

Downtown Design to launch Regional Design Exhibition

DOWNTOWN Design, the Middle East's platform for contemporary original design, is launching for the first time an exhibition dedicated to trend-setting designers from five countries from across MENA.

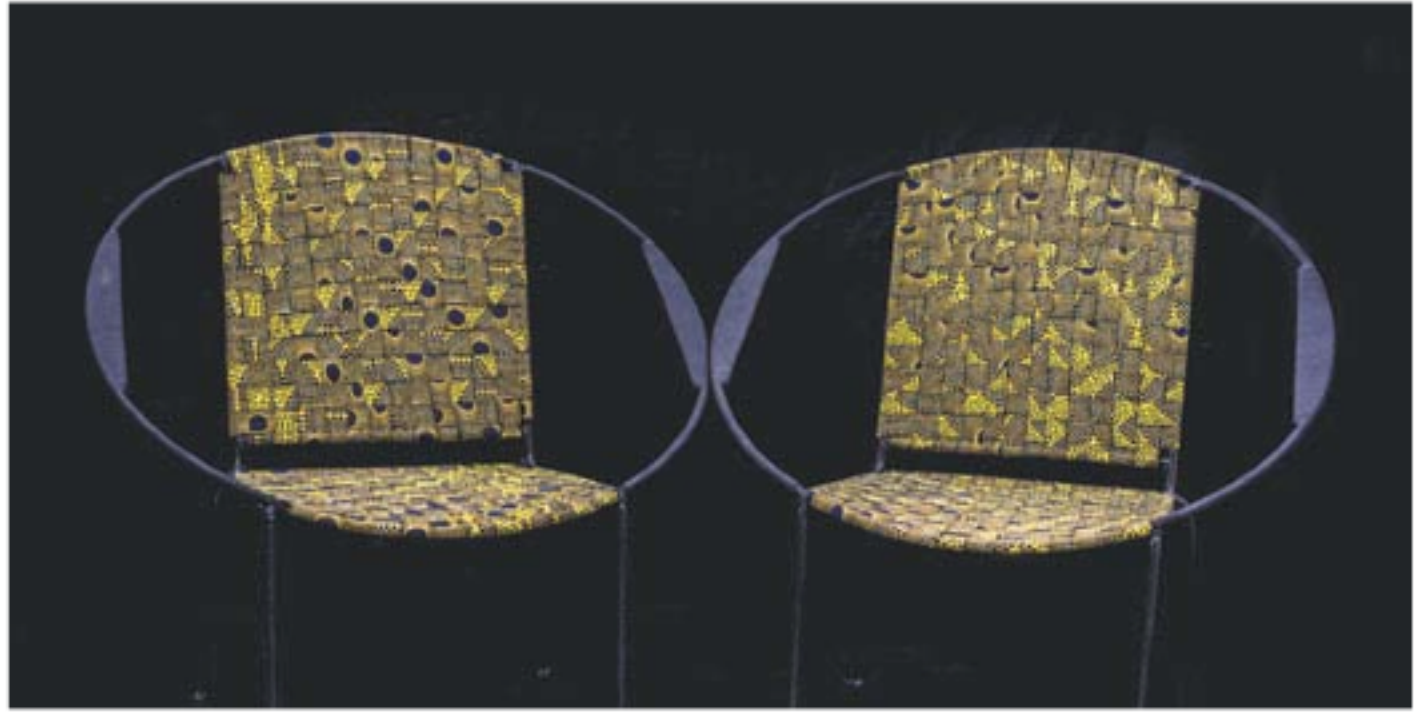
Held under the patronage of Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, Vice Chairman of the Board of Directors of Dubai Culture & Arts Authority (DCAA), Downtown Design is the Middle East's only platform for contemporary original design. The second edition will be held on Oct. 28-31 at The Venue at the foot of the iconic Burj Khalifa in Emaar's flagship development, Downtown Dubai.

Under this year's theme of "Original Design", the fair has curated a program that links historical design with the future; international with regional, and innovation with imagination. Whether it be viewing the craftsmanship of some of the world's most important design brands or viewing concepts that have yet to be even put into production, Downtown Design is more than a trade show and aims to inspire industry professionals and design aficionados alike.

Alongside the extensive exhibition set in a unique environment that is open to both trade and public, there will be daily series of talks and lectures from global leaders of the design industry as well as local business leaders discussing today's trends in the local market.

In order to integrate the best of the regional into the region's leading international design fair, Downtown Design will unveil an exciting new exhibition with Musk and Amber and Harper's Bazaar International, featuring five of the region's talented designers in a showcase that brings them together for the very first time.

Named The Musk and Amber and Harper's Bazaar International Regional Design Exhibition, the exhibition is curated by Lamia Bousnina Ben Ayed,



Arwa Hafiz, representing Saudi Arabia, showcases exclusive vintage furniture and home accessories from around the world, which she customizes in her distinct style, like the yellow_black African fabric chairs in photo.

founder and owner of the Musk and Amber Gallery in Tunis. The five participating designers are Arwa Hafiz from Saudi Arabia, Nanu Al-Hamad from Kuwait, Nayef Francis from Lebanon, Cherif Morsi from Egypt, and Chacha Atallah from Tunisia. The designers will be exhibiting their personal favorite pieces and products that have won awards and put them on the map together with their most recent creations.

Arwa Hafiz representing Saudi Arabia inherited her passion for design from her father. Today she is committed to offering her clients exclusive vintage furniture and home accessories from around the world, which she customizes in her distinct style. Speaking about showcasing her designs at the Fair, Hafiz said "it's an exciting time to be part of the region's design industry, which is experiencing massive growth and to be part of Downtown Design which is creating a great platform for us to share our creations with the region and the world."

Ben Ayed said "it is important to expose our talented designers and sup-

port them as they become known on the international stage. Downtown Design is a perfect place for them to showcase their designs, meet potential buyers and network with global industry leaders. At Musk and Amber Gallery, we believe the design industry and these creative entrepreneurs play a very important role in securing the future of our economies and creating jobs for our talented youth."

Downtown Design fair Director, Cristina Romelli-Gervasoni said, "At Downtown Design, we are excited to be featuring the region's celebrated designers alongside the world's best known global design brands in recognition of the rich heritage of arts and culture that exists in the region. These trendsetting designers whose keen eye and unique perspectives translate into original designs with global appeal are a must see feature at this year's exhibition. It's imperative that the industry nurtures the growth of the region's talent base as it is an essential step towards a sustainable regional creative economy and we are delighted to play a role to this end." — SG