the first Saudi artist to design and execute a complete tunnel artwork in Riyadh, in collaboration with Riyadh Municipality.

Over more than eight years, she has delivered 100+ public artworks across Saudi Arabia's most iconic destinations — from Riyadh Season and Diriyah to KAFD and Winter Garden — and has collaborated with global brands including Adidas, Rolex, Breitling, and Apple, whose CEO Tim Cook personally visited her studio and publicly praised her work.

Noura serves as Vice President of the Arts and Architecture Division at Omran Society, King Saud University, and is an officially licensed cultural practitioner through the Ministry of Culture's Abdea platform. She currently operates NS Studio in JAX District, Diriyah — an official Ministry of Culture creative hub — with a pop-up studio coming soon to KAFD.

Her mission: Art that transforms cities, preserves heritage, and connects Saudi identity with the world.