II · THE ADDRESS

Ashar South

ALULA

I · THE VALLEY

العُلا

ALULA





ALULA · THE BOOK

Clamshell in Coffee linen, terracotta satin ribbon

I The Valley in Sandstone · II The Address in Beige

Loose prints of the valley

A COFFEE TABLE BOOK FOR ALULA

العلا

ALULA

Forever revitalising, in two volumes.

A boxed edition made to be kept, not read once. The Valley carries the land, its history, its light and its life. The Address carries the place to live within it: one plot at Ashar South, drawn as carefully as the land around it, with a first sketch of the villa it could hold. Loose prints and correspondence cards turn the box into a gift.

CONCEPT · WORLD'S FINEST · NOVEMBER 2026

THE SET

The box

Clamshell in Coffee book cloth holding both books, blind debossed in Arabic and English, with a terracotta satin ribbon pull in the colour of the rock.

Volume I · The Valley

The destination book, in seven chapters: Land, Time, Light, Night, Wild, Art and Culture. Bound in Sandstone cloth.

Volume II · The Address

The real estate book. Ashar South told through one sample plot, from the land to a first villa concept. Bound in Beige cloth.

The inserts

Loose prints and correspondence cards, so every copy can carry a handwritten note from the sales team.

SPECIFICATION

FORMAT	260 × 320 mm, portrait
EXTENT	Volume I [192] pp · Volume II [64] pp
PAPER	Uncoated natural white, 150 gsm text, 170 gsm image sections
PRINT	Four colour with spot varnish on images, deep blacks for the night chapters
BINDING	Section sewn, lay-flat, cloth and linen covers
EDITION	[Edition size] numbered copies

