



TOP BRANDS AT DUBAI'S DOWNTOWN DESIGN

Brands showcasing the very best of global talent in the hugely competitive field of interior design are set to descend on the centre of Dubai in a festival of talent

Inspiration
for designers
downtown

Design brands from across the world will be on display at an upcoming event which promises to showcase the most forward thinking global talent across a field renowned for its innovative flair.

The prestigious Downtown Design fair will be held from October 29 to November 1 in the centre of Dubai. Location will be a marquee just off Downtown Boulevard, close to the Burj Khalifa, Dubai Mall and many

top restaurants and leading entertainment venues.

And for architects and engineers it is a chance to come face-to-face with the latest innovative products to hit the market – and the men and women who have created them.

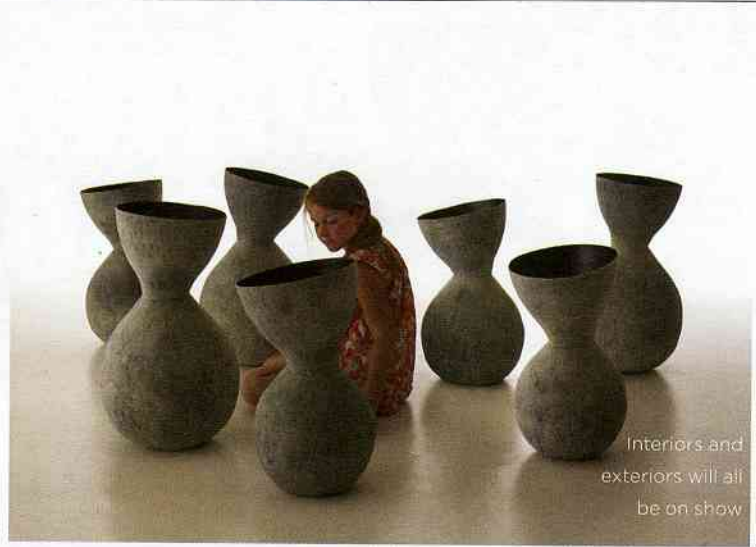
Mark Stobbs is one of the people behind the event.

“Trade visitors to the show will be able to experience some of the most dynamic design brands from across the world,” he said.

“They’ll be able to talk with both distributors and parent brands about future products and developments, both locally and across the GCC. Downtown Design is the platform on which all design industry professionals can come together.

“For architects and engineers, it will serve as a conduit for them to see some of the very latest design products globally.

“We’ll be showcasing brands who work very closely with architects and



Interiors and exteriors will all be on show



Take inspiration away from top showcase

Top talent on show

architectural practices world-wide so for them, it will be interesting to have first hand consultations with the brands themselves.

“One main aim for the event is that industry professionals in the region will be able to experience first hand the products and therefore potentially understand better the use and implementation of pieces within their own important developments.”

The event also acts as an important barometre of where trends in design are going across the Middle East – and it also acts as a way to showcase the talent which exists in the region to other parts of the world.

Companies taking part include Abu Dhabi-based Al Khaznah Tannery which specialises in the use of the UAE’s natural resources – such as camel leather - in top-end products.



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Mark Stobbs, organiser

Its general manager Jean-Marie Gigante is a former specialist advisor on this issue to the United Nations.

Stobbs said: “Showcases are the sensorial way through which visitors to the show can interact with brands on all levels and see more products.

“Education and discovery are just two of the important cornerstones



UAE exhibitors will be among those present

of the fair – hosting a series of talks and seminars will provide trade professionals unique insight into the design business whilst shared insight into the Middle East will allow both exhibitors and visitors alike to understand the changing design scene here in the region.

“We’ll be developing showcases with talent from within the UAE and GCC. Al Khaznah Tannery is one such example of this.”

The organisers want those who come along to use the event as a springboard to recognizing and developing their own talent.

“We really want visitors from the show to have been able to utilise their time to network and ultimately develop their own business expectations with like-minded individuals,” said Stobbs.

“We want them also to see Downtown Design as the ideal place in which to have done business, thereby ensuring the success of the event in following years.”