

HOTTEST
NEWEST
LATEST

ALL THE FUN OF THE FAIR

We take you behind the scenes of the
UAE's next big design event

Regular readers will be all too familiar with our coverage of the best international design exhibitions, from Salone del Mobile in Milan to Maison et Objets in Paris; the ideal source for the newest, most exceptional furniture and home accessories, and the place to become immersed in the world of design - inspired by emerging trends and designers. While it may be possible to circumnavigate the globe on the trail of the next hot exhibition, it was nigh time that a world-standard design fair to rival London and Miami became rooted on our own sandy shores. So Downtown Design was born

— brought to you by the same team as Art Dubai and Design Days Dubai, but with its own distinct identity. It will host some of the world's most sophisticated commercial brands, displaying unique pieces and concepts, many of which will be available to the region for the first time. Complimenting this, will be output from a number of today's industry icons. A temporary museum or so called superstudio comes hot from Salone del Mobile and features a selection of brands curated by the design legends Giulio Cappellini and Gisella Borioli. Adding to the stellar roster, award-winning designers Ora Ito, Patricia Urquiola and Ludovica+Roberto Palomba will be appearing to discuss their views on design.



*Bazaar Interiors spoke to Fair Director
CRISTINA ROMELLI GERVASONI to get the
scoop on the next big event to establish Dubai
as the destination for design in the region.*

HARPER'S BAZAAR INTERIORS: What is the concept behind Downtown Design?

CRISTINA ROMELLI GERVASONI: The idea behind Downtown Design is to bring the most innovative, exciting and exclusive global commercial design brands to the Middle East; to help shape the future of the region's design industry and meet the growing demand for great design.

HBI: How does it differ from Design Days?

CRG: The two shows are different yet complementary. Downtown Design is a trade fair aimed primarily at bringing together global design brands that are eager to connect with and introduce their products and brands to the Gulf, and regional design industry professionals seeking the latest and best in commercial design. Design Days Dubai is a show for those interested in collecting one-off design pieces, and showcasing these exclusive pieces through design galleries, which is why it is a natural fit in Art Week. The overwhelmingly positive response we received during the first two editions of Design Days Dubai is what led us to create Downtown Design, as there was a clear desire for access to the new and the next in high-end commercial design. We also believe that Dubai is the logical destination for building a hub for design in the region, and that Downtown Dubai is the ideal location for design in the city.

HBI: Is it for trade only? What's in it for the end user?

CRG: The fair is principally curated for trade professionals however we're very aware of the huge interest that the show will create among the design-passionate in the region. So although it will be a trade fair by day, we'll be opening our doors to the public in the evening. Internationally, design fairs such as Salone del Mobile and ICFE combine business and consumer elements, which is something we're also aiming to do. Ultimately, all visitors can take inspiration from some of the very latest themes and trends happening in the

international commercial design world and relay those ideas within their own worlds; their living and working environments.

HBI: You've carefully edited the participating brands – what can we expect?

CRG: We have selected companies with a strong brand philosophy and a focus on quality. We want to have innovative brands exhibiting together with the most internationally renowned companies such as Poltrona Frau, Cassina, Cappellini, Emeco, Seletti. We are very excited about creating an environment in the region for designers and manufacturers that have been recognised by leading industry sources such as the Red Dot Awards for their originality, unique approach and design principles. Some brands will even be producing new pieces to showcase at Downtown Design, which is a real honour for us.

HBI: How do you believe that this event will change the design landscape of the region?

CRG: Downtown Design opens the doors to a more brand-conscious and quality-driven design approach. We can all feel there is a new yet genuine interest in design in Dubai and indeed across the region - with the opening of the showrooms of Poltrona Frau, Armani Casa, B&B Italia and the latest retail destinations such as The Ikon house, Comptoir 102, Baccarat and T-Design; a large number of showrooms are set to open by the end of the year. Downtown Design is the destination for these and other leading brands to come together and help shape the future of the region's design industry.

HBI: Can you tell us about any standout pieces that will be present?

CRG: The Temporary Museum of Milan, one of the cornerstones of Milan's Salone del Mobile will present a special exhibition curated by the design legend Giulio Cappellini and Gisella Borioli. This is something that we know will create incredible interest both among the region's commercial design community and in those with a personal interest in design.

*"We would like Downtown Design to be a beacon of
inspiration for those who love good design and value
the best design brands."*



HBI: What do you believe will be the general highlights of the fair?

CRG: Downtown Design will introduce a new perspective on design with a four-day programme of world class content. Every day we will host some of the most important international designers who will be drawing on the wealth of their design experience and vision – giving talks and masterclasses which will be open to all. We'll be announcing the final names of the designers at the end of September – and can promise you it will be worth the wait.

