

The Milestone 10th Edition of Dubai Design Week Is Now Open

- The region's design festival has kicked off at Dubai Design District (d3), featuring 40 installations, 10 exhibitions, 60+ workshops, and more than 1,000 designers, architects and brands from more than 50 countries.
- Downtown Design, the Middle East's leading design fair opened today.
- Editions debuts as the region's first fair for limited-edition art and design with more than 40 galleries, collectives, art and design studios.
- Global design voices gather at The Forum at Downtown Design, including India Mahdavi, Eames Demetrios, Lina Ghotmeh, Nika Zupanc and Karim Rashid, among many others.
- On the weekend, 9-10 November, the Marketplace will feature more than 70 regional artisans, homegrown businesses and food concepts.

United Arab Emirates, Dubai, 6 November 2024: Dubai Design Week has unveiled its milestone 10th edition, bringing together more than 1,000 designers, architects and creative practitioners from over 50 countries to exchange ideas and demonstrate the positive impact that can be fostered through design.

Taking place across **Dubai Design District (d3)**, until **10 November 2024**, the comprehensive programme features over 40 large-scale installations, 10 exhibitions, the region's leading design fair and inaugural limited editions fair, talks, more than 60 workshops and masterclasses, a weekend marketplace, as well as over 150 activations to inspire and entertain all audiences.

Managed by the Art Dubai Group over the last 10 years, Dubai Design Week has evolved to become the annual meeting point for emerging and renowned designers, brands as well as cultural and educational institutions from the region and beyond, underscoring Dubai's position as the design capital of the Middle East.

Dubai Design Week is held under the patronage of **Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum**, Chairperson of Dubai Culture & Arts Authority (Dubai Culture), in strategic partnership with Dubai Design District (d3), a member of TECOM Group PJSC, and supported by Dubai Culture.

Khadija Al Bastaki, Senior Vice President of Dubai Design District (d3) - part of TECOM Group, said: "The design sector is evolving at an accelerated pace. Whether it's technology, transnational collaboration or fast-changing consumer mindsets turning the wheels, creatives and studios are steering the creative economy's engine with inspiring enthusiasm and innovation at every turn. This year's programme captures the temperature of design, celebrating alongside the milestone 10th anniversary how Dubai and the region are shaping the global creative dialogue."

Dr Saeed Mubarak bin Kharbash, CEO of the Arts, Design & Literature Sector at Dubai Culture & Arts Authority, commented: "Dubai Design Week reflects our dedication to supporting creative talent, with a strong emphasis on Emirati designers who contribute to our cultural fabric and drive the creative economy forward. Through initiatives like the UAE Designer Exhibition and the Marketplace, we are proud to provide spaces where local artisans and homegrown businesses can present their unique work. The involvement of the Al Jalila Cultural Centre for Children highlights our commitment to educational and creative growth for young minds, which is key to the Authority's goals and to cultivating future leaders

in the creative field. Our continuous support over the last ten editions affirms how we firmly believe in this strategic partnership, and that the week and all that surrounds it reinforces Dubai's status as a UNESCO Creative City of Design and an international hub for creativity and collaboration."

Natasha Carella, Director of Dubai Design Week, commented: "Dubai Design Week has always been dedicated to amplifying the voices and talent of the region while showcasing exceptional, original design to a global audience. As we evolve, our commitment remains steadfast: to use design as a catalyst for positive change, addressing pressing global challenges and fostering dialogue on sustainability and inclusivity. Today, Dubai Design Week is not just a celebration of aesthetics but a vital platform for designers to exchange ideas and create meaningful impact."

DOWNTOWN DESIGN

The anchor event of Dubai Design Week, **Downtown Design (6-9 November)**, returns to 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 by prominent brands and manufacturers from across the globe, complemented by a line-up of creative pop-up concepts, installations and networking events, alongside a programme of talks, keynotes and masterclasses at **The Forum**. Downtown Design is the ultimate destination for those seeking the latest trends in interior design, furniture, lighting and home accessories.

