

Press Release



Portrait of Marwan Albalushi, Najd Albalushi and Abdulrahim Alkendi from Oman-based design studio Altqadam, winners of Dubai Design Week 2024 Urban Commissions competition. Credit: Altqadam

DUBAI DESIGN WEEK 2024 CELEBRATES TEN YEARS OF DESIGN AND INDUSTRY IMPACT ACROSS THE MIDDLE EAST WITH DYNAMIC CULTURAL PROGRAMME (5-10 NOVEMBER, 2024)

Held under the patronage of Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, Chairperson of Dubai Culture and in strategic partnership with Dubai Design District (d3).

Dubai
United Arab Emirates
12th September 2024:

- **Dubai Design Week 2024 highlights its decade-long cultural and economic impact on GCC's USD 26 billion* design industry and its global position as the Middle East's first and leading design event.**
- The 10th edition will showcase more than 500 acclaimed and emerging designers, brands and creative leaders from over 40 countries and will take place in the Dubai Design District (d3) between 5-10 November, 2024.
- Downtown Design, the Middle East's leading design fair, and the headline event of Dubai Design Week, takes place 6-9 November on the d3 Waterfront Terrace.
- Editions, the region's first fair for limited-edition art and design, part of 10th year programming, will debut alongside Downtown Design, with over 50 galleries, collectives and design studios.
- Oman-based design studio Altqadam wins 2024 Urban Commissions competition and will present TukTukDum, inspired by music culture of the Gulf, responding to the theme 'Tawila' ('table' in Arabic).
- Over 30 large-scale design installations and objects will explore ancient technologies, modern innovations and materiality from international architects, designers and other creative studios.

**GCC Interiors and Furniture Markets, Size & Share Analysis. Sources: Mordor Intelligence*

Dubai Design Week, the region's leading design festival will mark its milestone 10th edition from 5-10 November 2024 under the patronage of Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, Chairperson of Dubai Culture, with an outstanding programme of new commissions, exhibitions and events. The region's first globally recognised design week is held in strategic partnership with Dubai Design District (d3), a member of TECOM Group PJSC, and supported by Dubai Culture.

This year's festival will reflect on a decade of design and its influence on the UAE and GCC's dynamic and expanding interior design and furniture market, now estimated at USD 26 billion* collectively. The 2024 programme will honour the local community, creative talent and regional design vernacular it has aimed to nurture over the past 10 years, while celebrating the city's evolution as a global design hub. Dubai Design Week 2024 will bring together over 500 established and emerging designers and brands from more than 40 countries to showcase new design thinking in the form of installations, exhibitions and experiential mediums.

Fueled by rapid urbanisation, a strong real estate market, developments in infrastructure, diversification of the economy and evolving tastes and aesthetic needs of residents, businesses and tourists, Dubai Design Week has matured from its inception in 2015 into a major international design event. Its success can be attributed to its forward-looking programming, a commitment to innovation and support of local talent and its role in shaping Dubai's identity as a thriving global centre for design and creativity in the Middle East. It has become a platform for emerging, pioneering and established designers to showcase their work, connect with industry professionals, and gain exposure in the Middle East and beyond.

**GCC Interiors and Furniture Markets, Size & Share Analysis. Sources: Mordor Intelligence*

Khadija Al Bastaki, Senior Vice President of d3, part of TECOM Group, said;

"The creative industries are as much fuel to the economic engine as they are architects of identity and culture. Dubai's focus on nurturing creative communities with dedicated platforms has contributed to nurturing a rich, multicultural and native design narrative that represents the emirate's ambitions, vision and ethos. Dubai Design Week has been instrumental in weaving that narrative over the past decade, providing a powerful platform that promotes talent from d3, the UAE and beyond, influencing the global design dialogue across subjects like diversity, sustainability and belonging. We look forward to welcoming design stakeholders to celebrate the brilliant creations and ingenuity evident across this year's programme—including the debut of Editions in strategic partnership with d3—shaping the future and resilience of Dubai's creative economy."

Natasha Carella, Director for Dubai Design Week, commented;

"As we celebrate the 10th edition of Dubai Design Week, we look forward to bringing together designers from across the globe to exchange ideas and demonstrate the positive impact that can be fostered through design. Responding to the complexities of a modern world, sustainable practices and the nuances of vernacular architecture across the region and wider global south take centre stage this year, with thought-provoking programming that explores creativity in all its forms and how design can better our common future."

