

DUBAI DESIGN WEEK 2020 IS NOW OPEN

Dubai Design Week is held under the patronage of Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum

- Marking the region's first major cultural event to return in physical form since the beginning of the pandemic, the sixth edition of **Dubai Design Week** presents a diverse programme of 150+ events and activities in d3 and across the city
- The inaugural **MENA Grad Show** showcases 50 of the most exciting social impact innovation projects set to transform our lives, from some of the brightest minds in the region
- Alongside the multi-media exhibition '**The Shape of Things to Come**', presenting progressive design concepts from the Middle East, **Downtown Design** presents 150 international and regional design brands in a new digital fair
- The first edition of the **d3 Architecture Festival** features 40 regional projects of RIBA-chartered architectural practices
- The **UAE Designer Exhibition** spotlights innovative works of 20 emerging creatives based in the UAE
- The weekend at Dubai Design Week will see the launch of a large-scale outdoor retail initiative, bringing together the best of Dubai's artisans, creatives and entrepreneurs at **The Dubai Design Week Marketplace** in d3, 13-14 November
- Featuring pillars symbolic for each of the seven Emirates in a singular landmark pavilion, the **Abwab 2020** commission was awarded to Iraqi designer **Hozan Zangana** for the 'Fata Morgana' proposal
- Staged throughout the open-air, pedestrian setting of Dubai Design District (d3), 25 outdoor installations display designers' responses to the challenges arising from the requirement of physical distancing

Held under the patronage of Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, Chairperson of Dubai Culture & Arts Authority and member of Dubai Council, staged in strategic partnership with Dubai Design District (d3) alongside Dubai Culture and supported by A.R.M. Holding, Dubai Design Week 2020 will mark the first major cultural event in the region since the beginning of the pandemic.

The 2020 programme of 150+ events and activities includes free-to-attend exhibitions, pop-ups, talks and workshops, installations, unique retail experiences and activities for visitors of all ages. With a focus on redefining and reimagining the way we will live in a COVID-impacted world, the festival will incorporate all safety measures within the open-air setting of Dubai Design District (d3), as well as launch new online initiatives.

HE Hala Badri, Director General of Dubai Culture said: "Dubai Design Week is a pioneering event on the emirate's agenda and plays a pivotal role in expanding design and innovation horizons locally, regionally and globally. At Dubai Culture, we recognise the positive impact of cooperation and we welcome local and international partnerships that would provide opportunities to empower creative industries and talents. Through our support of Dubai Design Week, we are keen to allocate resources to also support talents, innovators and entrepreneurs. Our support of the event and its initiatives aligns with our duties towards the cultural and creative sectors as well as with the sectoral pillar of our updated strategic roadmap."

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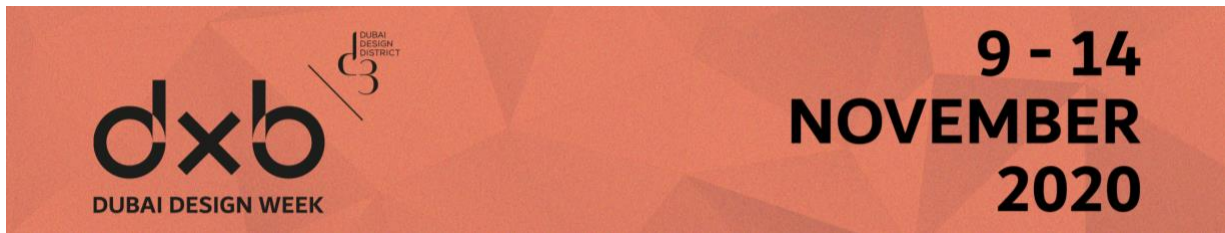
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Khadija Al Bastaki, Executive Director of Dubai Design District (d3), says: “These extraordinary times have been a test for us all, but what they’ve also done is reinforce our support for the creative industries and Dubai Design Week plays a critical role in that. As the festival’s strategic partner and host, visitors can expect a safe environment when they return to our community for the six-day event, with an impressive programme of installations, urban interventions, exhibitions, pop-ups and talks. Design and creativity matter now more than ever and Dubai Design Week is an opportunity for us to come together around shared values, promote local and international talent and celebrate achievements, as we navigate the region’s next chapter of growth and innovation.”

