



Dubai Design Week 2017 programme announced:

The Middle East's most important design event set to be most comprehensive and accessible celebration of design and creativity ever staged in the region.

13-18 November 2017

Held under the patronage of Her Highness Sheikha 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, the third edition of Dubai Design Week is set to establish a new benchmark for the city's reputation as a vibrant and diverse platform for design and creativity.

The 2017 Dubai Design Week (DXBDW) will see over 200 activities staged in locations across the city. The free-to-attend six-day event will attract designers, architects, thought-leaders and creatives drawn to Dubai Design Week through a high-calibre design programme including:

- The fifth edition of Downtown Design, the Middle East's leading, high quality design trade show featuring 150 contemporary design brands from 25 countries, doubling its size.
- Global Grad Show, with twice the number of universities taking part; 200 of the brightest ideas brought to Dubai from 90 universities across 40 countries
- Abwab, returning with an impressive pavilion designed by Fahed + Architects using recovered bedsprings to create a showcase structure for 45 products by designers from across the region
- A programme of over 90 events taking place at d3, the hub of Dubai Design Week
- Original content staged by over 80 businesses, designers and organisations across the city including venues such as Etihad Museum, DIFC and Hamdan Bin Mohammad Heritage Centre
- Talks programme led by Sir David Adjaye, one of the world's most influential architects, Mauro Porcini, PepsiCo Chief Design Officer, and Elmar Mock, co-inventor of the Swatch Watch

The programme, now live at www.dubaidesignweek.ae/2017-events-programme/, is a vivid expression of the varied and talented design community established in and drawn to the region's

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design capital. Dubai Design Week invites the public to explore the full roster of events taking place, opening up opportunities for thousands to learn, be inspired, network, do business and celebrate the positive impact and potential of design.

Dubai Design Week's Head of Design, **William Knight**, says, "The programme we're proud to launch today is testament to the talent and commitment that exists within Dubai and interest that has been generated globally through previous editions of Dubai Design Week. The team has been thrilled to work with an incredible range of designers, companies and sponsors to stage an event that is bursting with possibilities for visitors from near and far."

Mohammad Saeed Al Shehhi, Chief Operating Officer, d3 comments "*This year's Dubai Design Week programme truly reflects the talent that is located across the region and within d3, with 50 Business Partners staging events. Visitors can enjoy an incredible programme throughout the event with workshops, installations and The Global Grad Show which showcases the works of young designers. Each year, this event is growing in size and reach and it will continue to be an anchor platform for the design community.*"

Dubai Design Week 2017 is supported by Meraas, who are responsible for a unique portfolio of urban destinations, such as City Walk, The Beach, Boxpark, Last Exit, The Outlet Village, Kite Beach, Bluewaters, La Mer and Al Seef, that are designed to make Dubai and the UAE better for people to live, work and visit; and Audi, the long-time supporter of Dubai Design Week, which will this year launch the second Audi Innovation Award - a competition for design research and the highlighting of innovative ideas.

The Dubai Design Week 2017 programme highlights includes key projects:

Downtown Design is the commercial heart of Dubai Design Week and the region's leading design trade show held at the new d3 waterfront event space. In 2016, the show attracted 12,500 visitors; over 80% of whom were trade professionals. Doubling in size this year with over 150 exhibitors from across 25 countries, the 2017 edition of Downtown Design features 70 new high-end international and regional brands and debuts eight emerging design brands from the UAE region. The series of live events at Downtown Design will feature an opening keynote from London-based avant-garde design duo Fredrikson Stallard and include key speakers such as Abbie Chung, Senior Associate at international architecture studio 5+ Design, along with several design and panel discussions featuring George Fleck, Vice-President and Global Brand Management & Marketing-Le Méridien, Renaissance & Westin, Tom Arnel, Managing Director at hospitality specialist Bull & Roo and Delhi based architects Manit and Sonali Rastogi of Morphogenesis.

