



The third edition of Dubai Design Week opens 13-18 November

Held under the patronage of Her Highness Sheikhha Latifa bint Mohammed bin Rashid Al Maktoum, Vice-Chairman of the Dubai Culture & Arts Authority, and in partnership with Dubai Design District (d3) and supported by Dubai Culture & Arts Authority

Dubai, UAE: For the third edition of Dubai Design Week, the weeklong event returns with a larger more diverse programme, strengthening Dubai's position as a global hub for the design and creative industries. Dubai Design Week will take place across the city with over 550 designers participating in a six-day celebration of ground-breaking design and ideas, free for all to attend.

Key facts include:

- Dubai Design Week, established by Art Dubai Group in 2015, has grown to include over 200 events staged across the city
- Downtown Design doubles in size with over 150 exhibitors across 28 countries, and will feature 90 new high-end international and regional brands
- Global Grad Show, reinforces its position as the world's largest and most diverse meeting of design graduates, showcasing 200 projects from 92 universities across 43 countries.
- The return of the Abwab exhibition will provide visitors with a unique insight into techniques, materials and craft through 47 selected designs from 15 countries within the MENASA region
- Casablanca takes centre stage as this design week's selected 'Iconic City' The exhibition, 'Loading...Casa' curated by Salma Lahlou will showcase works from five Moroccan designers.
- d3 remains the home of Dubai Design Week as the event's commercial design hub and an 'open museum' of design.

- One of the world's most influential architects, Sir David Adjaye will headline the talks programme for Dubai Design Week in conversation with Emirati commentator Sultan Sooud Al-Qassemi

William Knight, Dubai Design Week's Head of design, said: *““This year's Dubai Design Week programme truly reflects the innovative and collaborative spirit of Dubai. We're delighted to have collaborated with so many people and companies to present the largest programme of design staged in the region. The line-up contains a hugely diverse range of content, enabling local and international visitors to explore the latest design trends and the ever-developing design scene within one of the most creatively ambitious cities in the world.”*

Dubai Design Week is a key driver for the growth of the regional design scene. Bridging together local and international design communities, the event is a platform for designers and creatives to revel in the latest design trends as well as be inspired by emerging talents coming out of the region. The annual event brings various stakeholders in the industry together to collectively stage a fantastic programme of over 200 events from exhibitions and installations to talks and workshops.

d3's Chief Executive Officer, Mohammad Saeed Al Shehhi, says: *“d3 is delighted to be the strategic partner and host of this year's Dubai Design Week. Celebrating design from across the region and further afield, Dubai Design Week truly demonstrates d3's commitment to enabling Dubai to become a leading global design platform for Dubai and the Middle East, and at the same time, ensuring d3's position as a destination for design”*

Dubai Design Week's ambitious agenda aims to further connect the global design hubs with the regions burgeoning design spirit. Further placing Dubai on the creative map. Dubai Design Week reinforces itself as a unique platform to allow visitors to discover beyond the expected and discover the innovation, talent and design that drives Dubai forward.

Rawan Kashkoush, Head of Programming at Dubai Design Week said: *“This year's programme is as rich and diverse as the city that hosts it. With a spirit of collaboration and innovation regional and international creatives have come together to present a brilliant showcase of Design. Dubai is an anchor point for so many regions, I am very excited to see design take flight across such diverse disciplines to share one sky. Dubai Design Week belongs to so many.”*

PROGRAMME SUMMARY

DOWNTOWN DESIGN

A design trade fair of discovery

The commercial centrepiece of DXBDW, the fifth edition of Downtown Design will present a wide range of thoughtfully selected best-in-class established and emerging brands from all over the world to the design professionals drawn to Dubai from across the world. The region's leading showcase of contemporary design will provide the architecture and design industry with a unique blend of exhibitors, live events, and installations along the d3 Waterfront. This year's exhibition will showcase over 150 brands from 28 countries, featuring 90 new high-end international and regional brands.