Programme Highlights

Mindful of the challenges facing the creative community and the design industries, Dubai Design Week has returned with a revised programme this year, offering centre stage to cultural and region-focused showcases shedding light on the local creative scene and on the role of the creative industries in addressing the way we will live in the near and far future.

With both virtual and onsite activations, **Downtown Design** evolves its programme, structured to help the design industry reconnect and be inspired. Showcasing exploratory architectural and interior design concepts by 25+ studios from the UAE, KSA, Kuwait and Lebanon, the multi-media exhibition ‘**The Shape of Things to Come**’ offers a window into how we will live, work and play in a post-pandemic world, spotlighting the diversity of design talent in the Middle East.

Featuring 150+ leading international and regional brands, the new **Downtown Design Digital Fair** showcases latest collections from Sancal, Pedrali, Lasvit, Dedon, Arper, Normann Copenhagen and others, whilst regional studios including Saccal Design House, Kawn, Kutleh and Rejo offer a glimpse into the Middle East’s thriving contemporary design scene. The fair’s virtual talks programme featuring a diverse group of industry leaders, including architect and designer Abdalla Almulla (UAE), acclaimed designer Sabine Marcelis (The Netherlands), HEND Matrouk from Studio Toggle (Kuwait), product designer Richard Yasmine (Lebanon) and journalist and author Max Fraser (UK), exploring the emerging design values as a result of the pandemic throughout the week.

The **Dubai Design Week Marketplace** will take place during the weekend of 13-14 November bringing together 70+ of the best of Dubai’s artisans, creatives and entrepreneurs in a new outdoor retail initiative. Supported by Dubai Culture who have offered grants to 15 entrepreneurs to help take part, the Marketplace will showcase the many talented and creative individuals running businesses in Dubai and offer visitors to purchase quality, original and predominantly locally made products.

The inaugural **MENA Grad Show** showcases 50 of the most exciting social impact innovation projects that can help improve and transform lives. The exhibition allows visitors to meet the graduates digitally and learn about the aspirations behind their work, through a series of interactive films, and also understand how students in different disciplines, from architecture to chemistry and electrical engineering, approach complex social and environmental problems.

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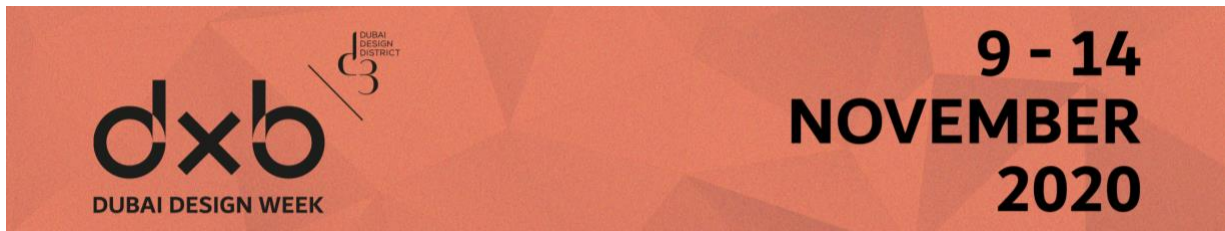
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An annually re-modelled platform bridging emerging creative talent from the neighbouring countries of the Middle East, North Africa and South Asia, Abwab this year consists of a singular landmark pavilion; the commissioned proposal 'Fata Morgana' Iraqi designer **Hozan Zangana** in collaboration with **Generous Studio** and **Woodcast Designs** focuses on the framework of a modern-day city through an open-plan arrangement of components arranged around a central origin point, featuring pillars symbolic for each of the seven Emirates and incorporating natural social distancing for visitors to have a safe experience.

