



Cappellini (above) and Cassina (right) are two Italian design giants exhibiting at Downtown Design.



Guest speaker at Downtown Design: Italian designers Ludovica + Roberto Palomba; French product designer Pauline Deltour; French designer Ora-ïto; Emeco Parrish side chair designed by Konstantin Grcic; leather baskets by Pinetti



## The place to be

Downtown Design is hoping to establish Dubai as a new must-visit destination for global trendsetters. TEXT: JOANNE MOLINA

**This October Dubai is going to be one of the hottest** place on earth – for design and architecture.

The world's greatest designers, architects and manufacturers have been clamouring to be a part of the Downtown Design. It includes three main events: a show for the latest premier design products, guest speakers who are revolutionising the design industry – and an exclusive installation of Milan's renowned Temporary Museum for New Design.

Created by the visionaries at Art Dubai Fair LLC, organisers of both Art Dubai and Design Days Dubai, and sponsored by Emaar and **identity**, Downtown Design is celebrating its inauguration.

"Downtown Design is a new design fair aimed at design industry professionals who truly appreciate, understand and take into account the quality of design. It opens the doors to a more brand-conscious and quality-driven design approach. The UAE design scene is rapidly evolving with the opening of the showrooms of Poltrona Frau, Armani Casa, B&B and the latest retail destinations such as The Ikon house, Comptoir 102, Baccarat and T Desig," explains Cristina Romelli Gervasoni, Downtown Design Fair Director.

All events will take place at The Venue, a custom-built marquee located on Mohammed bin Rashid Boulevard at the foot of the Burj Khalifa in Downtown Dubai.

Internationally acclaimed guest speakers include Italian design and architecture giants Ludovica and Roberto Palomba; revolutionary French artist, architect, designer, brand engineer and parfumeur Ora-ïto. French product designer Pauline Deltour, whose clients include Alessi, Tacchini, MUJI, BREE, and The city of Munich will be among the guest speakers.

The second part of Downtown Design, the product showcases, features 50 carefully selected global brands including global leaders Al Khaznah Tannery, Cappellini, Cassina, Cykno, Dilmos Milan Poltrona Frau, Seletti, Vitra and Superstudio Group from Milan.

The showcase includes an Artisans Corner, a live workshop where specialists will produce/upholster pieces from Fritz Hansens, Carl Hansen and Louis Poulsen. It will also include the captivating Nouvelle Vague, an exhibition revealing the very best of French design, including designers Pauline Deltour, Victoria Wilmotte, Dan Yeffet, Guillaume Delvigne and Khalid Shafar.

The third part of Downtown Design is the Temporary Museum, a design coup for the region. Brought to Dubai by the Superstudio Group, it features the special exhibition Iconic Design/Selected Objects, which highlights the excellence of objects made in Italy, especially the role of Milan as an inspirational example of a quality production centre, and leader in research into design concepts.



From top clockwise: Hooka by Gaia & Gino; Quertec & Aster wood and resin design by Lamellux; Preciosa's Element lighting fixture; Muuto chair; Aster X chair from Poltrona Frau.



Milan's Temporary Museum for New Design will bring together industrial design and contemporary art as an 'agorà', where designers, architects, producers, distributors and other professionals in the sector can meet in a mutual business and cultural exchange.

For the past six years, the Temporary Museum has been a destination and institution in Milan. Making its home at Superstudio Più, the largest cultural and expositive private centre in the city, in the renowned Tortona area, it typically only comes alive during the city's infamous Design Week.

In just those few days it attracts more than 100,000 professional visitors, with its insistence on resisting the commercial and often frivolous elements of the typical 'fair' in favour of focusing on research, design, artistic, technological and interactive installations that evoke emotion to stimulate the imagination.

Founded by Gisella Borioli, a journalist and entrepreneur and owner of Superstudio, and guided by the art direction of Giulio Cappellini, designer and legendary personality, the museum strives for authenticity. Operating at international level it features well-known brands, names retrieved from careful and meticulous scouting, and also artists and other creatives, creating a singular event.

In past years the number of professional visitors from the Middle East has continuously increased. There has been a keen and continued interest in the quality and aesthetics of the best Occidental productions and many new relationships between the two worlds have grown – along with business opportunities and mutual creative exchanges.

Inside the space in Dubai has been created in collaboration with Slide Design. It will feature selected objects of great impact, designed by Massimo Crema and Ermanno Rocchi with Melogranoblu; Giulio Cappellini and Karim Rashid with Slide Design; Rita Rijillo with Crjos Design; Dorota Koziara with Astrini Design; Sotyrus and Aleksander Pantopoulos with Landor; Paolo Ulian, Caterina Di Michele, Franco Zavarise with Zava; Silvio De Ponte with Giovannetti; Tagina; and Maletti.

There will also be sculptures signed by great designers, info points, press-office, lounge, info material, video area and free distribution of a special edition of Superstudio's magazine, @AT/Temporary Museum, created especially for Downtown Design in Dubai.

Downtown Design, which **identity** is a media sponsor for, runs from from 29 October until 1 November. **ID**