THE FACTS

- The fair will be open from 29th October to 1st November 2013
- It will be open to trade from 12pm to 6pm, and for the public from 6pm to 8pm
- Downtown Dubai will have an extensive programme of events including world class speakers and inspirational seminars
- There will be a special talk by Bazaar Interiors editor Rue Kothari as part of the exhibition's World Design series
- Go to downtowndesign.com for more info.

THE CYKNO BIKE

The Cykno Electric Eclectic Bicycle is a collaboration between Bruno Greppi, designers Luca Scopel, Gianpietro Vigorelli and Italian advertising guru Riccardo Lorenzini. Aesthetically, it's considered a work of art, but it doesn't just look good, it's a product of some phenomenal engineering - powered by a lithium polymer battery with high energy density that makes it run like a dream without creating a carbon footprint. Made in Italy, the vintage style is crafted from premium leather, carbon fiber, aluminum and stainless steel, so it's light enough to pick up for even the most delicate ladies. cykno.com



QUADRATURE INTERIORS

This female team of interior designers promote a decidedly romantic view. Add their Italian heritage to the mix and you have something steeped in history, a classic aesthetic and an ability to work with clean contemporary lines. Working to renovate existing properties or creating new ones, they have extensive experience with creating aged patinas and frescos for a decidedly Renaissance feel. quadratureinteriors.com



LAMELLUX

This French family-run company uses a blend of the finest wood and a clear or coloured transparent resin to create furniture pieces and panels that are truly beautiful. Made only by request you can choose from different woods including oak, beech, maple, cherry and teak. The wood is sanded and then varnished before being turned by special machines. Their pieces are often used to enhance interiors from sliding doors and partitions to decorative panels and furniture. This product is so bespoke that you can choose to have stripes or patterns, and chime the colour to suit the palette of your home. We love its modern, graphic edge. lamellux.com



CHI WING LO

Chi Wing Lo has been actively pursuing design in Italy for almost twenty years and is still the only Chinese architect and designer to be invited into the inner circle of Italian design. His aspiration for timelessness has brought his furniture designs to international attention and many of his earlier works continue to be much sought after today. chiwinglo.it



AL KHAZNAH TANNERY

An initiative by the Abu Dhabi Government, this unique concept specializes in producing the most technically advanced leathers in the world, mainly creating authentic Camel hide that is free from chromium and other metals, making it particularly environmentally friendly. Not only are they extremely high quality but they biodegrade in only four months. This chair is just one of their phenomenally successful leather furniture pieces. alkhaznattannery.com

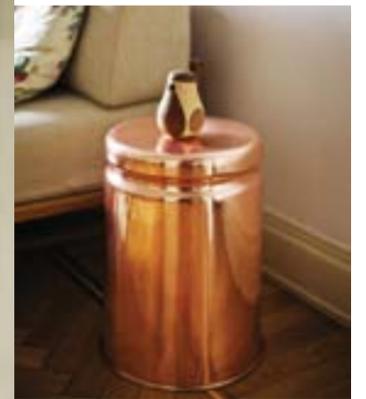
DE VECCHI MILANO

The De Vecchi company was founded by Piero De Vecchi, a sculptor and an engraver, who was part of the Futuristic movement. From 1936 to early 1960's, he exhibited his work at the Milano Triennale exhibition, where he was awarded in 1947 with an Honors Diploma for an aluminum Thermos - which was acquired by MOMA in New York. Among his notable pieces are an aluminum picnic hamper and the "T8" silver candlestick, as well as collaborations with leading designers such as Gio Ponti and Caccia Dominioni. Today the company is one of Italy's most famous destinations for luxury gifts. devecchi.com