With the aim to support the local design community currently undergoing the repercussions of the ongoing pandemic, a new showcase titled **UAE Designer Exhibition** spotlights innovative works of 20 locally based creatives, a capsule exhibit of solo work and inter-disciplinary collaborations, the **d3 Edit** will reflect the diversity of the Dubai Design District (d3) creative community members and the inaugural **d3 Architecture Festival 2020**, in partnership with **RIBA Gulf**, features regional projects of 40 RIBA-chartered architectural practices.

Tashkeel unveil the limited-edition pieces inspired by, designed and manufactured in the UAE by the participants of their 2020 **Tanween** design programme; **Nada Abu Shakra**, **Lina Ghalib** and **Neda Salmanpur**, alongside the 'Fashcultivate' exhibition presented by **1971 Design Space** and curated by **Khulood Thani** and **Fatma Al Mahmoud**, celebrating the date palms as an integral part of the region's cultural and historical identity through 7 commissioned textile pieces by Gulf-based designers, and Dubai-based **Hamzat Wasl Studio's** exhibition 'Mn Laila' uses mixed media to invite visitors on a heritage-inspired journey.

Showcases staged by international initiatives shed light on their respective creative communities' responses to the multifaceted issues caused by the global pandemic; With innovation in focus, the **Embassy of Switzerland to the UAE and Bahrain** present a series of diverse activities in a curated exhibition, the **Kingdom of the Netherlands in the UAE** offer an experiential dining concept in a series of greenhouses placed in the heart of d3 and with a focus on the importance of water, energy whilst **l'Institut Francais** have joined with **Cité du Design Saint-Etienne** in a conceptual showcase with a focus on space exploration and design.

Staged throughout the open-air, pedestrian setting of Dubai Design District (d3), 25 outdoor installations and urban interventions are responding to the Dubai Design Week 2020 theme of the creative community's role in addressing the new challenges arising from the requirement of physical distancing. Cross-disciplinary projects include; Emirati designers **Khalid Shafar**, **Aljoud Lootah** and **Hamad Khoory** unveil their convertible seating solutions designed for the UAE's continuously adapting urban environments, commissioned by the **American Hardwood Export Council**; Kuwait-based **Studio Meshary AlNassar** has worked with **Cosentino** to present a contemporary take on the ancient Persian paradise garden as an antidote for enclosed spaces and Dubai-based architect **Jumanah Rizk** has joined forces with **Delta Light**, conceptualising an abstract seating installation that cultivates the local and natural resources in response to COVID-19.

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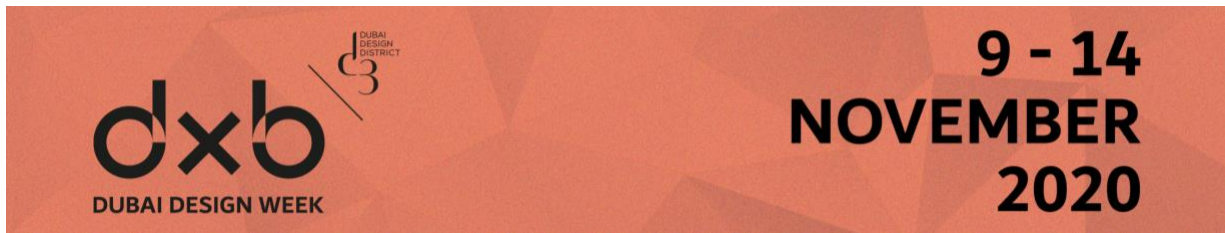
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A series of urban interventions titled 'The Colour of Distance' aims to guide visitors through the festival with the use of lights and colours by **MAS Paints** and an immersive technology-led experience 'Points in Common' by Montreal-based **Studio Iregular** allows visitors to control and interact with a digital experience onsite together, yet apart. Emirati and Saudi architects **Reema Almheiri** and **Lujain Alatiq**, who were awarded the **Urban Commission 2020** by **A.R.M. Holding**, will exhibit their project 'Basta', a modular array of frames inspired by traditional markets.