PALETTE · ALULA

Coffee
#34241D

Sandstone V2
#7B6547

Sandstone
#AF9066

Sandstone V1
#C0A785

Beige
#F4EADD

Night
#DEE0E1

Light Green
#507960

Earthy Green
#30533E

Terracotta · ribbon
#A9492A

TYPE

JOST · TITLES AND CAPTIONS

Cormorant Garamond · the reading text

أميري · Amiri for Arabic



Rock art in the valley

العلا

ALULA

THE VALLEY

Volume I

I

LAND



[Location], from the air

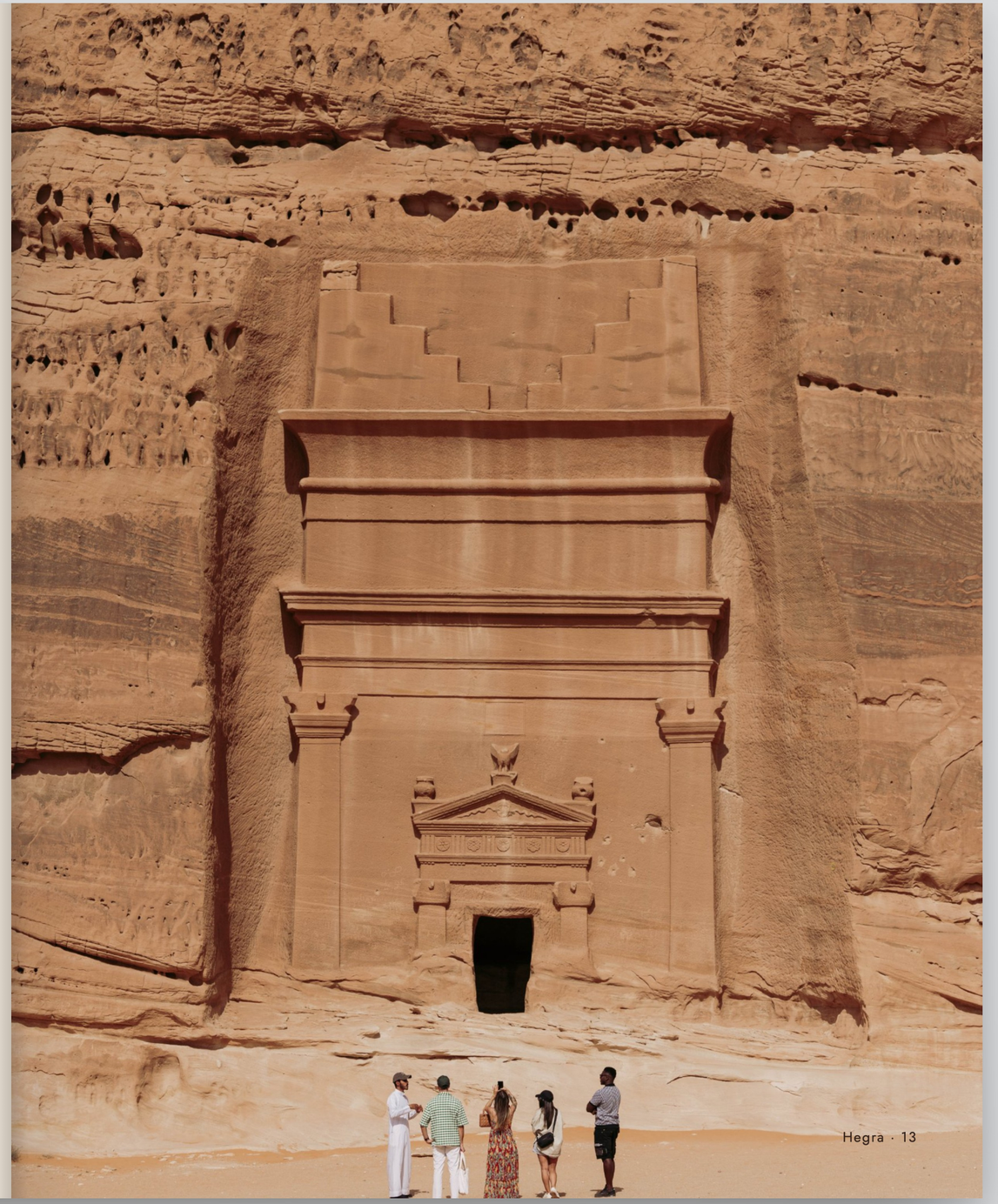
II

TIME

Long before the road, there was the route. Caravans carrying incense crossed this valley, and the Nabataeans cut their tombs into its sandstone.

Hegra, Saudi Arabia's first UNESCO World Heritage Site, still holds more than a hundred of them.

To stand in front of one is to feel how short a lifetime is, and how long a place can last.



Hegra · 13

III LIGHT



Morning flights over Hegra

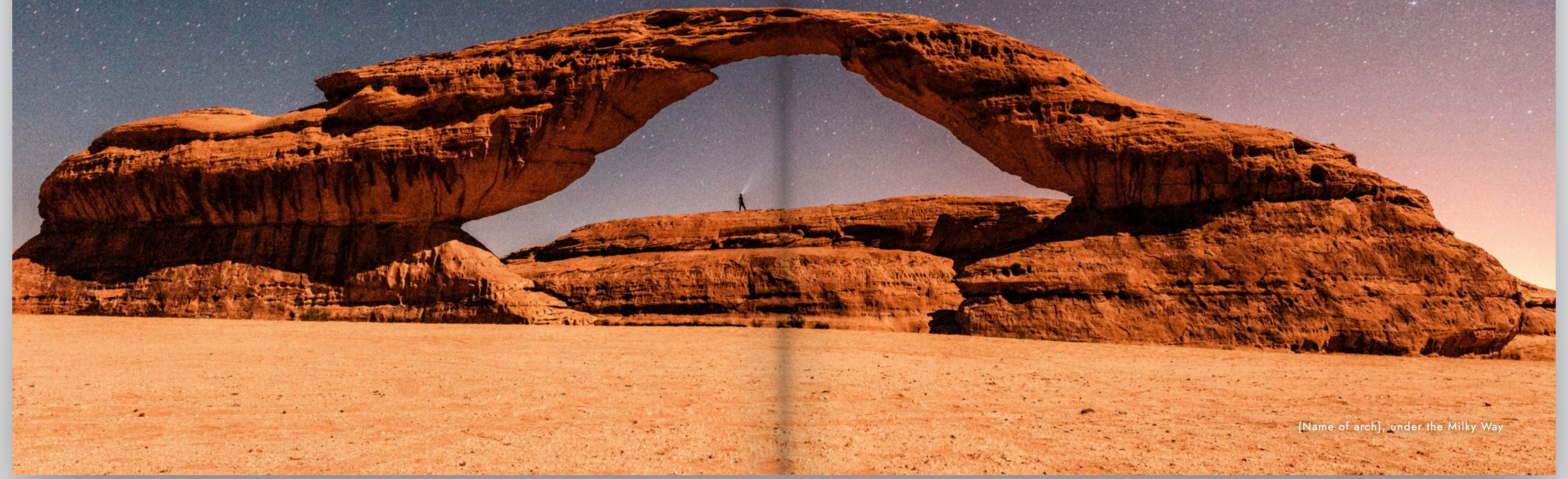


Jabal AlFil, the Elephant Rock

IV

NIGHT

Here the night is not dark. It is full.



