

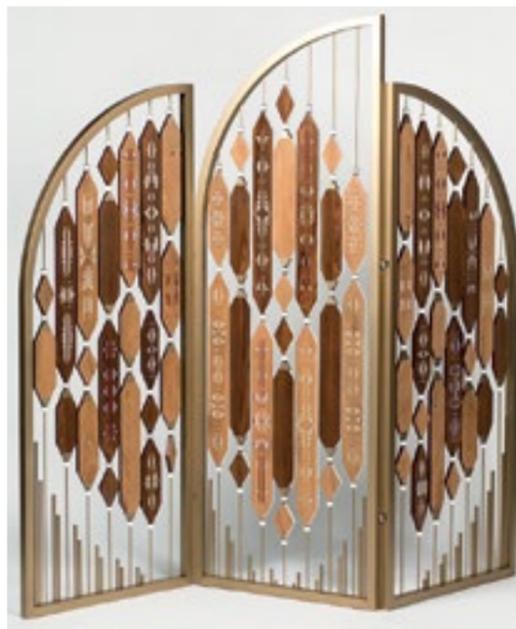


**DUBAI DESIGN WEEK CLOSES ITS FIFTH EDITION WITH RECORD ATTENDANCE
THE REGION'S LARGEST CREATIVE FESTIVAL WELCOMED OVER 90,000 VISITORS**

Dubai Design Week (11-16 November 2019) is held under the patronage of Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, Chairperson of Dubai Culture & Arts Authority. With its main hub in d3, the business community dedicated to the art and design industries, Dubai Design Week has been a key player in cementing the city as a destination for design professionals and enthusiasts.

Staged in strategic partnership with Dubai Design District (d3), with the support of Dubai Culture & Arts Authority (DCAA) alongside Audi and A.R.M. Holding, the region's largest creative festival welcomed over 90,000 visitors to d3 with an extensive programme of 200 activities including talks, workshops large-scale site-specific installations, exhibitions and trade fairs. Reflecting the city's position as the regional hub for design and creativity, over 560 designers from across the world took part in the festival that over its five years has become established as a key event in the global design calendar. Benedict Floyd, CEO of Art Dubai Group, which owns and manages the event, said: "By bringing together designers from across the world and facilitating the immense wealth of creative talent in the region in commercial and non-commercial activities, Dubai Design Week has grown exponentially in terms of programming, audience and the number of participants. This year's edition reiterates the vast potential for growth in Dubai's creative industries, and we are sincerely grateful to our partners, sponsors, participants and over 150 volunteers for making this all possible". This year's programme focuses on regional designers, offering more opportunities than ever for visitors to directly engage with them, and creating a dialogue that affirms Dubai's position as the region's creative capital. Khadija Al Bastaki, Executive Director of d3 said: "As strategic partner of Dubai Design Week, we are thrilled with how well-received this edition has been. This year was truly the best ever - with a significant increase in footfall, d3's partnership with Dubai Design Week ensures that Dubai is firmly placed at the centre of the creative and innovation-based industries and we look forward to seeing this continue. From the Global Grad Show, which provided a platform for the exceptional talent of 150 projects by international students, to Downtown Design showcasing the work of hundreds of exhibitors, the festival hosted a very high calibre of design installations, activations, talks and workshops bringing some of the best design-related content to Dubai."

Rawan Kashkoush, Creative Director of Dubai Design Week, said: "One of the strongest aspects of the festival this year is the collaborative spirit with which our partners, brands and studios have come together to develop concepts and share knowledge, speaking volumes of the way to approach the next phase of living on our planet. Dubai Design Week has acted as an invitation to expand our attitude towards sharing and there is no better place to do it than at the world's most diverse intersection."



Reflecting Dubai Design Week's objectives of establishing Dubai as a global hub for social impact design and being a platform to support and promote regional and UAE based designers, three awards were announced during the week:

Global Grad Show ICD Progress Prize Winner

The winning project of Global Grad Show's ICD Progress Prize was announced as Poleno, a silent drone that helps to rebuild damaged ecosystems by stimulating pollination. Designed by Laura Cragolini and Juan Jose Martinez Guerrero from Instituto Europeo di Design, Madrid, Poleno is a traveling device that mimics the purpose of a flower, attracting insects through its bright colours and built-in light. It was awarded 10,000\$.

Audi Innovation Awards 2019

Audi Middle East announced Pincher by Twelve Degrees as the winner of the fourth Audi Innovation Award, responding to this year's theme of 'simplification'. Selected from over 2,500 submissions from across the Middle East, the winning project is a physical interpretation of the phrase 'a pinch of salt'. Sahar Madanat from Twelve Degrees received 25,000\$ in consultancy to develop her project which was showcased together with the two runners up within the Audi Innovation Hub in d3.

