

Over 50 brands exhibit at ongoing Downtown Design

DUBAI – The second edition of Downtown Design, the Middle East’s platform for contemporary, quality design, officially opened its doors Tuesday at The Venue at the foot of the world’s tallest tower, Burj Khalifa Emaar’s flagship development in Downtown Dubai.

In just its second edition, Downtown Design has established itself as the only platform in the Middle East where the world’s most established and recognized international design brands are able to showcase their latest creations and connect with the region’s trade professionals and key influencers, helping establish Dubai as a global hub for design.

Organized by the Art Dubai Group and themed “Original Design”, Downtown Design will run until Oct. 31 with over 50 design brands exhibiting, an increase of 20% on the inaugural edition.

Downtown Design’s Fair Director Cristina Romelli Gervasoni said “we are thrilled to have such global and regional ambassadors in the design industry coming together in Dubai at Downtown Design to share ideas, build partnerships, and provide a glimpse into the future of design. Building on its successful debut, Downtown Design provides a unique platform in the region for the world’s leading design brands to connect with the region’s trade professionals and build successful business partnerships in one of the world’s fastest growing markets.”

Welcoming trade professionals and design enthusiasts alike, the fair is a curated program that links historical design with the future; international with regional, and innovation with imagination and allows visitors the chance to network and learn about the latest trends from world experts.

“Downtown Design contributes to further establishing Dubai as a global hub for design and supports the growth of the creative industries. The event highlights the new trends in design and contributes to further strengthening artistic collaboration that will contribute to the city’s cultural scene. We are confident that aspiring designers will find inspiration here, and will be encouraged to develop their own design concepts and brands in Dubai and the region,” said Khalil Abdulwahid, Manager of Visual Arts, Dubai Culture & Arts Authority.

The business of design takes center stage throughout the fair with exhibitors looking to create new business opportunities and brands choosing Downtown Design either for their debut entry into the GCC market or to unveil their latest creations. With the considerable growth of the region’s construction sector, many of the luxury hospital-



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Cristina Romelli Gervasoni
Fair Director, Downtown Design

ity and residential developments are looking to differentiate themselves through design-infused interiors, features and furnishings, which will be well represented at the fair.

Exhibitors returning to this year’s fair include De Castelli, Emeco, Fritz Hansen, Gaggenau and Vitra, that are joined by brands that include Lasvit, who has brought their kinetic glass sculpture to the region for the first time and Sicis that has a stunning display of mosaic craftsmanship.

In addition to the trade exhibitors, there are a series of special projects that include fashion and design collaborations; exhibitions on innovation with the “Home of Tomorrow” and projects from the world’s most influential postgraduate design college, the Royal College of Art; a workshop on glass cutting with Preciosa and the Musk and Amber and Harper’s Bazaar Interiors exhibition of the best of regional designers. — SG