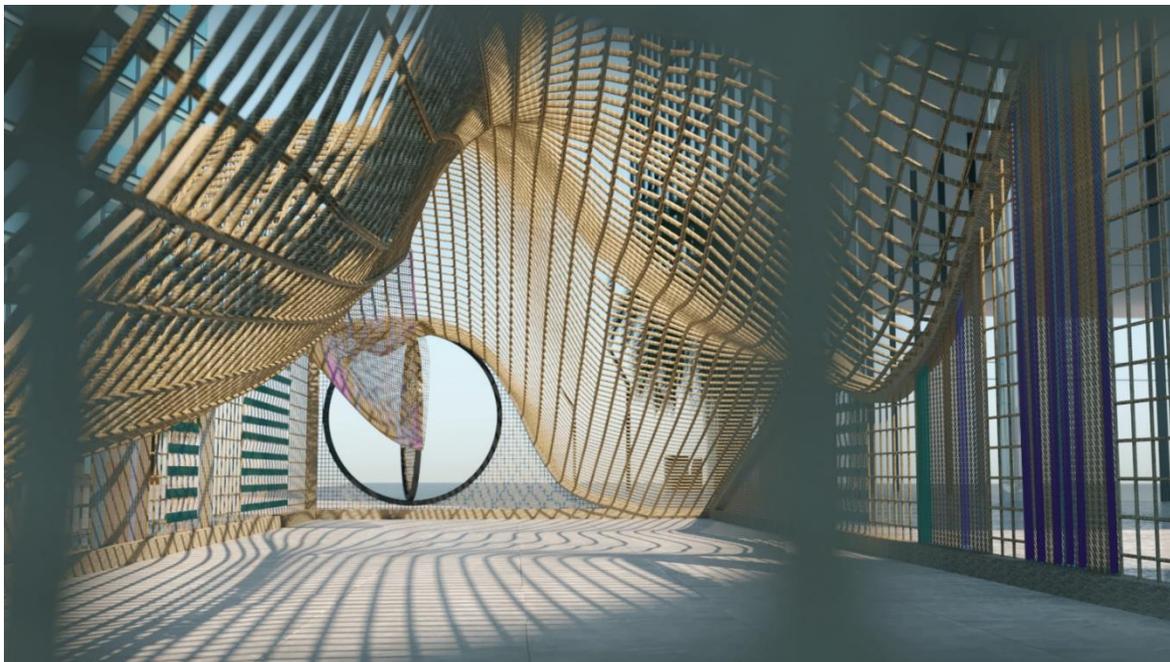




**DUBAI DESIGN WEEK TO HIGHLIGHT THE BEST OF MIDDLE EASTERN DESIGN THIS YEAR
11-16 NOVEMBER 2019**



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

- The fifth edition of the largest creative festival in the Middle East will be celebrated with a varied programme of over 200 events, highlighting the design identity of the UAE and wider region
- Abwab will host designers from Lebanon, the Eastern Provinces of Saudi Arabia (supported by Ithra), and India
- Downtown Design will present top international brands with strong presences in the Middle East, while the fair's dedicated showcase for high-quality and original design; Downtown Editions, will present a focus on regional talent
- Guest Curator Ghassan Salameh to spotlight regional design with two new exhibitions; educational "MADAR" and product-focused "INSIGHT/ONSITE"
- Coinciding with Dubai Design Week, November 2019 brings the inaugural edition of the Sharjah Architecture Triennial, the first platform of its kind for architecture and urbanism in the region

Staged in partnership with Dubai Design District (d3) and supported by Dubai Culture and Arts Authority (DCAA) and Audi Middle East, the fifth edition of Dubai Design Week will spotlight the design identity of the UAE through diverse representations of local and international creative efforts.

With its hub in d3, Dubai Design Week has been a key player in cementing the city as a destination for design professionals and enthusiasts. Presenting a focus on regional designers in its ambitious and extensive programme of events this year, Dubai Design Week 2019 will continue to encompass a range of disciplines including architecture, product design, interiors and multimedia and will offer more opportunities than ever for visitors to directly engage with regional talent, creating a dialogue that affirms Dubai's status as the region's creative capital.

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2019 Programme - regional highlights in Dubai Design District (d3)

Downtown Design

At the heart of Dubai Design Week is Downtown Design (12-15 November), the leading fair for high-quality and original design in the Middle East. After its successful launch last year, Downtown Editions, the fair's dedicated section for limited edition and bespoke design will continue to present the next generation of regional talent. Exhibiting designers will include Kuwaiti **Meshary AlNassar**, who will show a collection of sculptural marble lights inspired by his family home, UAE- based **Tashkeel**, who will unveil the 2019 cohort of Tanween designers and Sharjah-based **Irthi Contemporary Crafts Council** who will present pieces of traditional and modern crafts from across the UAE. **Aljoud Lootah** will also present a numbered, limited-edition collection of objects inspired by the Emirati wooden dowry chest, the Mandoos, while the region's equestrian culture will be represented in a collection by Emirati designer **Hajar Abdallah**, who makes her designer debut.