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GLOBAL GRAD SHOW

92 universities from 43 countries around the world present the future of design

The third edition of the acclaimed annual exhibition of life-changing inventions from graduates of the world's leading design and technology universities. Curated by renowned author and designer, **Brendan McGetrick**, 200 innovative projects have been selected from over 470 global entries. A not for profit initiative, the Global Grad Show will welcome graduates from 92 universities to Dubai to present forward-thinking prototypes around the themes of **empowerment**, **connection**, and **sustainability**. This year, Global Grad Show announces the inaugural **Progress Prize**, which will be awarded to one exhibiting project. The winning prototype will be selected by an international jury from fields of journalism, design, manufacturing, innovation and investment and demonstrate originality of idea, social impact, international relevance and feasibility.

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ABWAB

An exhibition dedicated to exploring the design narrative of countries within the MENASA (Middle East, North Africa and South Asia) region

This year's exhibition has been designed by Dubai-based architectural studio **Fahed + Architects**. The structure has been constructed using borrowed and repurposed bedsprings from waste management company **Bee'ah**. The pavilion will house a showcase of emerging

design talent from the Middle East, North Africa and South Asia (MENASA). Abwab-which translates into 'doors' in Arabic- invites audiences into the diverse design scenes of regional creative industries. The design talents on display were selected by a high-profile international editorial board comprising of **Joy Mardini**, Director of JM Design Gallery; Design Commentator, **Max Fraser**; **Sheikha Lateefa bint Maktoum**, Founder and Director of Tashkeel; and **Rawan Kashkoush**, Creative Director of Abwab. The exhibition will host 47 design objects from 15 countries.

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ICONIC CITY: LOADING...CASA

A look at Casablanca's rich and historic design scene

Casablanca has been selected as Dubai Design Week's Iconic City exhibition for 2017, as part of an annual exhibition series launched in 2015, which explores the culture, art and design scene of specific cities in the Middle East and North Africa. Curated by **Salma Lahlou**, 'Loading... Casa' is a simultaneous, non-linear experience, bringing together archival images, sound recordings, a short film, a monumental drawing and contemporary photography. The exhibition will comprise works by six different contributors, all from Casablanca, including interior architect **Zineb Andress Arraki**, graphic designer **Aicha El Beloui**, visual artist **Mostafa Maftah**, filmmaker **Hicham Lasri**, sound artist **Anna Raimondo**, and collector **Mohamed Tangi**.

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INSTALLATIONS

Re-interpreting the familiar and contextualising experiences

Temporary installations will be dotted across d3 including a structure that plays with light devised by **Lujaine Rezk and Albert Kolambel**; To celebrate the opening of their new Creative Centre at d3, London-based design studio **Fredrikson Stallard** present 'Prologue', a dramatic, crystal adorned piece for **Swarovski**; Making her debut at Dubai Design Week **Paula Zuccotti** will bring an intriguing showcase based on her popular book 'Everything We Touch', showcasing everything one person touches in 24 hours; **Lasvit** will reveal 'Silent Call' designed by **Khalid Shafar**, which celebrates the daily ritual of the call to prayer, Apical Reform's interactive and playful piece will create a 'My Dubai' moment for all visitors while

Hani Mahfouz's 'The Skyline' re-imagines Dubai's iconic skyline through the city's cosmopolitan spirit, presented by **Brandinc**.