Mette Degn-Christensen, Director of Downtown Design, said: "We are delighted to see how the fair has grown into a cornerstone cultural event, both creatively and commercially, while offering an engaging stage for the most exciting established and emerging talents working in the Middle East and far beyond. The quality and strength of the fair is reflected in the consistent growth of the region's interiors and furniture market over the last 10+ years of contemporary design through the lens of Downtown Design. Today, the fair continues to foster new connections and serves as a launchpad for design brands, collaborations and concepts, as well as thought-leading discourse that is key to the region's flourishing design landscape and the UAE's ever-expanding design community."

Downtown Design welcomes prominent international brands, including **Poltrona Frau**, showcasing timeless designs in collaboration with renowned names, from Faye Toogood to Draga & Aurel, **The Conran Shop** making its debut in the UAE, and **de Gournay** showcasing their iconic hand-painted and embroidered wallpapers in an exquisite lounge concept. **Casa Milano** are back with the second iteration of the 'Talking Walls' design challenge. **Jacopo Foggini** debuts his handcrafted polycarbonate creations at the fair and renowned designer **Ross Lovegrove** launches a 3D-printed collaboration with **JNF**. **Cosentino** unveils a creative concept by Kuwaiti **Babnimnim Design Studio**, while Danish brands **Audo Copenhagen**, **GUBI** and **ferm LIVING** are showcased by The Bowery Company.

B&B Italia will spotlight iconic indoor and outdoor furniture, presented by local partner Baituti Home, and Caspaiou will stage a multi-brand showcase of high-end brands, including **Meridiani**, **Gallotti&Radice**, Henry Glass and **Venicem**, while other renowned Italian design brands at the fair include **Ethimo**, **Kartell**, **Natuzzi**, **SICIS** and **Venini**.

Country specific presentations include; the **Italian Trade Agency (ITA)** returning with a pavilion showcasing brands and makers, alongside a collateral programme reinforcing Italy's

legacy of innovation and craftsmanship; **Designed in Saudi**, a strategic initiative by the Design and Architecture Commission of the Saudi Ministry of Culture; **Interiors from Spain** showcasing 10 companies in a dynamic exhibit curated and designed by Dubai-based B8 Architecture & Design Studio; the **Dutch Collective**, spearheaded by Margriet Vollenberg and launched at Downtown Design last year; and the annual **Tanween Design Programme 2024** unveiling the works by the selected emerging UAE-based designers.

EDITIONS

The region's first fair for limited-edition art and design, **Editions**, owned and managed by Art Dubai Group, debuts alongside Downtown Design, showcasing presentations from established and emerging galleries, design studios and collectives across a range of mediums. The only platform for quality limited-edition works at varied prices in the region, the fair sets out to open up the art and design landscape, creating a new opportunity for wider audiences to connect and buy from contemporary creatives.

Benedetta Ghione, Executive Director – Art Dubai, said: “Art Dubai Group is a platform for cultural exchange that has been committed to driving new creative developments since it was launched in 2007. Editions was established to respond to the growth in Dubai, both in the influx of new residents moving to the city and in the burgeoning cultural appetite. The new fair is an alternative way for interested audiences to discover creatives from around the world, particularly artists and designers working in the field of limited editions, a discipline not widely focused on in the region. With this, we hope to offer a fresh perspective on collecting, to provide a welcoming space for questions, and create a community for the curious.”

Highlights include Emirati designer **Aljoud Lootah's** new collection for her studio's 10th anniversary and **Blooker Gallery's** timeless 'Nian Objects' by Nian Architects in the medium of contemporary design. In ceramics, **SANATORIUM** features Çağla Köseoğulları's clay 'Road Series', while **Hestia Gallery** showcases Elsa Foulon's organic lights amongst other designers. Works on paper feature mixed media works by Mohammed Kacimi with **Comptoir Des Mines Galerie** and Bernar Venet's etchings with **Waddington Custot**. At the same time, photography highlights the medium's artistic and narrative versatility, showcasing Dubai-based **Gulf Photo Plus** with works by Alia Ali, Hussain AlMoosawi, Rehaf Batniji, and Miro Mannino. Prints, inclusive of screenprints, lithography and serigraphy, feature works by the pioneer of Arab art, Dia Azzawi, with **Meem Gallery**, and typography prints by CB Hoyó presented by **Plan X**.

