



Zarqa Craft City (Murals and Basalt Stone Carvings)

Zarqa

INVESTMENT OPPORTUNITY PROFILE



Project Overview

Experience the Vibrancy of Craft City in Zarqa, Jordan – a groundbreaking cultural tourism endeavor poised to captivate art aficionados, travelers, and locals alike. At its core lie two captivating elements: exquisite mosaics crafted from repurposed tile fragments and an immersive journey into the art of basalt stone carving, spanning from Azraq to Zarqa. Delve into the ancient techniques of mosaic-making and sculpting, guided by skilled artisans who impart their wisdom and passion for traditional Jordanian craftsmanship. Craft City will provide a unique outlet for both self-expression and cultural immersion. Ensuring a welcoming environment where creativity knows no bounds, and every visitor becomes a participant in the rich tapestry of Jordan's artistic heritage. Providing ample opportunity for novices seeking to hone your skills, a seasoned artisans in search of inspiration, Craft City promises a unique journey of discovery and creation.

Site Features and Characteristics

- ▲ Location Features and Characteristics: Zarqa, Jordan. The global market for cultural tourism is expanding, with tourists increasingly seeking unique, authentic experiences that connect them with local traditions and crafts. Zarqa, located near major tourist routes, provides an ideal location for developing a niche cultural attraction that leverages Jordan's rich artistic heritage and natural resources.

Value Proposition

Craft City beckons with a captivating blend of visually stunning murals crafted from repurposed tile fragments and engaging basalt stone carving workshops. This dynamic duo not only highlights the prowess of local artisans but also immerses visitors in a hands-on journey, forging indelible memories and fostering profound connections to Jordanian culture. Nestled within the unique landscape of Zarqa, the basalt stone sourced from the Azraq region reveals an exclusive allure, originating from the Black Eastern Desert adorned with remnants of ancient volcanoes. This cherished stone bears witness to the oldest basalt eruptions in northeastern Jordan, serving as both a canvas for artistic expression and a testament to the region's rich geological history, showcased through captivating exhibitions and enlightening demonstrations.

Important Highlights of the Project

- ▲ Artisan Workshops: Fully equipped spaces for artisans to create, innovate, and refine their crafts.
- ▲ Exhibition Spaces: Galleries and exhibition areas to display and sell artwork, attracting buyers and art enthusiasts.
- ▲ Cultural Events: Regularly scheduled events, workshops, and festivals to draw visitors and engage the community.
- ▲ Educational Programs: Initiatives to teach younger generations about traditional crafts, ensuring the transfer of knowledge and skills.

Opportunity Details

- ▲ Mural Galleries: Outdoor and indoor spaces featuring large, intricate murals made from broken tiles, telling stories of Jordanian heritage and contemporary themes.
- ▲ Basalt Stone Carving Workshops: Professional artists will conduct daily carving workshops where visitors can learn and create their own basalt stone carvings.
- ▲ Exhibition Halls: Rotating exhibitions showcasing the works of local and international artists specializing in tile mosaics and stone carvings.
- ▲ Event Spaces: Areas for hosting cultural events, art fairs, and community gatherings.

Investor Role

- ▲ Capital Provision: Investors will provide the necessary capital to fund construction, setup, and initial operations. Strategic Guidance: Investors can offer strategic advice and support to ensure the project's long-term sustainability and success.
- ▲ Network Utilization: Leverage their networks to attract additional partners, sponsors, and media coverage.
- ▲ Monitoring and Evaluation: Participate in the oversight of project implementation, ensuring milestones are met and objectives achieved.

Success Factors

- ▲ Strong Local Support: Engagement and support from the local community and government.
- ▲ Cultural Appeal: High interest in and appreciation for Jordanian cultural heritage and traditional crafts.
- ▲ Tourism Trends: Growing global trend towards cultural and experiential tourism.
- ▲ Marketing Strategy: Effective marketing and promotion to attract visitors, artisans, and buyers.
- ▲ Sustainability Practices: Commitment to sustainability, enhancing the project's appeal and longevity.