



Yemeni Village Around the World

من اليمن .. إلى العالم .. تجربة تعاش

ملف تعريف

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CULTURE

A Shared Language Among Nations

Yemen carries a civilizational and cultural legacy that spans thousands of years. Throughout its history, it has served as a meeting point for civilizations, a station along the ancient trade routes of the world, and a homeland for deep-rooted traditions in hospitality, arts, crafts, architecture, and products that still carry the identity of the land and the spirit of its people



Today, in a world drawn closer together through culture, knowledge, and shared human experience, there is a growing need for initiatives that open new horizons for dialogue, strengthen understanding between communities, and introduce national identities through living experiences that go beyond conventional forms of display.

From this vision, Yemen Village was born as an international destination for cultural and civilizational exchange — offering a complete Yemeni experience and building sustainable bridges between Yemen and the peoples of the world through culture, the arts, hospitality, and authentic products.

The initiative seeks to enrich the cultural landscape of host countries through an interactive experience that brings together knowledge, the arts, heritage, and hospitality, fostering cultural dialogue, encouraging civilizational exchange, and opening new pathways for communication and cooperation among nations.

Thanks to the flexibility of this model, it can take multiple forms suited to the nature and vision of each host country — whether as part of international exhibitions and events, cultural and tourism seasons, or a permanent cultural destination hosting activities and programs year-round.

In every format, it becomes a living destination that reflects the richness of Yemeni identity and reinforces its presence on the international stage.



YEMEN VILLAGE

Yemen Village is an international destination for cultural and civilizational exchange. It offers a complete Yemeni experience that reflects the richness of Yemeni identity and strengthens ties between Yemen and the peoples of the world through culture, the arts, hospitality, and authentic products.

It embodies a contemporary approach to introducing Yemen taking visitors beyond observation into interaction, and from learning about cultural heritage to experiencing its details firsthand, within an environment that combines authenticity, quality of experience, and openness to different cultures.

Yemen Village is also a flexible model that can be implemented across different countries, whether within international exhibitions and events, cultural and tourism seasons, or as a permanent cultural destination that supports cultural exchange, enriches the civilizational landscape, and builds sustainable partnerships with host countries and communities.





HORIZONS for Cultural Exchange

Cultural exchange is one of the most important bridges bringing peoples closer together — an effective tool for fostering dialogue, reinforcing the values of diversity, and enriching communities through exposure to other cultures and human experiences.

Guided by this vision, Yemeni Village aims to become a cultural destination where authenticity meets modernity, opening new horizons of connection between Yemen and host countries through a living experience that reflects the richness of Yemeni identity allowing visitors to discover Yemen through the arts, hospitality, crafts, products, and cultural programs.

The initiative contributes to supporting cultural activity, enriching community events, and encouraging joint initiatives, thereby strengthening cultural cooperation and creating an experience with lasting impact for communities and visitors alike.



A DESTINATION Alive with Experience

Yemen Village is built on the idea of culture as a continuous experience — one renewed through events, programs, and activities that reflect the diversity of Yemeni identity, giving visitors a new reason to discover it with every visit.

Its philosophy is to create a living destination that embraces the arts, heritage, hospitality, crafts, and authentic products within an interactive environment blending originality with the spirit of the present, allowing it to align with the aspirations of host communities and enrich their cultural landscape.

Thanks to its flexible model, Yemen Village can adapt to the nature of each country, becoming part of its cultural seasons, major events, or one of its sustainable destinations — strengthening the presence of Yemeni culture and opening new horizons for civilizational exchange throughout the year.

A COMPLETE Yemeni Experience

Yemen Village is designed to give visitors a complete experience from the moment they arrive, where culture meets hospitality, arts meet crafts, and heritage becomes a living experience within a setting that reflects the spirit of Yemen in a contemporary way.

The experience spans cultural programs, artistic performances, traditional crafts, Yemeni cuisine, tasting experiences, and authentic products — allowing visitors to discover Yemen through direct interaction rather than passive observation.

In every corner of the village, the details of Yemeni identity become a human experience that enriches knowledge, strengthens connection, and leaves a lasting impression in the visitor's memory.

THE WORLDS OF THE VILLAGE

Yemen Village consists of a set of integrated “worlds,” each representing a different facet of Yemeni identity. Together, they form a comprehensive cultural experience, continuously renewed through the diversity of its activities, programs, and content.