SPECIAL COMMISSIONS: ABWAB AND URBAN COMMISSIONS

Abwab is Dubai Design Week's highlight programme dedicated to regional talent with yearly commissions of new installations or pavilions. 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.

The 2024 theme explores vernacular architecture and regenerative design processes through local materials, climate-responsive techniques and community-centred designs. Three regional practices were selected: **A Present/Absent Mudhif** by **Ola Saad Znad (Iraq)** portrays the Marsh Arabs' architectural heritage in Iraq using reeds and ancient Sumerian techniques; **ReRoot** by **Dima Al Srouri (Jordan/Palestine)**, **Dahlia Hamati (Lebanon/Palestine)**, **Andy Cartier (France)** and **Rosa Hämäläinen (Finland)** explores

emergency housing solutions through an ecological lens using palm waste and mycelium, a material derived from fungi; and **Material Witnesses and Narrating Lifeforms** by **Miriam Hillawi Abraham (Ethiopia)** draws inspiration from 'coral stone' found in early settlements on the East African coast and the UAE.

Urban Commissions is Dubai Design Week's annual competition that allows designers to shape public spaces through thoughtful, community-driven design. Looking beyond the typical form and function of *Tawila* ('table' in Arabic), this year's theme examines the table's role in facilitating exchange, dialogue and tradition, and was awarded to **Altqadum**, a design studio from Oman. **TukTukDum** is an innovative table that takes inspiration from the musical culture of the Gulf, where communities traditionally gather around and accompany musicians. Crafted from traditional and organic materials *TukTuKDum* invites audiences to become performers and even an integral part of the table itself, connecting in both a personal and communal way.

INSTALLATIONS AND PAVILIONS

Audiences can engage with over 40 large-scale design installations that explore ancient technologies, modern innovations and responsible material choices: Dubai Design Week's Automotive Partner, **BMW Middle East**, returns with a new commission, **The Luxury of Less**, by **AB+AC Architects**, a pavilion designed to stimulate the senses and reflect the company's design and circularity ethos, encapsulating the essence of comfort and encouraging audiences to explore luxury from a fresh perspective, emphasizing a minimalist and conscious approach to sustainable living; **Iwan** is inspired by Islamic architecture and is designed by four emerging Saudi architects as part of the Tanween Foldable Pavilion Challenge, a collaboration between the **King Abdulaziz Center for World Culture (Ithra)**, Mamou Mani Studio and ABYWAT; **STOOT** is a large-scale pavilion by UAE architect **Abdalla Almulla** and **Oxara**, a pioneering cement-free, low-carbon alternative to conventional building materials; **Iris Ceramica Group's SINFONIA** invites visitors to step into the role of conductor, using simple gestures to control a symphony of sound, light and material, blending advanced ceramic technology with human creativity; **Random Acts** is a collaborative installation by **Trend Group Orsoni Venezia 1888** and **JT+ Partners** that invites audiences to participate in the creation of a collective mosaic using eco-friendly Venetian smalti glass tiles; **Wild Hues** by Emirati creative **Hessa Ali Alechla** of **Wild Arab West**, invites audiences into a tunnel that utilises primary and secondary colours to reflect on Khaleeji-Western cultural fusion; Dubai Holding Entertainment and Canadian University Dubai's School of Architecture and Interior Design, in partnership with ImInclusive, designed the **Shelter of Inclusivity**, a space dedicated to accessibility and in recognition of People of Determination; **The Resilient Blooms**, a collaboration between Emirati artist Mariam Abbas and MASKA, combines botany and architecture to express nature's resilience and hope through prints, seed paper, fabric, and silk wraps; **Caracol**, a leading industrial 3D printer manufacturer from Italy, has launched its first portable 3d printing unit housed in a shipping container and will be live printing outdoor furniture during the festival, utilising PLA and olive waste biopolymers and designed by UAE-based design studio **NYXO**; **Shape of Water** by **RAK Ceramics** is designed to simulate an immersive journey into the ocean's depths through form, lighting and materiality; and **Enfold: The Holistic Embrace of Body and Technology**, embodies the holistic embrace of body and technology through biomimicry with a soothing regenerative core and an exterior crafted from corrugated cardboard inspired by nature's rough, spiky seeds; at Downtown Design a floral installation from Dutch artist **Linda Nieuwstad** is crafted from recycled materials such as truck tarpaulins, wool blankets, and construction sheeting, the installation transforms reclaimed resources into a striking entrance statement.

