

# Downtown Design lines up the finest in global design

DUBAI

GULF TIME

Hailing under the theme of "Original", the second edition of Downtown Design, the Dubai-based exclusive hub featuring the best in global commercial design, will take place between October 28-31 at 'The Venue, Downtown Dubai', at the base of Burj Khalifa, the world's tallest building, which anchors Emaar's thriving lifestyle destination billed as 'The Centre of Now'.

Downtown Design will feature a breath-taking, curated collection of the world's most influential brands alongside an exciting program of activities tailored to the Fair's growing audience of design professionals and aficionados who are shaping the Middle East's growing design market.

Centered on the theme of "original", this year's edition of Downtown Design will showcase companies and brands who continue to define the evolution of design in residential, hospitality, office and product design, to the region's discerning developers, contracting companies, architects and interior designers.

"The way people live, work and travel is undergoing a radical transformation today. This is reflected in the creations of the world's foremost designers, and is the single most important driver of the innovations we are witnessing worldwide and which we bring to Downtown Design every year," Cristina Romelli Gervasoni, Fair Director.

Swiss design giant Vitra, who is dedicated to improving the quality of homes, offices and public spaces through the power of design and which is returning to Downtown Design this year, said, "We have found that Downtown Design offers a rare opportunity to showcase what true quality means for us in terms of materials, craftsmanship and design to the region through a platform that brings together the world's finest designers and manufacturers and encourages collaboration to meet the growing demand in this region of genuine design made in the original factories. We look forward to another great year at Downtown Design."

Credited for bringing the best of international design to the region, Downtown Design focuses on the key interiors sec-

tors of furniture, lighting, carpets and flooring, kitchen and bathroom, accessories and textiles.

Leading European, American and global designers who will be at Downtown Design this year, featuring new collections and exclusive collaborations include Herman Miller, Fritz Hansen, Carl Hansen, B&O, Tai Ping, Lasvit, Golran, De Vecchi, Elica, Gaggenau, Hansgrohe and Vitra among others.

LASVIT, Czech Republic based designer and manufacturer of bespoke light fittings, glass art installations and award-winning collections, who will be exhibiting at Downtown Designer for the first time this year, said, "We are looking forward to bringing extraordinary kinetic sculpture and innovative collections to Downtown Design. This is the right time for us as the Middle East market experiences unprecedented growth in the hotel, residential and commercial sectors, and Downtown Design provides the ideal environment to showcase our glass art installations to a growing number of customers here who are after original design in lighting and other sectors."