Dr. Saeed Mubarak bin Kharbash, CEO of the Arts & Literature Sector at Dubai Culture said;

"Design plays a key role in advancing innovation and shaping new possibilities locally, regionally and globally, and is a key pillar of our strategic roadmap. With the emirate being a UNESCO City of Design, Dubai Culture is dedicated to providing an educational ecosystem that cultivates fresh ideas and the many individuals driving them forward. Our responsibility towards the cultural and creative industries in the emirate helps us steer the growth of the creative economy and cement Dubai's position as a global centre for culture, an incubator for creativity, and a thriving hub for talent. Over the past 10 years, Dubai Design Week has served as an annual tribute to the world of design and designers, and we are proud to be continuously supporting such an inspiring initiative."

Downtown Design

The anchor event of Dubai Design Week, Downtown Design, will again take place at its home on the d3 Waterfront Terrace from 6–9 November. Acclaimed as the region's leading fair for **contemporary and high-quality design**, Downtown Design showcases the latest **collections, innovative products and design solutions**, complemented by a line-up of creative pop-up concepts, installations and networking events, alongside a line-up of talks, keynotes and master classes at **The Forum**. Downtown Design is the ultimate destination for those seeking the latest trends in interior design, furniture, lighting and home accessories.

Introducing: Editions

A key highlight of this year's Dubai Design Week is the launch of **Editions**, the region's first limited-edition art and design fair, running from 6–9 November. Over 50 galleries, design studios and collectives will exhibit exclusively in the fields of: **contemporary design, photography, prints, ceramics and works on paper**. Positioned alongside Downtown Design's dynamic programme and offering pieces at a range of prices, Editions paves an alternative route to art and design collecting, opening up the opportunities to a wider audience.

Urban Commissions

Dubai Design Week's annual design competition, **Urban Commissions**, returns this year with the theme 'Tawila', meaning 'table' in Arabic, inviting designers and architects to propose innovative community furniture that explores the table beyond its form and as a facilitator of exchange, tradition and communal experiences.

This year's winner is **Altqadum**, a research-based design studio from Oman that specialises in architecture, interior and objects design, led by Marwan Albalushi, Najd Albalushi and Abdulrahim Alkendi. Their Bab Al Salam Mosque in Muscat is one of *Time* magazine's 'World's Greatest Places 2024'. Taking inspiration from the musical culture of the Gulf, where communities traditionally gather around and accompany musicians, **TukTuKDum** is an innovative table that encourages interaction, inviting audiences to become performers and even an integral part of the table itself.

The winning proposal was selected by a jury panel of design experts including **Dr. Alamira Reem Al Hashimi**, urbanist, architect and GM of M_39; **Ahmad Bukhash**, Director – Urban Planning at Dubai Development Authority and Chief Architect & Founder of Archidentity; design consultant and advisor **Cyril Zammit**; and **Robert Shakespeare**, Group Design Director at Cracknell, specialising in sustainable urban and landscape design.

ABWAB

Abwab, meaning 'doors' in Arabic, is a programme that supports designers from the South West Asian and North African (SWANA) region by commissioning installations or pavilions each year thematically remodelled to reflect relevant global and regional contexts. Since its inception in 2015, **over 180 designers** from countries including Algeria, Bahrain, Egypt, India, Iraq, Jordan, Kuwait, Lebanon, Morocco, Pakistan, Palestine, Saudi Arabia, Tunisia and the UAE have participated in Abwab. For the 2024 edition, practitioners were invited to propose designs with a focus on **vernacular architecture** and how **community-centric architectural methods**—rooted in local materials and technique—can intersect with new environments.

Installations

Audiences can expect to engage with over 30 projects that explore ancient technologies, modern innovations and materiality. Dubai-based architectural and interior design studio, **Bone** will present a pavilion made entirely from pre-fabricated **earth blocks** in collaboration with **Fetdeterra**, technical specialists in rammed earth architecture from Spain; Japanese architectural firm, **Mitsubishi Jisho Design**, will invite audiences to experience a traditional tea-house made from **3D printed waste sawdust**; tech-driven multidisciplinary practice **DEOND**, founded by **Ross Lovegrove** and **Ila Colombo**, will explore the notion of physical therapy with an **AI-infused 'second skin'** fabric that responds to the body's state of being; as well as other installations made from various organic and upcycled materials including **banana fibre, soybean wax, henna, himalayan salt, terracotta and scrap metal**.