EXHIBITIONS

This year's programme offers 10 exhibitions across design disciplines including: **UAE Designer Exhibition** at Downtown Design, curated by Emirati designer **Omar Al Gurg**, featuring furniture and products by over 30 emerging designers from or based in the UAE; **Design Next** is a first-of-its-kind collaborative exhibition by **d3** and **Isola Design Group** shaping the future of the circular economy by highlighting sustainable and innovative designers, studios, start-ups and insightful panel discussions; **Men's Rings: The Yves Gastou Collection** by **L'ÉCOLE Middle East, School of Jewelry Arts** presents over 700 rings spanning from ancient Egypt through to 1970s with American biker gang rings; as well as several exhibitions under Dubai Design Week is **Next Gen Design** strand by educational institutions such as the **American University of Sharjah, NYU Abu Dhabi, Heriot-Watt University** as well as the **DXBDW x RIBA: Future Architects** exhibition and **History of Design** pop-up museum by Dubai Design Week's Academic Partner **Dubai Institute of Design and Innovation (DIDI)**.

ACTIVATIONS

Audiences can experience various activations, pop-ups and special presentations by cultural institutions and design-driven brands including: a multi-sensory activation rooted in the rich heritage of Arabian perfumery by **Hind Al Oud**, Dubai Design Week's Fragrance Partner by Mohamed Hilal group, to celebrate the launch of two signature perfumes, a new line of perfumes **Ya'E** and **Alifi**, inspired by the poem 'Kibriya'E' by renowned Kuwaiti poet Faisal Al Adwani; global media brands **Monocle** launches its first **Monocle Shop & Cafe Pop-Up** in Dubai at Dubai Design Week, featuring the magazine's custom edit of print, clothing, homeware, bags and accessories; **Design Doha**, a design biennial established by Qatar Museums, is hosting an interactive reading lounge featuring **Arab Design Now**, a publication spotlighting contemporary designers from the region; the **Art Jameel Space** is showcasing exclusive works by local and regional creatives, as well as social impact products by **Made51 by UNHCR**, the **UN Refugee Agency** highlighting refugee craftsmanship, **Mawaheb**, a Dubai-based studio for people of determination and **Artisans of Palestine**; learn more about **Desert Board**, a pioneering manufacturer of the world's first engineered palm-based board, made from repurposed palm frond waste at their booth, and as Dubai Design Week's Sustainable Material Partner, the festival's signage and wayfinding is primarily crafted from this innovative material.

WORKSHOPS AND MASTERCLASSES

A key highlight of Dubai Design Week, the **Maker Space** by Kidzink, brings a hands-on experience through workshops and masterclasses. This six-day pop-up studio offers sessions led by UAE-based, regional, and international creatives, cultural institutions, and universities, appealing to professionals, enthusiasts, and budding designers of all ages. In the **RE-bag** workshop, participants can repurpose large advertising banners, while **Second Stitch: Breathing New Life into Old Fabrics** explores the materiality of textiles and teaches combining various fabrics into cohesive pieces.

Other exciting workshops include **Introduction to 3D Printing for Non-Professionals**, by Ahmad Alkattan, **Henna Screen Printing** by Roudha Bu Abdalla, **Designing Classrooms for Well-being** by Ana Mombiedro, and **Eco-Tumbler Ceramics** with Finders Keepers, where participants can create reusable mugs.

Dubai Design Week features over 60 interactive workshops and masterclasses. Highlights include the **National Pavilion UAE – La Biennale di Venezia**, offering a local perspective on the UAE's arts and architecture. Paltic Studio from Lebanon hosts **Crafting Sustainable Spaces**, demonstrating how discarded plastic can be transformed into functional products and furniture. **Tatreez Therapy** by Eman Alkhawaja offers embroidery workshops for all skill levels, while Agro Biomaterials presents a workshop on **Creating Bioplastics from Organic Waste**.

