

Downtown Design: line up revealed

Anna Seaman | July 2, 2014



A list of prominent design brands have been confirmed for the second edition of Downtown Design set to take place in October. Swiss design giant Vitra will be returning and Lasvit, a Czech-based designer and manufacturer of bespoke light fittings, glass art installations will be exhibiting for the first time.

Other leading European, American and global designers will be showing new collections and exclusive collaborations including Herman Miller, Fritz Hansen, Carl Hansen, B&O, Tai Ping and Gaggenau.

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

Choosing the theme of 'original', this year's edition will showcase companies and brands who continue to define the evolution of design and will also feature developers, contracting companies, architects and interior designers.

"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," added Gervasoni. "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."

The fair will also host a series of talks, which started this month and will run monthly up to the fair. At the fair, these talks will continue daily and will be led by the exhibitors, daily business insights led by market leaders giving the visitors an overview of regional market trends and daily lectures led by industry thought leaders.

* Downtown Design will take place from October 28-31 at The Venue, Downtown Dubai, situated at the base of the Burj Khalifa,