

## Downtown Design 2014 Lines up the Finest in Global Commercial Design

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 28 - 31 October 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 sectors 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."

Gervasoni added, "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 give its visitors the exposure and knowledge to recognize original in design through a series of Original Talks, which started this month and will run monthly up to the Fair and daily at the Fair. At the fair, these talks will be complemented with daily Brand Perspectives 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.