This year's talks programme hosts experts demonstrating leadership in their fields, to discuss subjects shedding light on the alternative emerging structures and solutions, that creatives can adopt, to navigate new realities, shaped by globally disruptive events, affecting societies, economies and communities. Hosted at **Re: Urban Studio**, professionals and academics in the field of design can participate in Masterclasses, aimed to elevate practical and vocational skills of SMEs, self-employed and aspiring creatives. **The Makers' Programme** offers a range of hands-on activities catering to all ages and levels of experience from leather crafting and embroidery to robotics and laser-cutting, giving participants a chance to explore innovative methods, techniques and an array of materials, from thread to wood.

Alongside the Dubai Design Week Marketplace, the extensive weekend programme on 13-14 November offers activities for all the family in d3 and children of all skill levels from the ages of 5+ can join a variety of drop-in activities for all the family from seed planting to pottery classes. Visitors will also be able to enjoy a wide range of food and beverage offerings from pop-ups that offer fresh organic produce straight from the farm to Palestinian flatbreads, as well as many of Dubai's best restaurants, cafes and bars based in d3.

The programme in d3 is free to attend and visitors can download the free Dubai Design Week App to register their preferred visiting time, customise their visit based on interests and navigate the festival with an interactive map to ensure a safe and fun experience. All the activities will adhere to strict COVID regulations, sanitisation and social distancing protocols.

--- ENDS ---

Notes to editors

To explore the festival's full programme, visit dubaidesignweek.ae and follow @dubaidesignweek | #DXBDW2020 on social media to stay updated. The digital talks programmes will premier daily on dubaidesignweek.ae and downtowndesign.com, from 9-14 November 2020.

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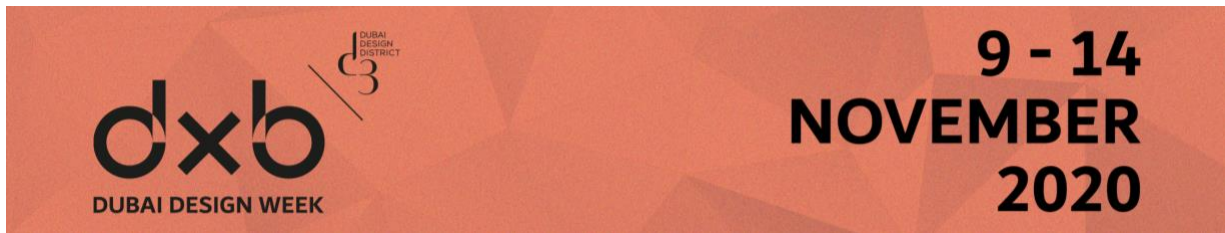
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General opening hours

9 - 14 November: 10am – 10pm

16 November: 10am – 5pm

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About Dubai Design Week

Dubai Design Week is owned and managed by the Art Dubai Group and is the region's largest creative festival, reflecting Dubai's position as the design capital of the Middle East.

Held under the dedicated patronage of Her Highness Sheikh Latifa bint Mohammed bin Rashid Al Maktoum, chairperson of Dubai Culture and Arts Authority (DCAA), Dubai Design Week is a platform for regional design as well as a catalyst for the growth of the creative community in Dubai. The festival's varied programme consists of design-related events, exhibitions, installations, competitions, talks and workshops across multiple creative disciplines. Key components of Dubai Design Week include the region's leading fair for high-quality, original design, Downtown Design; Global Grad Show, a year-round programme for graduate students across the world, working on social impact innovation; Abwab, the annually re-modelled, interactive platform for creative talent from the Middle East, North Africa and South Asia; alongside an extensive, hybrid talks and workshop programme.