Exhibitions & Activations

Dubai Design Week 2024 will feature a number of curated exhibitions hosted by cultural organisations, educational institutions and design-driven brands including: the 5th edition of the annual **UAE Designer Exhibition**, supported by Dubai Culture and curated by **Omar Al Gurg**, showcasing work by emerging UAE-based designers.

Monocle will bring the world of design, culture and business to the heart of Dubai for the month of November, launching at Dubai Design Week; celebrating creativity and craftsmanship with Monocle's shop and café takeover of **FRAME** in d3, **Art Jameel Shop** will offer commissioned products by regional designers, and a dedicated retail space featuring social-impact driven brands including **MADE 51**, a global brand created by the **UNHCR - UN Refugee Agency** showcasing artisanal homeware and accessories crafted by refugees, and in addition, Abu Dhabi-based community arts space **421** will present design-led products by local and regional craft makers through their shop **Dukkan421**.

Talks, Workshops & Masterclasses

Hosted in a dedicated **Maker Space**, Dubai Design Week's workshops programme is designed to inspire and elevate skills across design disciplines, catering to professionals and aspiring creatives of all ages, interests and experience levels. The programme is hosted by a range of facilitators including professors of educational institutions, design collectives, independent makers and cultural organisations.

Marketplace

Dubai Design Week's weekend **Marketplace (9-10 November)**, is a consciously curated outdoor retail experience where visitors can discover the very best of the region's designers, artisans and homegrown small businesses offering quality and original products. From handcrafted unique goods and sustainably-sourced products to a wide range of food offerings and children's activities, the Marketplace is located in the heart of d3.

Dubai Design District (d3) is part of TECOM Group's business district portfolio, including Dubai Internet City, Dubai Media City, Dubai Studio City, Dubai Production City, Dubai Knowledge Park, Dubai International Academic City, Dubai Science Park and Dubai Industrial City.

About Dubai Design District (d3)

Dubai Design District (d3), a member of TECOM Group PJSC, is a global creative ecosystem dedicated to design, fashion, architecture and art. In line with Dubai's position as the leading business destination for the region and beyond, d3 is an industry-pioneering concept that enables people and businesses to grow and co-create, whilst simultaneously providing a strong platform for creativity. Strategically located in the heart of Dubai, d3 is one of the city's lifestyle and business districts that challenges thousands of people to rethink the regular.

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 for collaboration and growth, further reinforcing Dubai's status as a UNESCO Creative City of Design.

d3 is a cutting-edge retail district offering a variety of multi-brand boutiques, fashion brands, art galleries and showrooms. In addition, d3 is home to leading companies and talent including architects, interior designers, photography studios, product and fashion designers.

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

d3 is home to TECOM Group PJSC's business incubator – in5 – that aims to support the fashion and design industries by offering students and entrepreneurs the opportunity to transform their ideas into successful commercial ventures. This ecosystem is further supported by the Dubai Institute of Design and Innovation (DIDI), the region's only university exclusively dedicated to design and innovation, which offers a curriculum crafted with the prestigious Massachusetts Institute of Technology (MIT) and The New School's Parsons School of Design.

The district also features the city's first canal side recreational development, The Block. The open-air destination offers a range of different outdoor and leisure areas including a basketball and volleyball court, a skate park, outdoor gym and climbing wall.

For more information, please visit: dubaidesigndistrict.com

About Dubai Culture & Arts Authority

Dubai Culture and Arts Authority (Dubai Culture), under the leadership of Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, is committed to enriching Dubai's cultural scene based on the UAE's heritage, and is building bridges of constructive dialogue between various cultures to enhance Dubai's position as a global centre for culture, an incubator for creativity, and a thriving hub for talent.

Dubai Culture is keen on reviving and preserving the emirate's historical heritage and developing the regulatory frameworks for the cultural and creative sector in line with its strategic roadmap 2020 – 2025.

The Authority also seeks to empower the enablers that support talent and stimulate active public participation by investing in the various assets under its remit, including the management of five heritage sites, five museums, Al Jalila Cultural Centre for Children, 17 archaeological sites and nine Dubai Public Library branches, all of which help contribute to creating an economic system that invigorates the cultural and creative industries. The Authority also offers 8 services and 26 sub-services.

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

Note to Editors:

For all upcoming announcements and updates visit:
dubaidesignweek.ae | @dubaidesignweek | #DXBDW24
downtowndesign.com | @downtowndesign | #DTD2024

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