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Exclusive preview: Downtown Design
The inaugural Middle East design fair with international, iconic design brands



Downtown Design at The Venue, Downtown Dubai

This morning Downtown Design opened its doors to a select group of VIPs and press, kick starting a new fair with a press conference and an exclusive tour of the exhibition.



Cristina Romelli Gervasoni, Ora Ito, Giulio Cappellini, Pauline Deltour, Victoria Wilmotte and Khalid Shafar

Amongst the names of iconic brands showing for the first time at a Middle Eastern design fair are: Vitra, Cassina, who will present a unique Karl Lagerfeld photographic project; and Emeco, the world-renowned chair manufacturer. In addition, brands such as Poltrona Frau, Fritz Hansens, GAIA&GINO and Cappellini will give talks. The fair also hosts an exhibition of the 'Temporary Museum of New Design', the cornerstone event of Milan's Design Week, which has chosen Dubai as a location to exhibit for the first time outside Milan.



Temporary Museum of New Design

Nouvelle Vague, the platform that showcases up-and-coming French designers will exhibit in the Middle East for the first time as well, in collaboration with UAE-based designer Khalid Shafar. Additionally, Danish craftsmen will demonstrate the detailed work that takes place at their factories in Denmark by producing two iconic chairs during the week, live.



Organised by the team behind Art Dubai and Design Days Dubai, and in partnership with Emaar and the Dubai Culture and Arts Authority, Downtown Design's aim is to be a catalyst for establishing Dubai as a global hub for craft and design. Held under the patronage of Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, the fair will be open to the public later today and will run until November 1 2013, at The Venue, Downtown Dubai.









Visit www.downtowndesign.com for more information.