Featuring: Serac Benches by Zaha Hadid with Patrik Schumacher, presented by Italian Lab, d3 • Lattoo Stools by Coalesce Design Studio, presented by Antidote Art & Design, d3 • BETTair-HOUSE by SUPERFUTUREDESIGN* presented by Buzzi &Buzzi & FDC Interiors, d3 • The Skyline by Hani Mahfouz, presented by Brandinc., d3 • Openest by Haworth, d3 • Jungle_One by Konstantin Grcic and Magis Spun Chairs by Thomas Heatherwick presented by Super Studio, d3 • AlAreesh Collection by Aljoud Lootah in collaboration with Probas.Planting, d3 • Specular by Gafla Jewellery x Abdalla Almulla, d3 • The Dock by Omar Nakkash, presented by NAKKASH, d3 • DUBAI by Amrish Patel, presented by Apical Reform, d3 • Every Thing We Touch by Paula Zucotti, d3 • Aidah by Boano Prišmontas + Ricardas Blazukas, d3 • The Fronds of our remains by Ruwaya Jewellery in collaboration with Shamsa Al Dhaheri, d3 • While We Wait by Elias and Yousef Anastas, Concete, Alserkal • Screen by Luajaine Rezk & Albert Kolambel, d3 • Silent call by Khalid Shafar and Lasvit, d3 • Prologue by Fredrikson Stallard for Swarovski, d3.

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TALKS AND WORKSHOPS

Discussions and educational events from leading industry figures

The live events programme, opening with a keynote by one of the world's most influential architects **Sir David Adjaye** in conversation with Emirati commentator **Sultan Sooud Al-Qassemi** – features a host of gatherings, from academic conferences to keynotes from global design influencers such as PepsiCo Chief Design Officer, **Mauro Porcini** and the co-inventor of the Swatch Watch, **Elmar Mock**. In addition, Audi Middle East will host the Audi Lounge, with a string of talks on innovation. Daily workshops, staged in association with newly launched d3 co-working space **Re:Urban Studio**, will be host to the DXBDW official workshops and talks for design practitioners and the design curious alike. Alongside this there will be opportunities for everyone to get involved at the **Makers Space**, supported by **Meraas**, which will host workshops by Al Jalila Cultural Centre for Children, Maska, Urban Sketchers and thejamjar, among others. Furthermore, **The Royal College of Art**, the world's leading postgraduate Art and Design University, is hosting a series of courses exploring current areas from the design practice.

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EXHIBITIONS

High impact themes and concepts addressed through design

Features of Dubai Design Week's programme include a variety of international and local design platforms hosting thought-provoking exhibitions including 'GraphicsRCA: Fifty Years and Beyond', presented by the **Royal College of Art** which will feature rarely seen graphic design works from the RCA archive. **RADO** will invite visitors to discover the latest collections with their "Portraits of Design" exhibition. This year's line-up will also include **IKEA's** engaging exhibition 'Let's Play for Change' that aims to bring out the child in every visitor and inspire people to integrate play into their everyday routine; Once Upon Design: New Routes for Arabian Heritage, a curated collection of contemporary product and furniture design from the UAE and the region, commissioned by **Design Space 1971** (Sharjah) and curated by **Noor Aldabbagh**, Once Upon DESIGN marks an important moment as the heritage of materials and process embraces contemporary design in the Middle East. The **Audi lounge** will present the original prototype of the autonomous car for the first time in the Middle East, as well as host the Audi innovation talk's series. The **Hamdan Bin Mohammed Heritage Center** will exhibit copies of the Dubai news magazine Akbar Dubai from its library collection, showcasing typography, graphics, photography, content and page layouts from the late 70s to the early 80s while the internationally recognized festival, **Welformat DXB** debuts at Dubai Design Week, introducing design enthusiasts to different poster trends in Switzerland and promotes the poster medium in all its facets. The exhibition is a collaboration between Tashkeel, Welformat (a collective of graphic designers from Lucerne), Cairo-based designer Engy Aly and Mobius Design Studio's Design House, with the support of Pro-Helvetia.

