

Press Release

Muscat, Oman 2nd July 2026

Artemis Education announces rebrand of flagship Muscat School to **Jabal Al Ma'rifa International School**, Reflecting Deeper Connection to Omani Culture.

Artemis Education is very proud to be announcing the new name of our flagship school in Oman: **Jabal Al Ma'rifa International School (The Mountain of Knowledge)**, marking a meaningful evolution shaped by community insight and a strengthened commitment to cultural connection in Oman.

This change follows extensive engagement with prospective families, visiting parents, and the wider Muscat community. Through Open House events, coffee mornings, and campus visits, feedback revealed a shared aspiration: for the school's identity to feel not only globally ambitious, but also deeply rooted in the culture, language, and heritage of Oman.



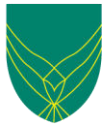
Listening, Then Acting

"As an Artemis Education school, we believe listening is only the first step," commented Sheldon Smith, Founding Principal of the school "What defines us is how we act on that feedback. Over recent months, our community inspired us to reflect on whether our name truly represented who we are and where we belong."

Families expressed appreciation for the school's vision and educational quality, while also encouraging a stronger connection to local identity - one that resonates more naturally with the Arabic language and Omani cultural context.

A Name That Reflects Purpose and Place

The new name, Jabal Al Ma'rifa International School, translates to *"The Mountain of Knowledge."* It represents a philosophical shift in how the school expresses its mission.



While "Jebel View" evoked perspective, the new identity embodies journey, ambition, and growth.

"A view is something you admire from a distance," Sheldon explained, "But education is not passive. It is an ascent - an active journey of discovery, resilience, and achievement. The concept of a mountain reflects not just where our students are, but where they are going."

Rooted in Oman, Focused on the Future

The rebrand reinforces the school's intention to honour Omani heritage while continuing to deliver a world-class international education.

The inclusion of Arabic language in the school's name signals respect for local traditions and a commitment to cultural integration- an important value for both Omani and expatriate families seeking an education that bridges global standards with local depth.

Continuity in Excellence

While the name has evolved, the school's core offering remains unchanged. Jabal Al Ma'rifah International School will continue to provide:

- A premium British international curriculum, culminating in IGCSEs, A Levels, or the Omani General Education Diploma (GED)
- Exceptional educators and experienced leadership of the highest calibre
- A strong emphasis on innovation, creativity, and future readiness
- A supportive, inclusive, and globally minded school community
- A purpose-built, fully equipped 45,000 m² campus designed for modern learning

"Our promise to families remains exactly the same," added Sheldon "The same quality of teaching, the same ambition for every child, and the same care that defines our community. This evolution simply allows us to express those values in a way that feels more authentic to Oman."

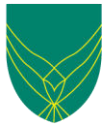
Looking Ahead: A Collective Ascent

The new name symbolises a shared journey between students, educators, and families - one defined by continuous growth and aspiration.

"Together, we are climbing," Sheldon concluded. "And we look forward to supporting every child and every family as they reach their own summit."

About Jabal Al Ma'rifah International School

Jabal Al Ma'rifah International School is a premium British international school located in Knowledge Oasis Muscat, Oman. The school will open in August 2026, offering a high-quality, globally focused education grounded in strong values, innovation, and academic excellence.



In its inaugural academic year (2026/27), the school will welcome students from KG1 (age 3) to Grade 6 (age 11). It will then grow organically each year, ultimately expanding to Grade 12 (age 17). At the secondary level, students will have the opportunity to pursue either the Omani General Education Diploma (GED) or the British A Level pathway, enabling them to access higher education both locally and internationally.

At full capacity, the school will accommodate up to 2,000 students. Its purpose-built campus spans an impressive 45,000m² and has been thoughtfully designed to support the next generation of learners, offering a dynamic environment where academic excellence is complemented by innovation, creativity, and personal development.

With state-of-the-art facilities and a strong emphasis on holistic education, Jabal Al Ma'rifa International School aims to nurture confident, adaptable, and internationally minded students, setting a new benchmark for international education in Oman.

Owned and operated by Artemis Education, the school is committed to delivering the highest standards of teaching and learning, while fostering a community of confident, capable, and culturally aware global citizens. www.jabalmarifa.school

About Artemis Education

Artemis Education is a growing international schools' group with a clear mission: to expand access to outstanding, high-quality education. The group is dedicated to delivering exceptional, whole-child learning experiences that combine academic rigour with rich, dynamic extracurricular opportunities.

At the heart of Artemis Education is a commitment to universal values, individual growth, and holistic development - empowering students to realise their full potential, build resilience, and become responsible global citizens.

Its schools bring together exceptional educators, inspiring purpose-built environments, and innovative technology that enhances teaching and learning. Many Artemis campuses are designed and developed from the ground up, creating next-generation learning spaces tailored to the needs of modern students.

Sustainability is central to both campus design and day-to-day operations, reflecting a long-term commitment to responsible growth. With an ambitious expansion strategy, Artemis Education continues to meet the rising demand for premium international education across Europe and the Middle East. <http://www.artemis-education.com/>

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