[Name of arch], under the Milky Way



V

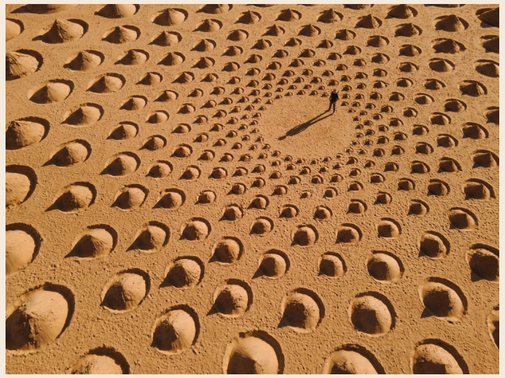
WILD

Across the nature reserves around AlUla, the animals that belong here are being returned to the land. The quiet comes back first, then the tracks in the sand.



[Species], [Reserve]

VI ART







Works in the desert · [Artist, title, year] for each



Maraya · 19

VII

CULTURE

Concerts in the canyon, festivals through the cooler months and art set out across the desert floor. The valley that once hosted caravans now hosts audiences.



20 · [Event], [Year]



[Wadi name]

21

VOLUME II

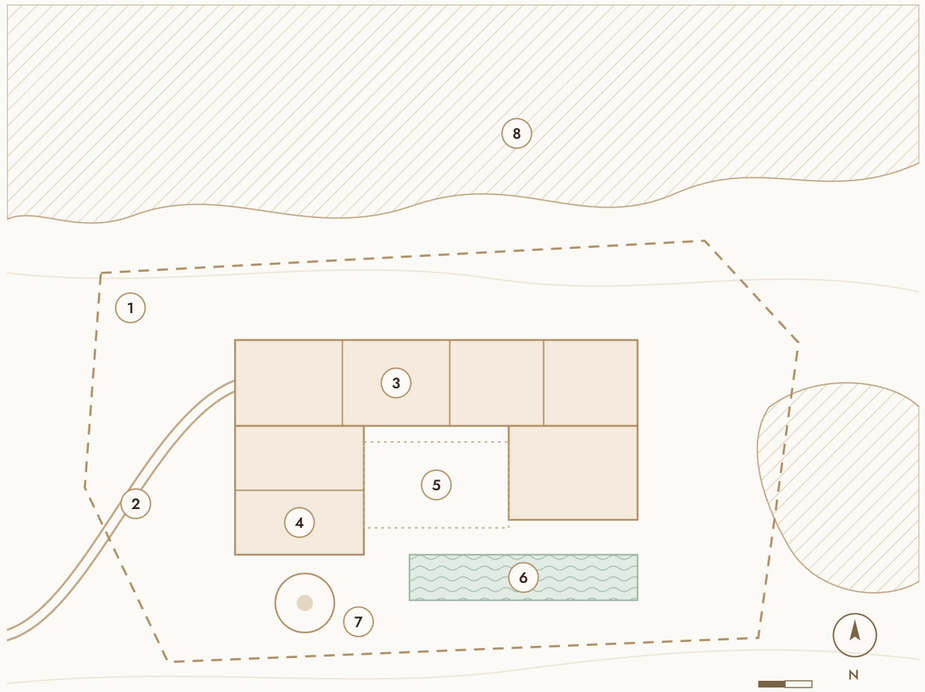
ASHAR SOUTH

A sample plot

Seventeen plots sit between the canyons of Ashar South, tucked against the rock and open to the valley, each slightly raised above the next. One of them is shown here, drawn as carefully as the land around it.



Plot [No.] on site · boundary and villa footprint · final photograph to follow



1. Plot boundary	5. Courtyard terrace
2. Arrival	6. Pool
3. Living and dining	7. Fire terrace
4. Bedroom wing	8. Rock face

PLOT	LAND	VILLA	OUTLOOK
[No.]	[— m²]	[— m² GFA]	[Outlook]

Illustrative plan · replaced by the plot study and villa sketch

THE VILLA

A first concept for the plot

Low, long and built in the colour of the rock. Each plot comes with a first villa concept, so a buyer can see the house standing on the land before the land is theirs.



Fire lounge



The house against the rock



Pool terrace at dusk

CONCEPT DESIGN

Sordo Madaleno, for a potential AlUla project in the Dadan area. Shown for reference; the villa concept for the sample plot follows.



ALULA العلا

[A handwritten note from the sales team, written for each recipient before the box is sent.]

CORRESPONDENCE CARD



THE INSERTS

Loose prints in the lid, a debossed board in the tray, one correspondence card per box