"MADAR" and "INSIGHT/ONSITE" by Ghassan Salameh

Sitting in Downtown Editions, designer **Ghassan Salameh** will curate two exhibitions which focus on regional design. "**MADAR**", an initiative supported by d3, will be an educational exhibition that will shed light on the current emerging movements and initiatives in the design market of the region today. The curated exhibition will feature works by regional designers and design experts based in the Middle-East, offering insights on the different components and stakeholders that constitute the ecosystem behind the design industry as well as highlight the various stages of a starting a design business.

Salameh will also curate a product-focused exhibition titled "**INSIGHT/ONSITE**", which will showcase the latest productions and innovations of emergent and independent local and regional designers, in a standardized equal space format. Here, new designers will be able to get real-time feedback on the viability of their concepts.

Abwab

Translated as 'doors' in Arabic, Abwab is an architectural installation that offers a platform for design talent from across the Middle East. In its fifth edition the designers selected from India, the Eastern Provinces of Saudi Arabia, and Lebanon will be challenged to recreate the local classrooms of their cultures through the "ways of learning" theme.

"Qissa Ghar" meaning 'Home of Stories' by Mumbai-based **Busride Design Studio**, will retell creation myths from cultures across India: seven contemporary artists have been invited to interpret these fantastic stories onto Khadi - hand spun natural fiber cloth originating from India.

"WAL(L)TZ" by Lebanese-Polish sisters **Tessa Sakhi** and **Tara Sakhi**, of multidisciplinary Beirut based architecture and design studio **T SAKHI Architects**, will respond to this year's theme with an interactive wall portraying the socio-political barriers in society through a psychological and physiological journey for its visitors.

The Eastern Provinces of Saudi Arabia, supported by **Ithra**, is represented in a research-led project that works to safeguard the craft native to the land; palm frond weaving. **Shahad Alazzaz** founder of **Azaz Architects** collaborates with local craftspeople to develop innovative textiles and experiment with their application, each textile being an interpretation of a process and story, interlocked as a symbolic representation of community.

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UMBRA by Finsa and Tinkah

Spanish wood solutions manufacturer Finsa have commissioned Dubai-based multidisciplinary design studio Tinkah to create a gateway to Dubai Design District (d3). “UMBRA” will be inspired by the Mashrabiya patterns of the Middle East with Emirati-specific perforations.

Mashrabiya, an element of traditional Middle Eastern architecture, was historically used as a window or spatial partition with its geometric perforations enabling occupants to observe activity without themselves being visible, and simultaneously prevent the sun from overheating homes, limiting the light allowed in while still inviting a breeze. The reimaged partitions of UMBRA using Finsa materials will be produced to allow visitors interact with the structure and objects, the sun will paint shadow patterns across the surfaces within it.

Barjeel by MAS architecture

MAS Architecture Studio will be producing a six-metre tall installation titled “Barjeel”, inspired by the traditional wind towers of the UAE, composed from layers of reclaimed cardboard and strip lighting in an exercise to build from reused materials.

Historically, the wind towers were a common architectural element of small houses and villas in the region, performing as non-electrical air-conditioners. Their function was to catch and direct cooler breeze into the house below it, circulating the hotter air to the top of the structure. Barjeel will harness passive ventilation to create the same effect, resulting in a place of rest for visitors.

Green Nexus by MAS Paints in partnership with UAE Modern

With the aim of bringing visitors together to exchange knowledge on nature-based solutions for the next generation to thrive, MAS Paints in partnership with UAE Modern will present a site-specific installation to Dubai Design District (d3). A landscaped podium will tell the stories of best practices in water security, water pollution, food security and health. This will be shaded by trees, acting as a connector between living things, blending technology and natural elements.

Audi Innovation Hub by Abdalla Almulla

The 2019 Audi Innovation Hub will be designed by Emirati designer and architect Abdulla AlMulla, founder of ‘MULA’ design studio. Almulla’s methodology is driven by creative energy, and taking inspiration from technological advances. The pavilion will consist of a sweeping steel structure, combined with gradient mesh which creates shade, inspired by the technology of Audi’s “e-tron”, as well as Almulla’s use of patterns and geometry in setting design guidelines.

“Kabul Old City – A Visual Journey”, by Turquoise Mountain

An independent organisation working to protect community at risk primarily in Afghanistan and with a focus on historic buildings and heritage crafts, Turquoise Mountain, will present a multimedia pop-up exhibition titled “Kabul Old City – A Visual Journey” in collaboration with ICONEM, using virtual reality technology to digitize endangered cultural heritage sites in 3D.



Art Jameel Shop

With hand-picked products especially for Dubai Design Week, the Art Jameel Shop will be situated in Building 4, next to Global Grad Show, and will be the home for items related to contemporary art, design, architecture, and culture – from the UAE to the world. Products from established and award-winning brands will sit alongside items commissioned especially for Design Week from regional designers and up-and-coming artisans.

