



Dubai gears up for new event

Downtown Design to bring together top design brands

The new international commercial design trade fair, Downtown Design, will make its debut in Dubai this October. The fair will take place from October 29 to November 1, 2013 at The Venue, a custom built location on Mohammed Bin Rashid Boulevard at the foot of the Burj Khalifa - the world's tallest building, which anchors Emaar's thriving lifestyle destination billed as 'The Centre of Now.'

The fair is being organised by the team behind Art Dubai and Design Days, two of the Middle East's most successful art, furniture and objects fairs.

Downtown Design will, for the first time in the

Middle East, bring together a selection of international design brands renowned for their quality products and focus on manufacturing craftsmanship. The event is geared specifically towards industry professionals including architects, real estate developers, interior designers and professional specifiers, from across the Middle East and North Africa.

Showcasing the very best in furniture, lighting, accessories, flooring, textiles and new technologies, Downtown Design is set to become one of the region's premier design events. Emphasising on quality, innovation and research, the show will seek

to highlight contemporary values in a creative atmosphere to an audience keen to understand more about leading commercial design and designers.

Speaking about the launch of Downtown Design, Cristina Romelli Gervasoni, Fair Director, said: "With the significant developments and initiatives being made to support Dubai's burgeoning art and design scene, together with the wider region's ever-growing real estate and construction industry, Downtown Design is set to become a leading platform for international brands to showcase their products in a rapidly growing market.

"The event will also play a key role in establishing the emirate's reputation as a global destination for design; competing with and complementing the international calendar of design events in other global cities including London, New York, Milan, Paris, Basel, Cologne and Miami."

EXHIBITORS

Confirmed exhibitors include some of Italy's leading furniture makers Poltrona Frau, Cassina and Cappellini as well as the timeless Kettal and Gaia & Gino. The Temporary Museum of Milan, one of the cornerstones of Milan's famous furniture fair Salone del Mobile, will present a special exhibition curated by the creative director and CEO of

the Superstudio Group, Gisella Borioli, and Giulio Capellini, owner of the renowned Milan-based interior design firm Capellini.

In addition to the wide range of international designers, some of the region's most exclusive design companies will also use the show as an opportunity to showcase their products alongside their international peers.

The environmentally-friendly Abu Dhabi firm Al Khaznah Tannery will be presenting its new, specially-commissioned camel leather furniture, which has been attracting interest from a host of international designers keen to explore new materials.

The four-day event is free for trade visitors and industry professionals between 12pm to 6pm daily, and will be open to members of the public from 6pm to 8pm on October 29 to 31 and from 12pm to 6pm on November 1.

In addition to the trade fair, Downtown Design will also feature an extensive programme of inspirational seminars, face-to-face meetings and special events, to bring together the design brands participating and key regional decision-makers. The comprehensive schedule of talks will offer greater insight into market trends in the MENA region and ways to drive business with expert advice from various professionals within the design industry.



Gervasoni: The show has attracted leading brands



Frenchie Sand: Rug designed by Hossein Rezvani and Kaaschi Vintage Gold (facing page)