

Dubai Design Week returns 8-13 November 2021, with its most extensive programme to date

Held under the patronage of Her Highness Sheikh Latifa bint Mohammed bin Rashid Al Maktoum, Chairperson of Dubai Culture & Arts Authority (Dubai Culture) and member of Dubai Council

- The region's largest creative festival will take place 8-13 November, with over **200 free-to-attend events**, reinforcing Dubai's position as the region's central hub for design and creativity
- The region's leading design fair for high-end and quality design, **Downtown Design** is back with an in-person showcase of 130+ international and regional exhibiting brands and designers
- A multi-media showcase, the **2040: d3 Architecture Exhibition** will feature five architectural firms presenting concepts of how Dubai could look in 20 years
- The **UAE Designer Exhibition 2.0** will unveil works by 25 emerging and undiscovered creative talents, based in the UAE and producing locally
- This year's **Abwab** commission has been awarded to Dubai-based Ahmed El-Sharabassy for his proposal responding to the theme of regenerative architecture and restorative design
- A programme of 80+ hands-on workshops at the **Making Space** will offer visitors of all ages and levels of experience the opportunity to experiment with ancient and innovative ways of creating
- The **MENA Grad Show** will showcase the 50 best social impact innovation projects from the brightest minds coming out of the region's universities
- **The Marketplace** will bring a curated selection of 80 of the city's best artisans, creatives and small businesses, presenting high-quality, handcrafted and responsibly sourced products
- A programme of **50+ talks** will feature regional and international industry leaders, shedding light on the latest innovations and trends in the global design scene

Staged in strategic partnership with Dubai Design District (d3) alongside Dubai Culture & Arts Authority (Dubai Culture) and supported by A.R.M. Holding, Dubai Design Week returns 8-13 November with a varied line-up of 200+ activities staged at the festival's main hub in d3 and around the city.

Celebrating design and creativity in the UAE and beyond through an extensive free-to-attend programme of engaging exhibitions, pop-ups, installations, talks and workshops, accessible for visitors at all levels, Dubai Design Week presents its most extensive line-up of impactful activities to date.

As the creative capital of the region, this year's festival will have a key focus on supporting the design community in Lebanon, with spotlights on rising and established Lebanese design talent throughout the programme; from architectural installations and product design to artisanal delicacies and outdoor music sessions.

Visitors can download the free Dubai Design Week app to discover the full programme, gain access to Downtown Design and to be kept updated on the latest health and safety guidelines.

Khadija Al Bastaki, Executive Director of d3, said: "We are proud to continue as the strategic partner of Dubai Design Week, reinforcing Dubai as the emerging global centre of innovative design. This flagship event elevates an ambitious generation of designers from around the world and demonstrates the ingenuity of d3's creative community. Our partnership with Dubai Design Week exemplifies d3's genetic makeup to rethink the regular. Such platforms demonstrate how business, entrepreneurship and innovation can thrive in a collaborative ecosystem, further cementing d3's position as the region's leading hub for art, design and culture. This event has always brought the best of the industry to the forefront, and we look forward to seeing how the 2021 edition expands the design landscape with remarkable foresight and impactful dialogue."

Take a look into the future

An exhibition showcasing 50+ of the region's most innovative ideas and solutions to make the world a better place in the fields of technology, science and design, the **MENA Grad Show** will feature the work of bright young minds coming out of the region's leading universities, addressing issues ranging from desertification and accessibility through to child nutrition and waste management.

Global Grad Show, which this year has had a record amount of applications from 470 universities in 70 countries, will on 8 November launch its online exhibition of the best social impact innovations created by university graduates.

In a multi-media showcase dedicated to architecture with a human-centric approach, the **2040: d3 Architecture Exhibition** will feature five architectural firms presenting concepts of how Dubai could look in 20 years.

Discover the latest in design

The region's leading design fair for high-end and quality design, **Downtown Design** is back with an in-person showcase of 130+ international and regional exhibiting brands and designers, and a strong trade programme that will provide a platform for the region's architects and interior designers to gather and explore business opportunities. This year, the fair will host brands from over 20 countries as well as major national representations from European countries including Austria, France, Hungary, Italy and Spain, and **Downtown Editions**, the fair's boutique section dedicated to limited-edition and bespoke design, will once again uncover the latest in design by individual designers, studios and creative collaborations, with a spotlight on the region.

Installations

Responding to this year's theme of regenerative architecture and restorative design, the festival's headline commission **Abwab** has been awarded to Dubai-based Ahmed El-Sharabassy for his proposal titled 'Nature in Motion', an architectural pavilion referencing the Dubai desert's constant motion and emulating the city's continuous development. The pavilion will host an exhibition titled '**Pulp Fusion**', curated by Beirut-based architecture and research firm Bits to Atoms and centred around the human impact on the planet.

