



DUBAI DESIGN WEEK

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The Middle East's largest design event and a global meeting point for the international design industry, Dubai Design Week, is set to host biggest season yet in November (13th-18th), furthering its status as a cutting-edge, vibrant global design hub. Staged in partnership with Dubai Design District (d3), the six-day programme of more than 200 events aims to attract more than 50,000 visitors including architects, designers, thought-leaders, influencers and public audiences from the region and around the world.

At the centre of Dubai Design Week is its commercial anchor event, Downtown Design (14-17 November), which looks forward to its largest and most significant edition to date, celebrating five successful years as the leading design trade fair for high quality design

in the Middle East. Downtown Design will present over 140 carefully selected best-in-class established and emerging brands from all over the world to the design professionals drawn to Dubai from across the Middle East and further afield. The show will feature world-famous brand names and showcase eight emerging regional design brands for the first time, across 26 product categories – including furniture and lighting, textiles and accessories, and the latest in kitchen and bathroom technology.





Visitor interacting with Hexalite
by Zeinab Alhashemi
commissioned by Swarovski



Spun chairs by Magis



HERIOT WATT UNI
Generative Shelter



Christie by Nahoor,
at Downtown Design

Rue Kothari, Show Director of Downtown Design says “We’re delighted to be marking five years of Downtown Design with a show double the size of previous editions. Not only does this reflect the strength of the exhibition and its reputation but also the growth in high-demand sectors of lighting, furniture and textiles. The show continues its rise, while focusing on connecting exhibitors to the region’s leading architects and interior designers. Helping brands and buyers to unlock the potential of the Middle East design market is at the heart of Downtown Design.”

The 2017 edition sees an increase in the number of brands across all categories, with an outstanding 90% retention of key brands; each of which is returning with fresh concepts for the market. This includes sought-after furniture brands Kettal, Minotti, Moroso and Sancal, who between them collaborate with world renowned designers Patricia Urquiola, Sebastian Herkner, Jasper Morrison and the Bouroullec Brothers. Newcomers to the exhibitor line-up include iconic furniture, textile and lighting brands including B&B Italia, Designer’s Guild, MDF Italia, Meridiani, Marset, Sans Souci, Santa Cole and Vondom.

Dubai Design Week is a vivid expression of the varied and talented design community established in and drawn to Dubai, the region’s design capital, we get to know a handful of home-grown

architecture and interior design talents who are shaping the future of design in their city.

Pallavi Dean Interiors

Pallavi Dean Interiors is a UAE success story. Half the eight-strong team at the studio is based in d3 – including Pallavi herself – studied in the UAE. Since launching in 2013 with a very clear mission “to create unforgettable experiences through design”, the boutique interior design agency has built an award-winning international portfolio spanning three continents and four sectors: hospitality, commercial, residential and education. Flagship projects include the Edelman head office in Abu Dhabi, the Sheraa entrepreneurship centre at the American University of Sharjah, and the forthcoming Delano Dubai hotel and Yotel hotels on Palm Jumeirah.

For Downtown Design 2017, Design Director Pallavi Dean has designed a biophilic installation-led booth for leading carpet tile brand, Interface. Pallavi was irresistibly drawn to the concept of ‘metamorphosis’ as a way of conveying the true DNA of the company to

Downtown Design’s audience of architects, interior designer and specifiers. “In a very literal sense, Interface’s recycling is the epitome of metamorphosis. “They take old rugs and discarded fishing nets and turn them into beautiful carpet tiles,” explains Pallavi. “More profoundly, their mission is to fundamentally transform the way people feel when they step inside a building.

Using principles like biomimicry and biophilia to bring the natural world indoors, they help create what they call ‘Positive spaces.’ The result: people are more creative, more productive and happier. True metamorphosis.”

Edelman offices
Abu Dhabi, UAE



Pallavi Dean,
founder, and
Christina Morgan,
partner of Pallavi
Dean Interiors



Viktor Udzenija Architecture + Design

Viktor Udzenija Architecture + Design works nationally and internationally on high-end residential and commercial projects providing full architectural and interior design, product and furniture design services for both public and private sectors, from conceptual studies up to project execution. Over the last few years the Studio has secured several design awards, amongst others 'Sustainable Initiative of the Year Middle East' for its HQ of office in d3, 'Best Residential Project Middle East' for its recently completed Jumeirah Residence project. The office is currently working on several luxury residential projects in the UAE as well as developing a 5 star hotel in Prague as well as multiple projects in Croatia expanding their reach past the borders of the Middle East.

T-Zed Architects



Founded by Tarik Zaharna, T.ZED Architects is a progressive, international Architecture and Design practice based in the UAE and operating internationally. Based in Dubai, the architectural practice focuses on delivering niche projects for clients across the Middle East and around the world that have a key, culturally relevant component to the development of the contemporary architecture.

Deeply rooted in the process of design and making, T.ZED Architects consider materiality, programme and details to be at the very core of each project's identity and purpose.

The skilled and professional approach is not limited by scale or function, since pure architectural thinking is applied to each building, interior, urban intervention, design piece and research-led project.





Fadi Sareddine Design Studio

Founded in 2013 by the Dubai-based Lebanese architect Fadi Sareddine, the multidisciplinary atelier is dedicated to innovation in design across a wide spectrum of scale, media and context. Continually challenging traditional design and examining them through new materials, applications and technologies, Sareddine's experimental approach to design is the springboard from which the studio explores the intersections of art, architecture, interiors and product design. Be it a singular object that investigates the evolution of Middle Eastern design ideologies to large-scale residential, retail, hospitality and corporate projects that champion creative excellence in region, the atelier treats each project an opportunity for creative discovery and cultural storytelling.

