

Dubai's Downtown Design looks forward to 'Original' theme

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Set to launch from October 28 to October 31, Downtown Design's second edition has announced its plans to follow a theme keen on original design.

Located at The Venue in Downtown Dubai, Downtown Design will serve as a platform for a number of international companies and brands that strive to innovate within sectors such as residential, hospitality, office and product design.

Cristina Romelli Gervasoni, fair director, said: "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."

Giant European and American design houses are expected to show such as Vitra, Lasvit, Tai Ping, Bang & Olufsen, Carl Hansen and many others.

Gervasoni concluded: "We are witnessing an unprecedented demand for quality interiors in the region, as a natural alignment with the quality exteriors of upscale developments that are experiencing tremendous growth. This requires the close collaboration of developers, architects and designers to deliver projects that provide consumers with a complete design experience. We are proud to provide this platform at Downtown Design, connecting brands, trade professionals and the community with our uncompromising selection of exhibitors, who are known for their original, craftsmanship and commitment to product development."

Downtown Design will take place from 28 to 31 October 2014.