Staged throughout Dubai Design District (d3), 15 installations and public interventions will be staged for visitors to explore in the open-air setting. Highlights include: Marking an entrance to Dubai Design Week in d3, '**Morphing**

Nature', by Kristina Zanic Design Studio for Trend Middle East, will tell a story of sustainability and earth preservation, while **'The WAW Machine'** by Emirati creatives Iman Almidfa and Hessa Ali Alechla behind Wild Arab West (WAW) will greet visitors with positive affirmations and cultural sayings in English and Arabic, through an automated vending machine promoting kindness between people and the world. **'The Shape of Light'** by conceptual art studio Shuster + Moseley will explore geometric prismatic forms through a large-scale, specially commissioned glass installation and an immersive architectural installation by Ana Carreras for Lever/Mirage, titled **'Athenaeum'**, will illuminate the recent findings of the three-thousand-year-old city of Mleiha. **'Context Reflections'**, by ANARCHITECT in collaboration with Cosentino, will invite visitors to discover the intriguing play of penetrated light created via a naturally occurring optical phenomenon in a low-tech installation using carbon-neutral materials and the winning proposal of the annual design competition **Urban Commissions**, supported by A.R.M. Holding, will unveil a public space intervention of a social space for people to play safely together.

Pop-ups & Exhibitions

A range of showcases will uncover the latest in design from the region; the **UAE Designer Exhibition 2.0** will unveil works by 25 emerging and undiscovered creative talents, based and producing locally, while **The Beirut Concept Store** will feature works by 50 established designers and emerging creative talent based in Lebanon, from tableware and furniture pieces to books and small gift items.

The Embassy of Switzerland will collaborate with Zayed University and UAE-based creative studio **Hamzat Wasl**, led by Hind Bin Demaitan and Fatma Al Mahmoud, presenting a unique exhibition highlighting the preservation of the printing press and design, while an exhibition titled **'Design Your Future!'**, a collaboration between L'Institut Français of the United Arab Emirates and Cité Internationale du Design, will focus on the challenges of the design process from idea to application, for a brighter transition to the future. Meanwhile, an exhibition by the Dubai Institute of Design and Innovation (DIDI), titled **'One Grain at a Time'**, will invite visitors to reflect on the transience of time and boundlessness of space through an immersive intervention and **'Together'**, an active and colourful pop-up space by Jotun will be centred around the unique moods that arise when people meet.

Participate in a series of activities

At the **Making Space**, a programme of 80+ workshops under the theme of 'Paper, Plastic + Play' will provide visitors of all ages and levels of experience with the opportunity to experiment with ancient and innovative ways of making and creating; from pottery or reforming plastic to papermaking or using soap as a new medium, each activity curated with people and the planet in mind and Atölye will explore themes across circular economy, design thinking and community design at **The Re:turn**, their pop-up space in d3.

For those visitors who want to learn more about the business of design, **The Forum** at Downtown Design will invite leading international and regional experts in the fields of architecture, interior and product design to shed light on the latest innovations and trends in the global design scene and exchange new ideas, creative inspirations and future strategies.



Meet the region's artisans, creatives and small businesses

A new, daily remodeled programme of gatherings, curated by Fatma Al Mahmoud, 'Meet the UAE Creatives' will bring the local creative community and its stakeholders together in a series of engaging dialogues in a casual format at in one of d3's many bespoke eateries and visitors can meet the region's artisans, creatives and small businesses offering a curated selection of original and high-quality products at **The Marketplace**, 12-13 November, supported by Dubai Culture & Arts Authority.

Throughout the week in d3, a series of multi-disciplinary activations, events and engaging activities will offer creative experiences to visitors of all ages, including delicious food offerings and a host of children's activities, from pottery to tree planting, alongside a programme of live music sessions and entertainment on the weekend.

Note to Editors:

For all upcoming announcements and updates, visit dubaidesignweek.ae and follow @dubaidesignweek | #DXBDW2021.

Dubai Design Week is a free-to-attend event. Visitors can download the free Dubai Design Week app to discover the full programme, register for Downtown Design and be kept updated on the latest health and safety guidelines. Available on Apple App Store and Google Play Store.

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About Dubai Design Week

Dubai Design Week is owned and managed by the Art Dubai Group and is the region's largest creative festival, reflecting Dubai's position as the design capital of the Middle East.

