

Designs on Dubai

Debut trade fair brings a touch of class to the city, as well as the world's best brands.

WHAT: Downtown Design **WHEN:** October 29 to November 1 **WHERE:** Mohammad Bin Rashid Boulevard

WHY: Dubai's first international design trade fair, brought to the city by the visionary team behind Art Dubai and Design Days Dubai, is opening its doors at the end of October.

The inaugural edition of the show will bring together a variety of international brands that focus on manufacturing craftsmanship and will feature the best of design in furniture, lighting,

accessories, flooring, textiles and technologies. Downtown Design is the new destination for emerging brands with strong philosophies, as well as providing a platform for top global companies to come together and help structure the future of the region's design industry. The show will attempt to highlight contemporary yet timeless artistic values.

“With significant developments and initiatives being made to support Dubai’s burgeoning art and design scene, together with the emirate’s ever-growing real estate and construction industry, Downtown Design is set to become a leading platform for global brands to showcase their products in a rapidly growing market,” says fair director Cristina Romelli Gervasoni.

Downtown Design will also feature many inspirational seminars, special events, face-to-face meetings and more.

The event will go on to “play a key role in establishing the emirate’s reputation as a global design destination; complementing the international calendar of design events in other global cities, including London, New York, Milan, Paris, Basel, Cologne and Miami,” adds Gervasoni.

DID YOU KNOW?

Downtown Dubai is home to some of the city’s most important landmarks, including The Burj Khalifa, The Dubai Mall and The Dubai Fountain.