Rado Star Prize UAE

Swiss watch maker Rado brought the Rado Star prize to the UAE offering UAE-based design talent an opportunity to launch their career on the international stage. This year, Rado announced Aya Charife as the winner of the Rado Star Prize with her project Takyeeef. Aya Charife received AED 20,000 in prize money and a Rado watch.

At the heart of Dubai Design Week is **Downtown Design (12-15 November 2019)** the leading fair for high-quality and original design in the Middle East. With increased participation from international brands, including Arper, Pedrali, Preciosa, Skram and Swarovski, this year's edition was the most varied yet. Country pavilions have also expanded to include France and Spain spotlighting their manufacturing strengths. Downtown Editions is the fair's dedicated section for limited-edition and bespoke design with a spotlight on regional talent. Exhibiting designers included Kuwaiti Meshary Al Nassar, with a new collection of sculptural marble lights, Sharjah-based Irthi Contemporary Crafts Council who presented pieces of traditional and modern crafts, and UAE-based Tashkeel who unveiled the outcome of their 2019 Tanween Design Programme featuring designers: Abdalla Al Mulla, Lana El Samman and Yara Habib. Aljoud Lootah presented a limited-edition collection of objects inspired by the Emirati wooden dowry chest, while Fernando Mastrangelo launched a collection of mirrors inspired by the geographic features of Dubai.

Madar

An initiative supported by d3 and curated by Dubai Design Week Guest Curator, Ghassan Salameh, Madar is an educational exhibition that sheds light on the current emerging movements and initiatives in the design market of the region today situated within Downtown Editions. The curated exhibition presented work 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 the various stages of starting a design business. Taking a closer look at regional design activity through a diversity of design-related projects showcased in a non-hierarchical display aiming for an inclusive, the exhibition featured a diverse representation from Amman, Cairo, Beirut, Kuwait, Bethlehem, Sharjah and Dubai.

Ghassan Salameh, Guest Curator of Dubai Design Week, said: "The Middle East is home for an incredibly young population that thrives on change, using it as fuel for creative aspirations. Translating to 'Orbit' in English, Madar is a metaphor, showing that ideas are moving around, never remain still and are always evolving."



The Forum at Downtown Design

In a series of talks and workshops, designed to support design professionals and enthusiasts, 'The Forum' offered creative, commercial and strategic industry insights by global and regional design experts. Themes ranged from how to build a business in design, to managing clients in design firms and design marketing. Highlights included the award-winning Paris-based architect Lina Ghotmeh and India's leading architect and curator Ashiesh Shah, multi-faceted interior designer Greg Natale, who presented a masterclass in achieving a successful design business, Denise Neri, who leads the architectural and conceptual design of Aesop stores worldwide, Allesandro Minotti of the leading Italian furniture makers Minotti and Dara Huang, founder of multi-disciplinary studio Design Haus Liberty. Marcus Fairs, founder and editor-in-chief of Dezeen lead a panel discussion exploring the design community's role as an agent of positive change.

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 (supported by Ithra) and Lebanon were challenged to recreate the local classrooms of their cultures through one common theme: 'ways of learning'. The projects included: 'Qissa Ghar' meaning 'Home of Stories' presented by The Busride Studio which retells creation myths from across India brought to life on Khadi lanterns. 'WALL(T)Z' by Polish-Lebanese sisters Tessa & Tara Sakhi, known as T SAKHI Architects, presented a journey depicting real and imagined walls. The Eastern Provinces of Saudi Arabia presented 'Sa'af' by Shahad Alazaz, founder of Azaz Architects, in collaboration with local craftspeople, the work investigates palm fronds woven textiles banded together as a symbolic representation of community.

Installations

With a focus on design talent from the region, a series of site-specific installations were situated within the Design Quarter of d3, including: 'Umbra', an immersive gateway to Dubai Design Week at d3, is a collaboration between Finsa and Emirati design studio Tinkah, inviting visitors to explore the interplay of shadow and light inspired by the Mashrabiya. MAS Architecture Studio have produced 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. 'The Maze' by Nyxo Visionary Design consists of an interface composed of modular panels. The dynamic installation explores interactive surfaces with a sculptural quality creating a seamless and unique pattern every time the visitor reconfigures the rotation. The Audi Innovation Hub this year was an immersive structure designed by Emirati designer and architect Abdulla Almulla, founder of design studio MULA. Other highlights included a calligraphic study of the word 'friends' by Austrian furniture makers Bene in collaboration with designer Ibraheem Khamayseh, the installation 'Green Nexus' by MAS Paints and UAE Modern which features technology and natural elements.

Talks + Workshops

An essential part of Dubai Design Week is the opportunity to experience design through a variety of hands-on workshops and in-depth design talks and panel discussions, throughout the week. This year's highlights included: conferences, panels and talks on the DXBDW Main Stage held by over 50 thought leaders ranging from international practitioners to regional influencers, including leading figures from Expo 2020 Dubai, the UAE National Pavilion at Venice and ibda design. ■