

DOWNTOWN DESIGN, RETURNS 12-15 NOVEMBER 2019
THE LEADING DESIGN TRADE SHOW IN THE MIDDLE EAST

Held under the patronage of Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, Chairperson of the Dubai Culture & Arts Authority, Downtown Design returns for its seventh edition championing the growth of the region's design industry from 12-15 November 2019.



Tables by Pedrali

- Downtown Design, the region's leading design trade fair, will take place from 12-15 November, as part of Dubai Design Week
- With increased participation from international brands, this year's edition will be the most varied yet, with representation from 30 countries
- In anticipation of Expo2020, the fair will house more country pavilions than ever, including presentations from France and Spain
- Reflecting the diversity of the contemporary design scene, 100 new brands will be displayed alongside returning exhibitors
- With a focus on the next generation of regional talent, Downtown Editions, the fair's showcase for bespoke and limited-edition design presents designers, studios and collectives
- Guest Curator of Dubai Design Week, Designer Ghassan Salameh to spotlight regional design with "MADAR", presented within Downtown Editions
- Catering to the needs of an ambitious design industry, Downtown Design's Trade Programme has expanded, helping members to forge relationships with brands and decision makers
- Public visitors can gain complimentary access through the Dubai Design Week app

Recognised as the leading platform in the Middle East for original, high quality design, Downtown Design unites international brands with the regional design community, strengthening Dubai as a central meeting point for creatives. As part of the programming of Dubai Design Week, the region's largest creative festival, and in partnership with Dubai Design District (d3), Downtown Design is housed within a bespoke structure overlooking the d3

Waterfront. This year the fair presents a fresh selection of brands and feature areas, providing a dynamic environment where design meets opportunity.

Installations will feature throughout the fair, highlighting design creativity from around the world: **Preciosa** will present their large-scale interactive installation **Carousel of Light**, technology artist **Anthony James** will bring his dynamic glass and LED sculpture **Icosahedron** and global architecture practice LWK+ Partners will present an interactive space that reflects both the heritage and modernity of the studio's home base in China.

Downtown Design's **Trade Programme** continues to address the needs of the competitive design industry, helping members raise their profile and forge industry relationships. Featuring a series of networking events and privileges, designed to help design professionals make the most of the fair's platform, it facilitates opportunities for architects and interior designers to connect with peers, brands and industry influencers.

2019 Fair Highlights

For the 2019 showcase, Downtown Design has engaged three award-winning design teams to help to remaster the fair's layout, executing concepts that demonstrate the sophistication of regional design firms. **Wilson Associates**, **Swiss Bureau** and **XBD Collective** have been tasked with bringing creative elements to the fair's public areas, including the bar and the café.

Key brands return to the fair including **Arper**, whose ranges are inspired by their design ethos, playing with the versatility of essential forms, and **Atelier Swarovski**, who will present a collaboration with Spanish designer **Tomas Alonso**.

Brands showcasing their designs to the Middle East for the first time include **Pedrali**, who will display their colourful, contemporary design furniture from Italy, Czech luxury crystal manufacturer **Moser** will be engraving personalized vases at their stand, North American brand **Skram** will launch a contemporary chair at the fair and **Vicalvi** will display their innovative and eco-friendly range of high-end floor & wall coverings. All forming part of a new generation of international brands looking to use Downtown Design's platform to highlight their presence in the region.

In honour of the UAE's Year of Tolerance, bespoke rug studio **Hands** will unveil a piece inspired by children's artworks. The proceeds will benefit 'Senses', a charity of His Highness Sheikh Mohammad Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai.

An increase in international initiatives is shown through the country pavilions, which this year expand to include **France**, presenting brands producing luxury furniture and accessories, and **Spain**, who will be showcasing brands which spotlight the manufacturing strengths of the country.

Downtown Editions Highlights

This year, Downtown Editions will continue to spotlight new regional initiatives, young designers and up-and-coming brands.

