

Downtown Design opens

Staff Report

DUBAI — The first ever edition of Downtown Design recently opened at a custom-built location at The Venue in Downtown Dubai and will bring iconic international design brands to the Middle East.

Held under the patronage of Shaikha Latifa bint Mohammed bin Rashid Al Maktoum, Head of the Higher Advisory Committee of Dubai Culture & Arts Authority, the fair will take place until November 1, 2013. Downtown Design features a packed programme of talks and workshops supporting a number of exhibitors and is aimed at design industry professionals including architects, real estate developers and interior designers from across the Middle East and North Africa (Mena) region. The fair will act as a platform to nurture and develop business development within the design industry. Cristina Romelli Gervasoni,



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— *KT photo by Juidin Bernard*

Downtown Design fair director said: "We are excited about the fantastic brands exhibiting at the fair, many for the first time in the region and we look forward to welcoming visitors over the next four days." 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 will aim to be a catalyst for establishing Dubai as a global hub for

the design industry in the years to come. Amongst the names of iconic brands showing for the first time in a design fair in the region are: Vitra, one of the world's most respected manufacturers of iconic design products; 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 and Cappellini will give talks on the skills behind the manufacturing of their products. The fair is also hosting 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. 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.

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