Sharjah Architecture Triennial

Coinciding with Dubai Design Week 2019, the inaugural edition of Sharjah Architecture Triennial will be staged from 9 November 2019, reinforcing November as the annual meeting point for design in the region. The Sharjah Architecture Triennial aims to serve as a platform for architecture and urbanism in the region, while advancing the contemporary practice and preservation of the region's rich modern heritage.

Notes to editors

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

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About Dubai Design Week

Dubai Design Week is the region's largest creative festival, reflecting Dubai's position as the design capital of the Middle East. The free-to-attend programme is made up of more than 200 events covering design across a range of disciplines including architecture, product design, interiors, multimedia and graphic design.

An accessible meeting point for the global design community, Dubai Design Week, staged in partnership with Dubai Design District (d3), is a platform for regional design as well as a catalyst for the growth of the creative scene in Dubai. In its 2018 edition, the annual event attracted 75,000 visitors to Dubai Design District (d3) alone.

The festival's varied programme consists of design-related events, exhibitions, installations, competitions, talks and workshops. Key events include the region's leading design fair, Downtown Design; Global Grad Show that brings together works from 100 of the most innovative universities across the world; and Abwab, the curated and interactive project containing original design from the Middle East, North Africa and South Asia.

Dubai Design Week is managed by the Art Dubai Group and is held under the dedicated patronage of Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, Chairperson, Dubai Culture and Arts Authority (DCAA).

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About Dubai Design District

Dubai Design District (d3), a member of TECOM Group, is a destination dedicated to design that reinforces Dubai's status as a UNESCO Creative City of Design. Established to provide a platform for the region's growing number of designers, creative professionals and artists to unite, create and inspire, d3 has fast become a hub for inspiration and innovation. Located in the heart of Dubai, the thriving neighbourhood is home to emerging designers as well as international brands.

With over 500 creative partners, including architects, interior designers, photography studios, product and fashion designers, d3 also has more than 45 retail stores and eateries. The Design Quarter at d3 offers visitors the opportunity to discover a variety of design showrooms and art galleries, indulge in authentic dining experiences, and shop at homegrown lifestyle boutiques, fashion ateliers, and international design showrooms.

d3 is also a popular events space that attracts international artists and audiences to cultural exhibitions and gatherings such as Dubai Design Week, Fashion Forward and Sole DXB. In addition, the destination regularly hosts a roster of industry talks, workshops and educational programming, accessible to people of all ages.

For more information, please visit www.dubaidesigndistrict.com

About Dubai Culture & Arts Authority

On 8th March 2008, His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai, launched Dubai Culture & Arts Authority (Dubai Culture). The mandate of the Authority is to serve as a dedicated entity for culture, arts, heritage, and literature in the Emirate of Dubai, and to drive the growth of the city's artistic and cultural landscape.

Dubai Culture focuses on establishing Dubai as a regional and global centre for creativity, and also seeks to enhance the city's cultural identity in order to drive the creative economy. The Authority strives to enhance the quality of life for Dubai residents to help achieve a key pillar of the Dubai Plan 2021 objectives, which is to create a city of happy, creative, and empowered people. In May 2016, Dubai Culture was recognised as the first Happiness Partner to execute the Happiness Agenda in partnership with Smart Dubai. Under this, Dubai Culture will support Smart Dubai to lead a cultural shift in the city, through programmes and projects aimed at building awareness, and influencing individuals, businesses, and city leadership to prioritise happiness.

Under the leadership of Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, Chairman of Dubai Culture, the Authority has played an integral role in reinforcing Dubai's position as a vibrant global centre for creativity, and in enhancing the city's cultural identity.

As part of its mandate to strengthen the city's creative fabric by supporting the main disciplines of art – visual arts, performing arts, film, music, and literature, Dubai Culture drives and supports many initiatives in the Emirate's cultural calendar including Dubai Art Season and SIKKA Art Fair.

Dubai Culture not only recognises talent, but also honours patrons that stand behind the growth of the landscape through awards like **Sheikh Mohammed bin Rashid Al Maktoum Patrons of the Arts Awards**. Additionally, aligning its focus towards literature, the Authority plays a leading role in supporting the UAE National Strategy for Reading 2026, which was launched in 2016 by His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President

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and Prime Minister and Ruler of Dubai. Dubai Culture also manages eight Dubai Public Library branches and a strategic initiative was launched in early 2016 to renew all the public libraries, which are prominent centres for promoting culture and knowledge.

For more information, please visit www.dubaiculture.gov.ae

About The Audi Group

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 18 locations in 13 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 2018, the Audi Group delivered to customers about 1.812 million automobiles of the Audi brand, 5,750 sports cars of the Lamborghini brand and 53,004 motorcycles of the Ducati brand. In the 2018 fiscal year, AUDI AG achieved total revenue of €59.2 billion and an operating profit before special items of €4.7 billion. At present, approximately 90,000 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, A4 and S4, the A5/S5 Coupe Sportback and Cabriolet and RS 5 Coupe and Sportback, the A6, A7, A8, A8 L, the Audi Q3, Q5 & SQ5, Q7 and Q8, the Audi R8 Coupe, R8 Coupe V10 plus as well as the R8 V10 Spyder.

For more information, please visit www.audi-me.com

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