Designers presenting works inspired by the culture and traditions of the Middle East include emerging designer **Hajar Abdallah**, whose debut installation celebrates the region's equestrian culture, and Sharjah-based **Irthi Contemporary Crafts Council** who will present an outstanding collection of objects developed in collaboration with Emirati craftswomen and leading contemporary designers. Award-winning architectural studio **Binchy & Binchy** will

launch ten new tables inspired by architecture, challenges themselves to determine a design language that is truly Emirati.

Returning to Downtown Editions, **Aljoud Lootah**, **Roudha Al Shamsi**, **1971 Design Space** and **Jeel** will present their latest limited-edition work, whilst **Taskheel** will unveil the outcome of their 2019 Tanween Design Programme featuring designers: **Abdulla Al Mulla**, **Lana El Samman** and **Yara Habib**.

Bringing his designs to the Middle East for the first time, Brooklyn-based sculptor and designer **Fernando Mastrangelo** will launch a collection of mirrors inspired by the geographic features of Dubai. New pieces will feature from collectible furniture studios **Tasca 4D** from Japan, who use the latest manufacturing methods in their designs, and **Arijian** from South Korea, specializing in handcrafted goods and regional materials.

Guest Curator of Dubai Design Week, designer **Ghassan Salameh** will curate “**MADAR**”, supported by d3, within Downtown Editions focusing on regional design and shedding light on the current movements in the design market of the region today. Ghassan’s curation will highlight the latest productions and innovations of emerging regional designers.

The Forum at Downtown Design

In a series of talks and workshops, designed to support design professionals and enthusiasts, ‘**The Forum**’ offers creative, commercial and strategic industry insights by global and regional design experts. Themes will range from how to build a business in design, to managing clients in design firms and design marketing.

Highlights include the award-winning Paris-based architect **Lina Ghotmeh** and India’s leading architect and curator **Ashiesh Shah**, who both feature on a panel championing the power of design, and multi-faceted interior designer **Greg Natale**, who will present a masterclass in achieving a successful design business.

Denise Neri, who leads the architectural and conceptual design of Aesop stores worldwide, will lead a panel on the future of retail while **Allesandro Minotti** of the leading Italian furniture makers Minotti and **Dara Huang**, founder of multi-disciplinary studio Design Haus Liberty will speak to building design brands with staying power. **Marcus Fairs**, founder and editor-in-chief of Dezeen will lead a panel discussion exploring the design community’s role as an agent of positive change.

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With registrations now open, Trade Visitors can obtain their fast-track entry to the fair by registering online at www.downtowndesign.com. Public Visitors can gain access during the fair’s public hours by downloading the Dubai Design Week app.

Follow Downtown Design’s social media channels; Instagram, Facebook and Twitter @downtowndesignd #DTD2019 #DowntownEditions

About Dubai Design Week

Dubai Design Week is the region's largest creative festival, reflecting Dubai's position as the design capital of the Middle East. The free-to-attend programme is made up of more than 200 events covering design across a range of disciplines including architecture, product design, interiors, multimedia and graphic design.

An accessible meeting point for the global design community, Dubai Design Week, staged in partnership with Dubai Design District (d3), is a platform for regional design as well as a catalyst for the growth of the creative scene in Dubai. In its 2018 edition, the annual event attracted 75,000 visitors to Dubai Design District (d3) alone.

The festival's varied programme consists of design-related events, exhibitions, installations, competitions, talks and workshops. Key events include the region's leading design fair, Downtown Design; Global Grad Show that brings together works from 100 of the most innovative universities across the world; and Abwab, the curated and interactive project containing original design from the Middle East, North Africa and South Asia.

Dubai Design Week is managed by the Art Dubai Group and is held under the dedicated patronage of Her Highness Sheikhha Latifa bint Mohammed bin Rashid Al Maktoum, Chairperson of Dubai Culture and Arts Authority (DCAA).

For more information, please visit www.dubaidesignweek.ae

About Dubai Design District

Dubai Design District (d3), part of TECOM Group, is a business community dedicated to the art and design industries. In line with Dubai's position as the leading business destination for the region and beyond, d3 serves as a vibrant innovation hub that enables both international brands and the region's growing number of designers, creative professionals and artists to unite, create and inspire.