For more information, please visit www.dubaidesignweek.ae

About Dubai Design District (d3)

Dubai Design District (d3), part of TECOM Group, is a business community dedicated to the art and design industries. In line with Dubai's position as the leading business hub in the region and beyond, d3 serves as a vibrant innovation hub that enables international brands and a growing number of local designers, creative professionals and artists to unite, create and inspire. Strategically located in the heart of Dubai, d3 is just a short drive away from top leisure and business destinations. With state-of-the-art infrastructure designed to meet the needs of the industry and a business-friendly framework, the community provides creative talent with the tools to drive innovation that permeates through various areas of Dubai's economy, reinforcing Dubai's status as a UNESCO Creative City of Design. As a destination dedicated to Design, d3 is a strategic partner to some of the region's most popular cultural and design events, such as Dubai Design Week, and Sole DXB, that attract international artists and audiences. D3 also regularly creates a roster of industry talks, workshops and educational programming, accessible to people of all ages. 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. In addition, d3 has over 500 creative partners, including architects, interior designers, photography studios, product and fashion designers, and over 45 retail stores and eateries.

For more information, please visit www.dubaidesigndistrict.com

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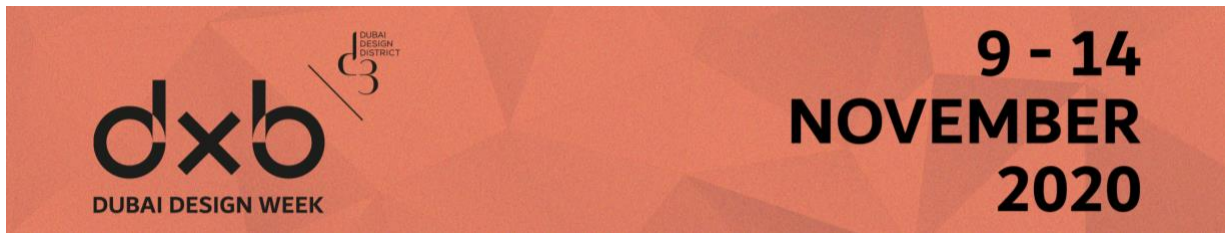
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About Dubai Culture & Arts Authority

On 8 March 2008, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, launched the 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. Under the leadership of Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, Chairperson of Dubai Culture, the Authority has played an integral role in reinforcing Dubai's position as a vibrant global centre for creativity. Dubai Culture aims to enhance Dubai's cultural scene and draw attention to the UAE's rich heritage. The Authority's mandate is to build bridges of constructive dialogue between different civilisations and cultures to enhance Dubai's position as a creative and sustainable global city for culture, heritage, arts, and literature, with an aim to empower these sectors by developing creative and innovative projects and initiatives locally, regionally, and globally. Dubai Culture manages heritage sites across Dubai including Al Fahidi Historical Neighbourhood and Al Shindagha Museum, apart from managing Dubai Public Library branches which includes Etihad Museum Library, Al Twar Public Library, Al Rashidya Public Library, Hor Al Anz Public Library, Al Safa Art & Design Library, Al Mankhool Public Library, Umm Suqeim Library, and Hatta Public Library. Dubai Culture also plays a significant role in empowering the four creative sectors (arts, culture, heritage, and literature) by launching innovative initiatives and projects that aim at productive outcomes.

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

About A.R.M. Holding

A.R.M. Holding is a multi-focused economic enabler that creates synergies and opportunities through local, regional and global investments. At the core of the company's business strategy is its commitment to social responsibility. A.R.M. actively employs its resources to advance society and empower its players to pursue innovative solutions and inspire a better future.

A.R.M. collaborates with like-minded organizations and leverages its network and partnerships to create meaningful relationships and create growth opportunities. It holds equity stakes in some of Dubai's foremost companies in a variety of economic sectors including Banking, Telecom, FMCG, Real Estate and Hospitality.

Investing in Real Estate since 1976, A.R.M. has contributed to society with significant investments in numerous industries and versatile projects across the region and internationally.

To learn more about A.R.M. Holding, please visit www.armholding.ae and follow @a.r.m.holding on Instagram.

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