The World of Culture and Arts

- Live Yemeni folkloric performances
- Musical and cultural evenings
- Heritage and art exhibitions
- Films and documentaries about Yemen
- Celebrations of national and cultural occasions



The World of Hospitality and Flavors

- The Yemeni coffee experience
- Yemeni cuisine and traditional dishes
- Honey and authentic food products
- Hospitality settings inspired by the Yemeni environment



The World of Crafts and Creativity

- Live workshops in traditional crafts
- Agate and silver craftsmanship
- Arabic calligraphy and handmade arts
- Interactive experiences with artisans



The World of Yemeni Products

- Coffee and honey
- Agate and silver jewelry
- Incense and frankincense
- Traditional fashion and handcrafted products
- Creative industries and gifts



The World of Business and Partnerships

- B2B meetings
- Showcasing Yemeni products
- Import and distribution opportunities
- Commercial and investment partnerships



The World of Family and Interactive Experiences

- Children's programs
- Educational and cultural workshops
- Competitions and interactive activities
- Open days for diaspora communities and visitors
- Recurring seasonal events

IMPACT Beyond Place

Yemen Village seeks to build a sustainable impact that extends into the community, strengthens ties between peoples, and turns culture into a space for dialogue, understanding, and cooperation.

It supports cultural activity, enriches the tourism landscape, empowers crafts and creative industries, and opens new horizons for Yemeni products to reach global markets — presenting them within a cultural context that reflects their value and identity.

The village also serves as a platform for building partnerships between cultural institutions, the private sector, and entrepreneurs, expanding opportunities for cooperation, creating shared value for host countries, and leaving a positive impact that extends well beyond the visit itself.

A PARTNERSHIP that Creates Impact

Yemen Village believes that the success of any cultural experience begins with understanding the uniqueness of the host country, respecting its identity, and working alongside it to build an experience aligned with its cultural and tourism vision — one that creates shared value for all parties involved.

On this basis, each experience is developed in partnership with the relevant entities, taking into account the nature of the location, cultural programs, national seasons, and the interests of the local community. This allows Yemen Village to become an extension of the host country's cultural landscape, rather than a separate element within it.

Such partnerships open wide horizons for cooperation between cultural institutions, government entities, the private sector, creatives, and entrepreneurs — helping launch joint initiatives, organize distinctive events, strengthen cultural presence, support the creative economy, and build lasting bridges of communication between Yemen and the peoples of the world.

Yemen Village seeks to build long-term relationships founded on trust, cooperation, and sustainability, ensuring the continuity of its cultural impact and the ongoing growth of the experience in line with the aspirations of every country that hosts it.

PERFORMANCE

dance

FLEXIBLE SOLUTIONS for Every Destination

Yemen Village is designed as a flexible model that adapts the experience to the nature of each country — its cultural vision, available spaces, and annual programs — ensuring a comprehensive experience that meets the needs of the host entity.