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SATELLITE DESIGN EVENTS ACROSS THE CITY

More than 200 events over six days in d3 and across the city

Local retailers, design brands, galleries, universities and institutions will all independently stage events, exhibitions or installations throughout Dubai to invite visitors to discover design by exploring new neighborhoods and reconnecting with the more familiar. Head down to d3 to discover the heart of design with awe-inspiring installations and push the door to open studios within the buildings including **Zaha Hadid Architects** and **Swarovski's Creative Center**. Uncover the lesser-known design hubs of Ras-Al-Khor through **DRAK's** Industry to Luxury exhibition and Nad Al Sheba at **Tashkeel**. Wander through the heart of industrial design at Alserkal Avenue and Al Quoz and shop the best of regional design in

Jumeriah's boutique and concept stores including **O' de Rose's** exhibition Design in Bloom, among others. In the historical neighbourhood of Al Bastakiya, the **Alserkal Cultural Foundation** will host an exhibition and programme highlighting local designers, while south-bound, universities and institutions in media city and Academic City will host a range of talks, workshops and exhibitions, including the **American University of Dubai** and **Herriot Watt University**.

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Notes to Editors.

For the full programme, and more information about Dubai Design Week visit:
www.dubaidesignweek.ae.

Follow Dubai Design Week's social media channels; [Instagram](#), [Facebook](#) and [Twitter](#) or
#DubaiDesignWeek2017

For Downtown Design visit www.downtowndesign.com / @downtowndesign | #DTD2017

For Global Grad Show visit www.globalgradshow / @globalgradshow | #GG2017

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About Dubai Design Week

Dubai Design Week is one of the world's newest and most ambitious international design events, conceived to shine a spotlight on Dubai as a leading design hub, and share the UAE's thriving design scene with the world at large.

Established in 2015, it is owned and managed by the Art Dubai Group and is held under the dedicated patronage of Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, Vice Chairman, Dubai Culture and Arts Authority.



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The third edition of Dubai Design Week takes place 13-18 November 2017, in locations across the city. Staged in association with Dubai Design District (d3), which acts as the hub venue, the six-day event will attract designers, architects, educators, thought-leaders, influencers and significant public audiences, through a varied and comprehensive programme of contemporary design.

By engaging and showcasing design talent in Dubai, from across the region and around the world, Dubai Design Week's activity is carefully balanced to support and stimulate Dubai's design economy and to engage the Design Week's diverse audience. With a substantial marketing & communications campaign aimed at audiences locally and beyond, Dubai Design Week's goal is to engage through inspiration, visitor experiences and networking to celebrate the positive impact and potential of design in Dubai and beyond.

Dubai Design Week 2017 is supported by Meraas, who are responsible for a unique portfolio of urban destinations in Dubai and Audi, the long supporter of Dubai Design Week that will announce the second winner of the Audi Innovation Award as part of Dubai Design Week 2017.

From 2018, Design Days Dubai will be moved from March and held during Dubai Design Week under a new format. The dates will be announced in January 2018.

About Dubai Design District

Dubai Design District, (d3), a member of TECOM Group, is a destination dedicated to design. Created to provide a home to the region's growing number of designers, creatives and artists, d3 has fast become the hub for inspiration and innovation. Located in the heart of Dubai, just minutes away from Dubai Mall the thriving community provides a platform where individuals can unite, collaborate and create.

The Design Quarter at d3 is fully operational with over 400 creative partners and retailers. Visitors can discover an authentic shopping and dining experience with unique lifestyle boutiques, fashion ateliers, art galleries, design workshops and home-grown restaurants. d3 has also become a popular events space, attracting international crowds and artists to cultural exhibitions such as Dubai Design Week, Fashion Forward, Sole DXB and Meet d3.

The Creative Community, is the second phase of Dubai's Design District due to open in 2019. The new space has three sections, a large events plaza, design-led work spaces with an industrial look and urban feel and the region's first design university The Dubai Institute of Design and Innovation (DIDI). Visitors can enjoy a unique experience including design studios, art galleries and public spaces showcasing arts and crafts with unique and innovative retail and dining options. For more information please visit:

<http://www.dubaidesigndistrict.com/>

About Dubai Culture & Arts Authority



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The Dubai Culture & Arts Authority (Dubai Culture) was launched on March 8, 2008 by His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai, in order to drive the growth of the city's artistic and cultural landscape. The Authority has grown to play a major role in the realization of the Dubai Plan 2021, to highlight Dubai as a thriving capital for creative industries and further embed the Emirate's credentials as a city of happy, creative and empowered people.

