

DUBAI DESIGN WEEK CONCLUDES ITS SIXTH EDITION



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

- A celebration of regional design and creativity, Dubai Design Week concludes its sixth edition with 160+ events and activities staged throughout the week, in strategic partnership with Dubai Design District (d3)
- The first major cultural event since the pandemic, the festival saw 650+ designers and creatives participate in the programme of installations, exhibitions, pop-ups, talks and workshops
- Downtown Design presented the exhibition 'The Shape of Things to Come' and launched a new digital fair to foster commercial opportunity for 150+ participating brands from around the world
- The inaugural MENA Grad Show presented 50 social impact innovation projects by some of the brightest young minds in the region
- The new Dubai Design Week Marketplace hosted 70+ vendors and welcomed visitors to d3 over the weekend

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 marked the first major cultural event in the region since the beginning of the pandemic.

From exhibitions and pop-ups to installations and workshops, events were staged with 650+ designers and creatives coming together to participate in shaping the Dubai Design Week 2020 programme, with a focus on celebrating the region's creative talent and addressing the role of the creative community in redesigning and rethinking the way we live.

Renowned Emirati designer **Aljoud Lootah**, founder of **Aljoud Lootah Design Studio**, said: “Dubai Design Week was spectacular as we saw people from various industries, backgrounds, ages and nationalities visiting throughout the week, interacting with the installations & enjoying the pop-up events. This, on its own, brought so much positive energy to the city and made it come to life. The festival managed to bring people, design and cultures all together, proving that the event has indeed established itself throughout the past 6 years as a strong and thriving global design hub.”

Continuing its role as a conduit for the region’s design industry, **Downtown Design’s** hybrid 2020 programme connected design professionals across digital and physical activations with the multi-media exhibition ‘**The Shape of Things to Come**’, featuring 25+ of the region’s architecture and interior design studios and the new **Downtown Design Digital Fair** connected creativity with commercial opportunity for 150+ participating brands from around the world.

Established as part of the **Global Grad Show** platform, the inaugural edition of **MENA Grad Show** presented 50 of the most exciting social impact innovations by some of the brightest university students from the region; from an airport route-planner to avoid crowds or a game to explain the value of politics to a biodegradable fabric made from fermentation and a method to turn palm-tree waste into concrete.

Presenting her project ‘Living in a Space with Dignity’ through Zayed University in the UAE, graduate **Maryam Abdulrashid** said: “The opportunity to be a part of MENA Grad Show, first of its kind, was really one of the few highlights of this year. Having the privilege of my work being featured amongst other great designers who are striving to impact humanity in a positive way is a great honour to me.”

Also new this year, **the Dubai Design Week Marketplace**, supported by Dubai Culture, featured 70+ of Dubai’s best artisans, creatives and entrepreneurs in a new outdoor retail initiative during the weekend programme. **Alyazi Almuhaيري**, owner of ‘**From The Arabs**’ commented: “My experience at the Dubai Design Week Marketplace really allowed me and my brand to open up and engage with a different type of audience. It was a great opportunity for a small business like ours set in a safe environment and it was extremely successful for us and over-exceeded our expectations.”

Mindful of the challenges faced by the creative community and the design industries, the festival offered centre stage to cultural and region-focused showcases, this year. The programme featured a new **UAE Designer Exhibition** presenting works of 20 locally based creatives and 25+ outdoor installations throughout Dubai Design District (d3), including; This year’s Abwab commission ‘Fata Morgana’, a conceptual framework in an open-plan arrangement featuring focal pillars representing each of the seven emirates, staged at the centre of d3 by Iraqi designer Hozan Zangana in collaboration with Generous Studio and Woodcast Design; the project ‘Please Sit Here’ by **American Hardwood Export Council (AHEC)**, presenting convertible seating solutions designed by renowned Emirati designers Aljoud Lootah, Khalid Shafar and Hamad Khoory and the winning proposal of **Urban Commissions 2020**, supported by **A.R.M. Holding**, titled ‘Basta’, designed by Emirati and Saudi architects **Reema Almheiri** and **Lujain Alatiq** was unveiled at the Dubai Design Week Marketplace.

The week also saw the launch of the new **d3 Architecture Festival 2020**, featuring regional projects of 40 RIBA-chartered architectural practices alongside multi-disciplinary exhibitions and initiatives by international organisations, councils and institutions.

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Notes to editors

To relive the festival's full programme, visit dubaidesignweek.ae and follow @dubaidesignweek | #DXBDW2020 on social media to stay updated. The digital talks programmes remain available on dubaidesignweek.ae and downtowndesign.com.

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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 Sheikha 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

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

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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.

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