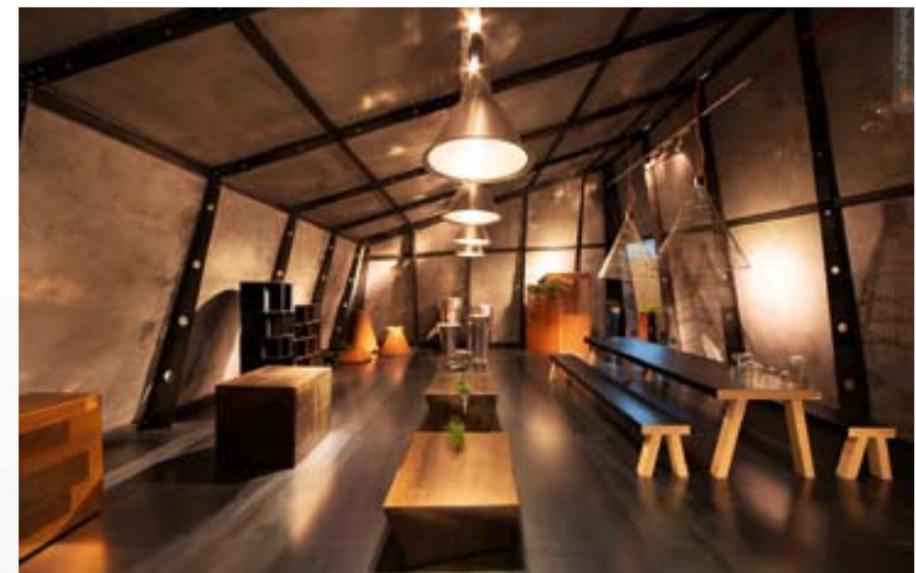
IL LABORATORIO DELL' IMPERFETTO

Embodying the true beauty of individuality, this unique Italian brand celebrates the imperfections of raw materials, like the fibreglass objects it produces in its studio in Gambettola. Each piece is made from a common mould, which is then sanded, painted and hand-polished. The process differs for each type of object, this personalized approach giving them identity and uniqueness, as well displaying the real details of the craft. These beautiful, organic objects derive their names from natural elements; like shells and pebbles. imperfettolab.com



DISCIPLINE

A broad design concept that encapsulates the values of flexibility, purity and cheerfulness. All the pieces from the Discipline collection are quirkily aesthetic, witty and technologically innovative with a focus on strong design principles. They partner up to create a marriage of extensive product research and manufacturing knowledge to ensure that production is sustainable and the results creative and utterly covetable. This is a design brand for the future that doesn't come at a high price. Definitely one to watch. discipline.eu



DE CASTELLI

Founded in 2003 by Albino Celato on the strength his heritage - he came from a family of blacksmiths in Treviso, an area renowned for their skills at shaping metal. And with iron, being one of the earth's most basic elements, their talents had long been valued in the community. It then comes as no surprise that De Castelli very quickly established itself as the company that introduced modern design and applications to create iron pieces for the home - forging beautiful furniture for indoors and out. The result is a successful combination of a beloved handcrafting tradition with today's most advanced technology. decastelli.it



ON THE PROGRAMME

Guest speakers include Italian designers Palomba Serafini; Patricia Urquiola, the Spanish architect and the designer who won the 2013 Award for the Best Event in Milan during Salone del Mobile; Ora Ito, the popular French designer whose clients include B&B Italia, Levi's and Nike; and Paola Antonelli, Senior Curator of the Department of Architecture and Design at the New York Museum of Modern Art (MOMA). Ludovica + Roberto Palomba (above), the multi award winners who've partnered with industry's best; Kartell, Bisazza, Driade, Cappellini and Boffi, have been recognised internationally with the Red Dot award and the Compasso D'Oro among others. They will be giving an exclusive talk, imparting some of their creative genius. One not to be missed!