As part of its mandate, Dubai Culture has several initiatives that are focused on strengthening both the historic and modern cultural fabric of Dubai, including Dubai Art Season - the city's premier umbrella arts initiative which kicks off with Emirates Airline Festival of Literature and encompasses Art Week including Art Dubai, Design Days Dubai, and SIKKA Art Fair- an annual event aimed at promoting Emirati and local artists in the UAE and the wider GCC region, Dubai Festival for Youth Theatre - an annual festival that fosters the art of theatre in the UAE and that is celebrating its 10th anniversary in 2016, and Dubai Next - a dynamic platform that aims to showcase the Emirate's cultural ethos and its vibrant creative scene on the global stage.

The Authority's other key initiatives include Creatopia (www.creatopia.ae) - the nation's first government empowered virtual community that guides and nurtures the creative culture of the nation and provides a platform of information and opportunities that lead to exposure and personal growth.

Dubai Culture also plays a leading role in support of the UAE National Strategy for Reading 2026, in particular by undertaking a major refurbishment of all Dubai Public Libraries branches to transform them into state-of-art cultural and artistic hubs. Across all of its branches, Dubai Public Library also provides children and young adults with a range of educational and entertaining activities that encourage the use of its facilities. The 'Our Summer is Filled with Culture & Arts Programme' is a Dubai Public Library initiative which complements the UAE National Reading Strategy, with its activities open to all age groups, and which revolve around four key themes: happiness, reading, family and the future.

The Authority also manages more than 17 heritage sites across the Emirate, and is a key government stakeholder in the development of the Dubai Historical District. As the custodian Authority of Dubai's museum sector, Dubai Culture officially launched Etihad Museum in December 2016. The museum provides platform to encourage cultural exchange and to connect Emirati youth with their culture and history. As part of the Authority mandate to support Dubai's vision of becoming the focal point of diverse cultural exchange (regionally & globally), the museums will play a catalyst role in preserving Emirati Heritage. For more information on Dubai Culture, visit www.dubaiculture.gov.ae

About Meraas

Meraas is dedicated to making Dubai and the UAE better for people to live, work and play in. We design for a diverse mix of people to stimulate a creative urban culture where the next generation of ideas, businesses and communities can take root. Our investments ensure a better future for

generations to come and stretch across different sectors including food, retail, leisure, hospitality, health and education. Our destinations which include to date – City Walk, The Beach, Boxpark, Last Exit, The Outlet Village, Kite Beach, Bluewaters, La Mer and Al Seef – are open places for communities to socialise, explore, learn, play, create and innovate; and our support for Dubai Design Week stems from our desire to see Dubai fulfil its ambition of becoming the world capital of fashion and design.

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 16 locations in 12 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 2016, the Audi Group delivered to customers about 1.868 million automobiles of the Audi brand, 3,457 sports cars of the Lamborghini brand and 55,451 motorcycles of the Ducati brand. In the 2016 fiscal year, AUDI AG achieved total revenue of €59.3 billion and an operating profit of €3.1 billion. At present, approximately 88,000 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 Sedan and RS 3 Sedan/Sportback, A4 and S4, the A5/S5 Coupe, Sportback and Cabriolet and RS 5 Coupe and Cabriolet, the A6, S6, RS 6 performance, A7, S7, RS 7 & RS 7 performance, A8, A8 L, S8 & S8 plus, the Audi Q2, Q3, RS Q3 performance, Q5 & SQ5, Q7 and the Audi TT Coupe/Roadster, TTS Coupe, TT RS Coupe, the Audi R8 Coupe, R8 Coupe V10 plus as well as the R8 V10 Spyder.