With state-of-the-art infrastructure designed to meet the needs of the industry and a business-friendly framework, the community offers creative talent the tools to drive innovation that permeates through various areas of Dubai's economy, further reinforcing Dubai's status as a UNESCO Creative City of Design.

Some of the region's most popular and sought after events take place at d3, and attract international artists and audiences to cultural exhibitions and gatherings such as Dubai Design Week, Fashion Forward and Sole DXB. The destination also regularly hosts a roster of industry talks, workshops and educational programming, accessible to people of all ages.

The Design Quarter at d3 offers visitors the opportunity to discover a variety of design showrooms and art galleries, indulge in authentic dining experiences, and shop at homegrown lifestyle boutiques, fashion ateliers, and international design showrooms. In addition, d3 has over 500 creative partners, including architects, interior designers, photography studios, product and fashion designers, and over 45 retail stores and eateries.

For more information, please visit www.dubaidesigndistrict.com

About Dubai Culture & Arts Authority

On 8th March 2008, His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai, launched Dubai Culture & Arts Authority (Dubai Culture). The mandate of the Authority is to serve as a dedicated entity for culture, arts, heritage, and literature in the Emirate of Dubai, and to drive the growth of the city's artistic and cultural landscape.

Dubai Culture focuses on establishing Dubai as a regional and global centre for creativity, and also seeks to enhance the city's cultural identity in order to drive the creative economy. The Authority strives to enhance the quality of life for Dubai residents to help achieve a key pillar of the Dubai Plan 2021 objectives, which is to create a city of happy, creative, and empowered people. In May 2016, Dubai Culture was recognised as the first Happiness Partner to execute the Happiness Agenda in partnership with Smart Dubai. Under this, Dubai Culture will support Smart Dubai to lead a cultural shift in the city, through programmes and projects aimed at building awareness, and influencing individuals, businesses, and city leadership to prioritise happiness.

Under the leadership of Her Highness Sheikhha Latifa bint Mohammed bin Rashid Al Maktoum, Chairperson of Dubai Culture, the Authority has played an integral role in reinforcing Dubai's position as a vibrant global centre for creativity, and in enhancing the city's cultural identity.

As part of its mandate to strengthen the city's creative fabric by supporting the main disciplines of art – visual arts, performing arts, film, music, and literature, Dubai Culture drives and supports many initiatives in the Emirate's cultural calendar including Dubai Art Season and SIKKA Art Fair.

Dubai Culture not only recognises talent, but also honours patrons that stand behind the growth of the landscape through awards like Sheikh Mohammed bin Rashid Al Maktoum Patrons of the Arts Awards. Additionally, aligning its focus towards literature, the Authority plays a leading role in supporting the UAE National Strategy for Reading 2026, which was launched in 2016 by His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai. Dubai Culture also manages eight Dubai Public Library branches and a strategic initiative was launched in early 2016 to renew all the public libraries, which are prominent centres for promoting culture and knowledge.

For more information, please visit www.dubaiculture.gov.ae

About Audi

The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 18 locations in 13 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2018, the Audi Group delivered to customers about 1.812 million automobiles of the Audi brand, 5,750 sports cars of the Lamborghini brand and 53,004 motorcycles of the Ducati brand. In the 2018 fiscal year, AUDI AG achieved total revenue of €59.2 billion and an operating profit before special items of €4.7 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.

AUDI AG's commitment to the region was confirmed through the foundation of its fully owned subsidiary in 2005. The current Middle East model range comprises the Audi A3 & S3, A4 and S4, the A5/S5 Coupe Sportback and Cabriolet and RS 5 Coupe and Sportback, the A6, A7, A8, A8 L, the Audi Q3, Q5 & SQ5, Q7 and Q8, the Audi R8 Coupe, R8 Coupe V10 plus as well as the R8 V10 Spyder.

For more information, please visit www.audi-me.com