It can be developed in several formats,



A permanent cultural destination operating year-round



A seasonal village within national seasons and events



A companion experience for major festivals and events



A cultural space within commercial complexes or tourism destinations



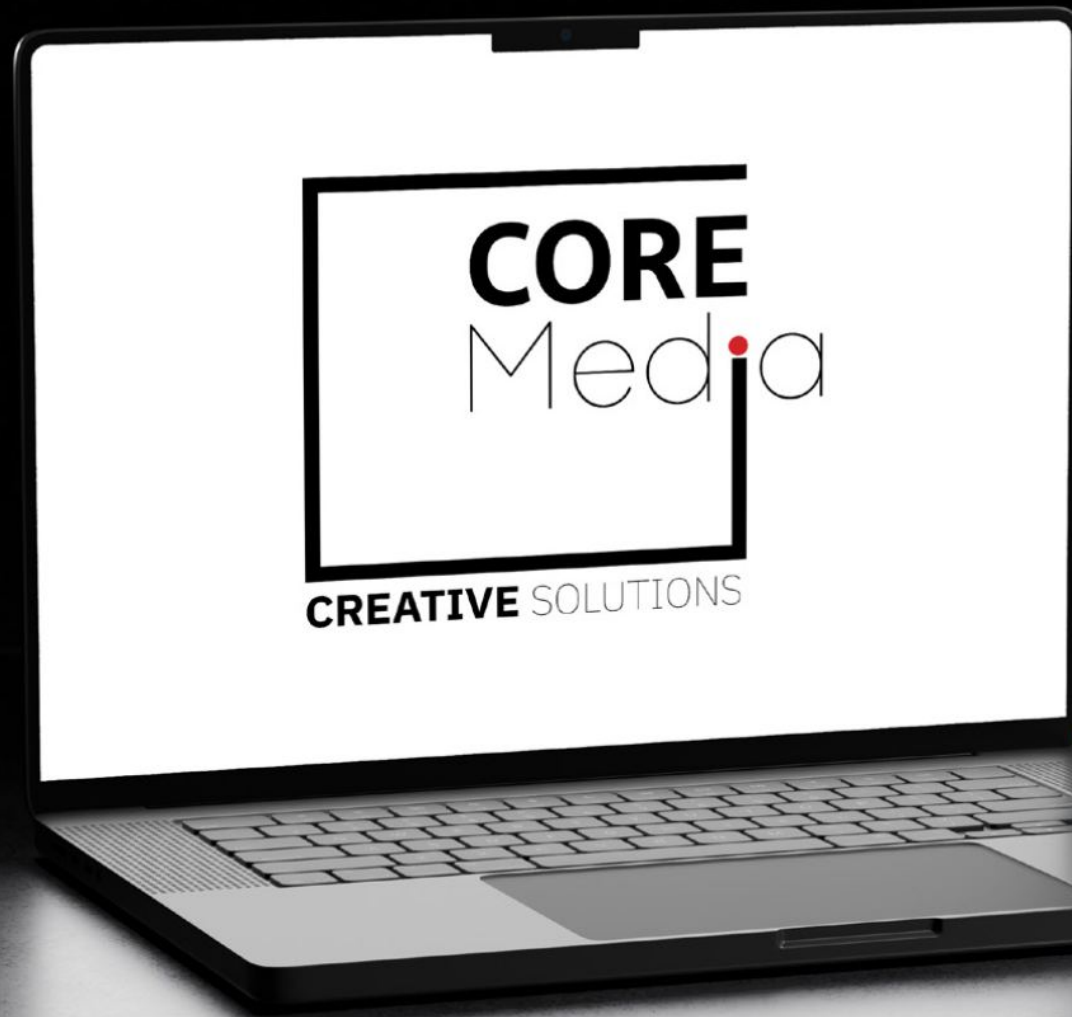
Participation in international exhibitions and Expos



A mobile model implemented in more than one city within the same country

This flexibility gives host entities the freedom to choose the model best suited to them, with the option to develop and expand it in the future to achieve cultural, tourism, community, and economic goals.





THE DEVELOPER

Core Media leads the development and management of the Yemen Village initiative, drawing on its experience in designing and managing cultural projects, organizing events, and building experiences that bring together identity, creativity, and community engagement.

Core Media follows a methodology built on turning ideas into living experiences ready for implementation and growth, through an integrated approach that combines planning, design, operations, and partnership-building — ensuring a comprehensive cultural experience that meets international standards while preserving the authenticity of Yemeni identity.

This initiative draws on practical experience in organizing and managing cultural participations and international pavilions, strengthening the project's readiness for implementation in global environments that demand professionalism, operational discipline, and the ability to deliver a representative experience worthy of international platforms.

Core Media believes that the success of Yemen Village will be measured by the cultural impact it leaves behind, the bridges of cooperation it builds, and the new horizons of communication it opens between Yemen and the world.



A VISION EXTENDING into the Future

Yemen Village aspires to become a global platform encompassing a network of cultural destinations that reflect Yemeni identity across a number of countries around the world, offering sustainable spaces for cultural exchange, civilizational dialogue, and human experiences that bring peoples together.

It believes that culture has the power to build bridges beyond borders, that mutual understanding begins with experience, and that identity becomes more present when introduced to the world in a contemporary way that preserves its authenticity while responding to the aspirations of the future.

From this vision, Yemen Village continues its journey toward building a sustainable cultural model that carries Yemen's message to the world — making every destination a space alive with energy, and every visit an experience to be lived.



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