Held under the dedicated patronage of Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, Chairperson of Dubai Culture and Arts Authority (Dubai Culture), Dubai Design Week is a platform for regional design as well as a catalyst for the growth of the creative community in Dubai. The festival's varied programme consists of design-related events, exhibitions, installations, competitions, talks and workshops across multiple creative disciplines. Key components of Dubai Design Week include the region's leading fair for high-quality, original design, Downtown Design; MENA Grad Show, bringing innovative projects from the Middle East and North Africa in an exhibition focusing on solutions to improve and transform lives – an initiative by Global Grad Show, a year-round programme for graduate students across the world; Abwab, the annually re-modelled, interactive platform for creative talent from the Middle East, North Africa and South Asia; alongside an extensive programme of talks, masterclasses and workshops.

For more information, please visit: www.dubaidesignweek.ae

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About Dubai Design District (d3)

Dubai Design District (d3) is a global creative ecosystem dedicated to design, fashion, architecture, art and retail. In line with Dubai's position as the leading business destination for the region and beyond, d3 is created as the first-of-its-kind creative ecosystem 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 destinations 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 to drive innovation that permeates through various areas of Dubai's economy, further reinforcing Dubai's status as a UNESCO Creative City of Design.

d3 is a cutting-edge retail destination with over 40 retailers 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. The Design Quarter, the central component in the development of d3, features world-class offices, studios, showrooms and retail spaces spread across the district.

Some of the region's most popular and sought-after events take place in d3 and attract international artists and audiences to cultural exhibitions and gatherings such as Dubai Design Week and Sole DXB. The destination also regularly hosts a roster of industry talks, workshops and educational programming, accessible to people of all ages. d3 is also home to the cutting-edge 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, the region's only university exclusively dedicated to design and innovation.

For more information, please visit: www.dubaidesigndistrict.com

About Dubai Arts & Culture Authority

On 8th March 2008, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, launched Dubai Culture & Arts Authority to be the custodian entity of the cultural and creative sector in the emirate, based on its cultural responsibility towards Dubai and to help define it at the local and global levels, enabling and developing these sectors to consolidate the emirate's position as an active global centre for creativity. In August 2020, His Highness Sheikh Mohammed bin Rashid Al Maktoum issued a law to transfer Al Jalila Cultural Centre for Children to Dubai Culture, becoming an entity under its organisational structure. His Highness also issued a law in May 2021 to affiliate the Mohammed Bin Rashid Al Maktoum Knowledge Foundation to Dubai Culture to promote the strategic alignment of the cultural sector and raise it to a level that would enhance Dubai's position on the global cultural map.

Under the leadership of Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, Chairperson of Dubai Culture, the Authority is committed to enriching the cultural scene of the emirate, based on the heritage of the United Arab Emirates, and is working on building bridges of constructive dialogue between various civilisations and cultures to enhance Dubai's position as a global centre for art and culture, an incubator for creativity, and a thriving hub for talent.



The Authority is also committed to reviving Dubai's history and highlighting the splendid image of its contemporary cultural fabric through a series of innovative cultural initiatives, events and projects, as well as the cultural, historical and heritage assets it sponsors, including the management of five of the city's notable heritage monuments, six museums, and eight branches of Dubai Public Libraries.

Dubai Culture is working to develop regulatory frameworks for the cultural and creative sectors in Dubai, based on the priorities of its strategic roadmap for 2020 – 2026 and on the enablers that contribute to its realisation to seek and support talents and stimulate active participation from all segments of society. The aim is to create an economic system that stimulates creative industries and reinforces Dubai's position as a global cultural destination, in addition to its cultural responsibility of safeguarding the tangible and intangible cultural heritage of the emirate. For more information, please visit: www.dubaiculture.gov.ae

About A.R.M. Holding

A.R.M. Holding is a private investment firm and multi-focused economic enabler that creates synergies and opportunities through local, regional and global investments. At the core of the company's business strategy is its commitment to impactful investments, actively employing its resources to advance society and empower its players to pursue innovative solutions and inspire a better future. It collaborates with like-minded organizations and leverages its network and partnerships to create meaningful relationships and growth opportunities.

A.R.M. Holding's investments are focused on tech-enabled industries and sophisticated technologies around the world that demonstrate strong potential for long-term positive social impact. It also holds equity stakes in some of Dubai's foremost companies in a variety of sectors including Banking, Telecom, FMCG, Real Estate, and Hospitality. A.R.M. Holding has contributed to society with significant investments in numerous industries and versatile projects. In 2021, it became the first corporate patron of the Dubai Collection, the first institutional art collection in the emirate of Dubai.

To learn more about A.R.M. Holding, please visit: www.armholding.ae

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