Most workshops are open for registration via the Dubai Design Week website, with some sessions available on a walk-in basis; early arrival is recommended.

TALKS

The Forum, taking place each year at Downtown Design continues to gather influential voices from the global design industry. Following a keynote by **India Mahdavi**, visitors can anticipate a full programme of talks over the coming days, featuring thought-provoking discussions in a space designed by Beirut-born interior designer **Thomas Trad**, with the support of BSH Walls & Floors, Lutron, among others. Notable speakers include **Eames Demetrios**, **Lina Ghotmeh**, **Nika Zupanc**, **Jassim AlSaddah**, **Ross Lovegrove**, **Pallavi Dean**, and **Karim Rashid**, who will take the stage for the first time at The Forum. Among the key talks, **'Design Excellence: Transcending Borders'** will open with the Consul General of Italy in Dubai, Edoardo Napoli and feature a diverse panel of industry specialists, who will explore the redefinition of design horizons.

The Forum is also hosting the inaugural **Editions Talks: Vol.1**, exploring the ever-evolving dynamics of the creative world through the perspectives of artists, collectors, designers and industry leaders with a lineup including **Abdulla Al Kaabi**, **Lamya Gargash** and **Nada Debs**. These conversations focus on current trends as they intersect within three pillars: the disruption of the art market, the intricacies of editioning and the role of art and design in shaping community identity.

Additional talks will be held across d3, including **Design Next**, as well as in **Art Jameel's** space, which focuses on community engagement.

For the full talks schedule, visit: <https://www.downtowndesign.com/forum-downtown-design/>

MARKETPLACE

The **Dubai Design Week Marketplace** is showcasing over 70 unique brands, offering high-quality, original products from the region's finest artisans, entrepreneurs and small businesses. Celebrating heritage, culture and craftsmanship, visitors can explore handcrafted jewellery, sustainable fashion and engage in activities like seed planting and pottery. With more than 10 local food concepts, including artisanal pizzas, donuts and ice cream, the family-friendly Marketplace invites everyone to shop, eat, enjoy live music, and connect with local creators.

For the full schedule visit: <https://www.dubaidesignweek.ae/>

To buy tickets for Downtown Design and Editions visit: <https://www.downtowndesign.com/>

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About Dubai Design Week

Dubai Design Week is the region's design festival committed to amplifying talent from the region and presenting the possibilities of what can be achieved through design.

Reflecting Dubai's position as the design capital of the Middle East, Dubai Design Week's varied programme includes installations, new commissions, exhibitions, talks, workshops, a marketplace, the leading fair for contemporary design, Downtown Design and the Middle East's first limited-edition art and design fair, Editions.

Dubai Design Week is held under the patronage of Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, Chairperson of Dubai Culture & Arts Authority (Dubai Culture), in strategic partnership with Dubai Design District (d3), a member of TECOM Group PJSC, and supported by Dubai Culture.

For more information, please visit: <https://www.dubaidesignweek.ae>

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 or download the Dubai Design Week app.

About Dubai Culture and 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

About The Art Dubai Group

The Art Dubai Group is a commercial public/private partnership established in 2007. The company owns and delivers the Middle East's leading art and design fairs and festivals, convening audiences from across the globe, providing platforms for social and cultural connections, and contributing to the growth and prosperity of the local creative economy.

The Art Dubai Group's mission is to build thriving ecosystems that have a global impact through initiatives that include world class events, commissioning creative talent and innovative professional development programmes, alongside offering industry expertise to private and government institutions.

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DUBAI DESIGN WEEK
5 — 10 NOVEMBER 2024



**DOWNTOWN
DESIGN**
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The group now comprises over 30 initiatives. These include Art Dubai, the Middle East's leading international art fair and Downtown Design, the region's leading design fair with a focus on high quality and original design.

For more information, please visit <https://www.artdubai.ae/about-adg/>