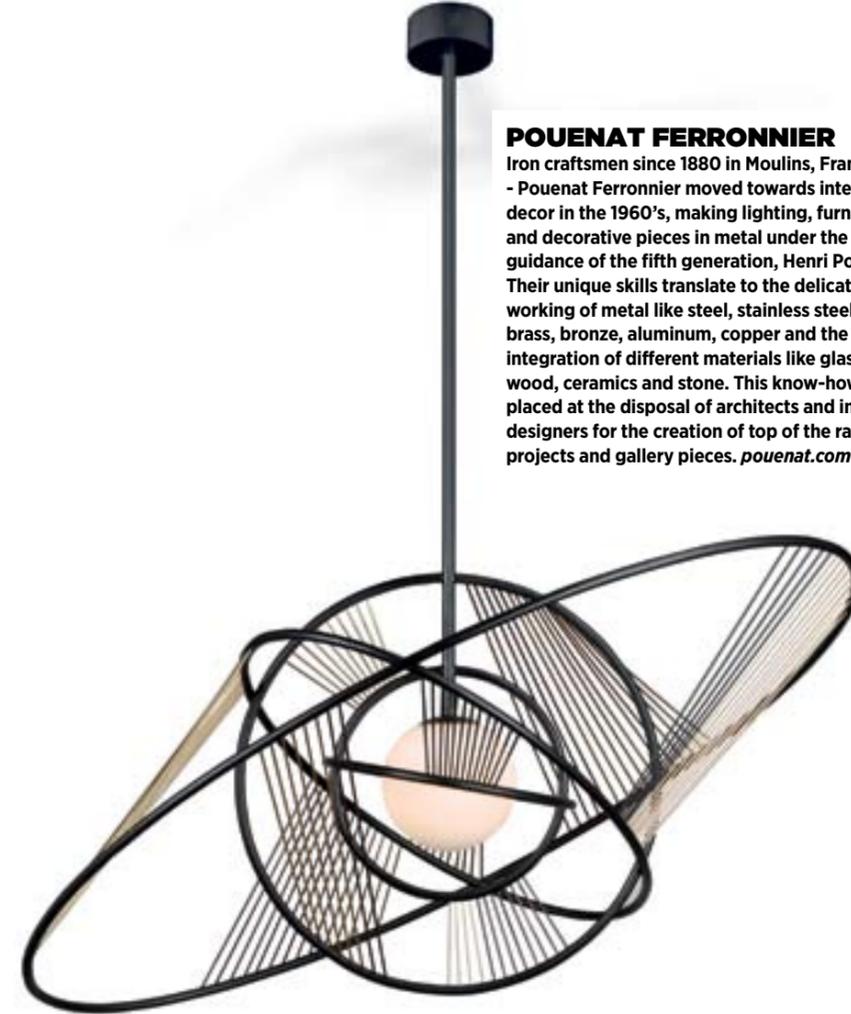
HOSSEIN REZVANI

Deeply influenced by the elegance of the Persian rug culture, Hossein Rezvani grew up to appreciate its intrinsic role in Iranian art and culture. For generations, the Rezvani's have produced and distributed masterpieces from their home country. Hossein is the third generation of a family passionate about the rug industry and he gives the traditional Persian rug a contemporary twist. Every single piece, like this Tabriz in Lilac, is designed to have an emotional and enduring value. hosseinrezvani.com



GAIA & GINO

Founded in 2004 in Istanbul, this luxury interior accessories brand creates eye catching objects for everyday use in the home. They combine contemporary design with a Turkish sensibility by collaborating with world class designers including Karim Rashid, Nendo and Noe Duchaufour. The two featured sets are a result of a double collaboration - first with famed Czech silvered glass manufacturer Verreum and with two of the biggest names in design today - the wine set by Sebastian Bergne (above) and the Drop Vases by Arik Levy part of the Verreum collection. gaiaandgino.com



POUENAT FERRONNIER

Iron craftsmen since 1880 in Moulins, France - Pouenat Ferronnier moved towards interior decor in the 1960's, making lighting, furniture and decorative pieces in metal under the guidance of the fifth generation, Henri Pouenat. Their unique skills translate to the delicate working of metal like steel, stainless steel, brass, bronze, aluminum, copper and the integration of different materials like glass, wood, ceramics and stone. This know-how is placed at the disposal of architects and interior designers for the creation of top of the range projects and gallery pieces. pouenat.com



EVITAVONNI

With a desire to create the perfect environment; whether through a luxurious collection of fabrics, classic bedding, elegant accessories or a complete interior design experience, Evitavonni offers a world of quiet elegance, subtle and ageless, but with a contemporary edge. They launched their first range of cool, muted, opulent fabrics and classic bedlinen, in September 2010, with instant success. The British design duo Michel and Kate Erwich have created a broad scope including interior design and installation services alongside bespoke kitchens, bathrooms, fabric collections, interior furniture, accessories and bed and bath products. evitavonni.com



PF EMIRATES

Credited for creating iconic furniture for over a century, Poltrona Frau is synonymous with timeless style and contemporary living. The Group represents some of the world's leading luxury furniture brands including Cassina, that produce beautiful pieces that are both cutting edge and groundbreaking in design. Providing products for the office, home, public spaces, cars, yachts and planes, the Poltrona Frau Group counts PF Emirates as its brand ambassadors for the region and the go-to for the best in Italian home style. pfemirates.ae



PINETTI

Pinetti celebrates the tradition of Italian leather with a focus on the finer details. This is all about 'Made in Italy' - from the concepts and production to the final product, while still taking account of the tastes of customers from all over the world. Dedicated to researching the newest and most sophisticated applications for leather, dyeing, colours and forms, Pinetti combines young creative talent and some of the world's best designers to produce everything from wallets to washing baskets. pinetti.it



SELETTI

There's no mistaking the quirky originality of Italian accessories brand Seletti. They take a job at life with poetic results and are dedicated to continually evolving what they do. Created in 1964 they have pursued this unique identity using research to find the most innovative design solution. But don't mistake their playful approach, the brand are hot on keeping customers happy which has made Seletti one of the world's most trusted brand for high-quality design. Not only that, but Seletti pieces are now instantly recognised for their personality, provocative ideas, unusual combinations, and allusions to the art world. seletti.it