

# Downtown Design Fair to be unveiled in Dubai on 28th October

The second edition of Downtown Design, the exclusive hub featuring the best in global commercial design will be held in Dubai from 28th October to 31st October at The Venue, Downtown Dubai at the base of Burj Khalifa, the tallest building in the world.

**This Dubai event** is likely to feature breath-taking collection of the world's most influential brands along with an exciting line-up of activities tailored to meet the growing audience of the fair comprising design professionals and aficionados, who shape up the growing design market in the Middle East.

The fair would house some of the most exclusive brands in the world, opening up business opportunities for the GCC, particularly in the design of public facilities and commercial and residential property, to achieve the goals of National strategies for growth and development.

This year's edition will showcase companies and brands who define the evolution of design in residential, hospitality and office and product design to the region's discerning developers, architects, and interior designers, they said.

**Downtown Design** is known for bringing in the best of international design to the region and focuses on major interior sectors like furniture, lighting, flooring, carpets, kitchen, bathroom accessories and textiles.

Leading American, European and global designers will be participating in Downtown Design this year, featuring new collection and exclusive collaboration like Carl Hansen, Fritz Hangrohe and Vitra among others.

The Czech-based designer and manufacturer of bespoke light fittings, glass art installations and award-winning collections will be exhibiting at Downtown Designer for the first time.

This is the ideal time as the Middle East market experiences unprecedented growth in residential, hotel and commercial sectors and Downtown Design offers the ideal environment to exhibit the glass art installation, he said.

There is huge demand for quality interiors in the region, and this requires close collaboration of developers, architects and designers to deliver projects that offer consumers a complete design experience, he said.

The organisers of Downtown Design said that the show would offer visitors the exposure and knowledge to recognize original in design through a series of Original Talks, which starts this month and will run up to the Fair and daily at the Fair.