Global Grad Show, the “Oscars” of graduate design and technology, is the world’s largest and most diverse meeting of design and innovation graduates. 200 projects showcasing the best in progressive thinking on the future of design, science and innovation will be exhibited from 90 of the world’s elite universities. Those involved include world-renowned names such as The Royal College of Art, London; Stanford University, California and RMIT Melbourne, alongside schools from emerging design centres such as Pearl Academy, New Delhi and Makerere University, Kampala. In addition, there will be daily talks programme held at its location at the d3 Waterfront.

Exhibitions at d3:

Abwab, Dubai Design Week’s exhibition of regional design talent selected by a high-profile international editorial board including Joy Mardini, Max Fraser and Sheikha Lateefa bin Rashid, will be situated at the heart of d3. Living up to its name - Abwab translates as doors - this year’s exhibition will host 45 designs from 15 countries selected through a process requiring creatives to nominate another designer upon submission; coined as a ‘design dominos’. The innovative structure, designed by Dubai-based **Fahed + Architects** using repurposed bed springs sourced from waste management company Bee’ah, will encapsulate Abwab’s emerging, regional designs.

Iconic City. An annual spotlight on a regional city, this year’s exhibition ‘Loading... Casa’ has been curated by **Salma Lahlou**, who has commissioned new works from a sound artist, graphic designer, photographer and interior architect to portray the city she lives and breathes: Casablanca. The exhibition will provide an insight into the design culture and atmosphere of one the region’s key hubs for creative industries and manufacturing.

GraphicsRCA: 50 Years and Beyond. Exploring the beginnings and possible future direction of graphic design from the world’s leading post-graduate design school, the show is an insight into some of the best graphic design concepts created over the last half-century. The exhibition features original, rarely seen works from the RCA archive, including designs made at the College by RCA alumni who have gone on to become industry leaders and innovators.

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.

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Commissioned installations at d3:

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 Zucotti** will bring an intriguing showcase based on her popular book 'Everything We Touch'; **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 works by **Brandinc**, **SUPERFUTUREDESIGN***, **Aljoud Lootah** and **Gafla Jewellery** in collaboration with **Abdalla AlMulla** will give visitors an opportunity to explore design interpretations inspired by Middle Eastern craft.

d3 will host a series of indoor pop-ups:

Features of Dubai Design Week's pop-up programme of activities for all ages include the **Super Design Market**, featuring a carefully selected range of design brands for visitors to purchase high-quality design products, and award-winning watchmaker, **RADO** who will invite visitors to discover the latest collections with their "Portraits of Design" exhibition. The line-up will also emphasise design-led activities for weekend visitors at d3, welcoming all ages to the popular **Ripe Market** bringing weekend atmosphere to d3 with carefully selected hand-made products, and **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. Alongside this there will be opportunities for everyone to get involved at the **Makers Space** hosted by **Al Jalila Cultural Centre for Children**, **Maska**, **Urban Sketchers** and **The JamJar**, among others.

Live events, talks and seminars:

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** will host the Innovation Lounge, with a string of talks on innovation. Daily workshops, staged in association with newly launched d3 co-working space **Re:Urban Studio**, will host a diverse range of activities for design practitioners and the design curious alike.

Awards:

Other highlights include the announcement of the winner of the second **Audi Innovation Award**, the launch of the next **Urban Commissions** competition supported by d3 and Dubai Culture.

Around the City:

The widest possible array of partners and contributors to Dubai Design Week are involved in this year's programme, with design and creativity represented in venues across the city. Highlights for 2017 will include activities being staged at the **Etihad Museum** for the first time as part of Dubai Design Week, a return from DRAK – Design Ras Al Khor with a focus on Luxury. **Alserkal Avenue** and **Al Quoz** will also host extensive programmes.

Visit www.dubaidesignweek.ae for the full Dubai Design Week 2017 programme.

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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.com / @globalgradshow | #GGGS2017

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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.

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

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.

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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

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.

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