

DOWNTOWN  
**DESIGN**

IN PARTNERSHIP WITH



14 | 17  
NOVEMBER  
DUBAI 2017

**DOWNTOWN DESIGN 2017, THE MIDDLE EAST'S MOST IMPORTANT DESIGN TRADE SHOW, ANNOUNCES ITS FIFTH EDITION AND FINAL EXHIBITOR LIST**



- The 5<sup>th</sup> edition of the region's leading design trade show doubles in size
- 150 brands from 25 countries, featuring 70 new high-end international and regional brands
- Hub for the leading trade professionals of the MENASA region
  - The commercial anchor for Dubai Design Week
  - Held at d3, 14-17 November 2017

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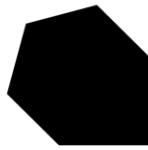


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## Dubai, UAE

**Downtown Design; the anchor event for Dubai Design Week today announces its largest and most significant edition to date, celebrating 5 successful years as the leading design trade fair for high quality design in the Middle East. Taking place from 14-17 November in partnership with the Dubai Design District (d3)+ Dubai Culture & Arts Authority (DCAA), the show is set to enhance its position as the Middle East's essential contemporary design event; providing industry and public audiences with new product, trends and inspiration.**

The fifth edition of Downtown Design will present a huge range of carefully selected best-in-class established and emerging brands from all over the world to the design professionals drawn to Dubai from across the Middle East. The annual exhibition, held for the third time at Dubai Design District (d3), will provide the architecture and design industry with a unique blend of exhibitors, live events, and installations all within a purpose-built venue.

Downtown Design will present talent across 26 product categories – including furniture and lighting, textiles and accessories, and the latest in kitchen and bathroom technology. The show will feature world-famous brand names and showcase eight emerging regional design brands for the first time.

Rue Kothari, Show Director of Downtown Design says “*We’re delighted to be marking five years of Downtown Design with a show double the size of previous editions. Not only does this reflect the strength of the exhibition and its reputation but also the growth in high-demand sectors of lighting, furniture and textiles. The show continues its rise, while focusing on connecting exhibitors to the region’s leading architects and interior designers. Helping brands and buyers to unlock the potential of the Middle East design market is at the heart of Downtown Design.*”

Mohammad Saeed Al Shehhi, Chief Operating Officer of Dubai Design District, commented: “*We’re delighted to welcome Downtown Design again to d3 as part of this year’s Dubai Design Week. The success of the show is proof the design industry in Dubai and across the region is growing. Downtown Design alongside d3 during Dubai Design Week is a powerful combination, underpinning Dubai’s position as an essential and dynamic market for local, regional and international brands.*

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Downtown Design maintains its renowned approach to detail, quality and relevance in selecting brands to exhibit. The 2017 edition sees an increase in the number brands across all categories, with an outstanding 90% retention of key brands; each of which is returning with fresh concepts for the market. This includes sought-after furniture brands Kettal, Minotti, Moroso and Sancal, who between them collaborate with world renowned designers Patricia Urquiola, Sebastian Herkner, Jasper Morrison and the Bouroullec Brothers. Newcomers to the exhibitor line-up include iconic furniture, textile and lighting brands including B&B Italia, Designer's Guild, MDF Italia, Meridiani, Marset, Sans Souci, Santa Cole and Vondom.

The popular Italian Pavilion will feature for the third year running. Established to promote the country's artisanal brands, the Pavilion will again benefit from the effectiveness of the event and the quality of fellow exhibitors. They will be joined this year for the first time by a Portuguese Pavilion that will present their most innovative industrial design brands.

Each year Downtown Design delivers a carefully considered visitor experience, from the design of the communal areas to the Forum space, which will host a full programme of industry talks. Restaurant and concept store The Light House provide an outstanding F&B offer at the heart of the show, alongside an outdoor, water-side terrace. To deliver this vision, this year Downtown Design has partnered with some of region's most innovative talents: Local Interior Architecture firm LSD to reimagine a new masterplan for the event; leading interior design firm AAC to create the bespoke café and landscape architects Desert Ink to design a unique installation for the entrance to the fair.

Downtown Design's commitment to its exhibitors includes bespoke marketing and public relations tailored to support each brand, and a dedicated Buyers Programme which matches commercial objectives with buyer profiles. The result is a trade audience which is unparalleled both in terms of its quality and relevance. Pre- register on [www.downtowndesign.com](http://www.downtowndesign.com)

Ends.

#### **The full exhibitor list**

Categories include: Bathrooms, kitchens, textiles, rugs, flooring, office furniture, tableware, accessories, tiles, furniture indoor, furniture outdoor, lighting and storage.

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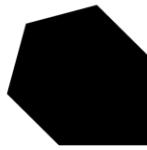


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## Accessories

Apartment 51	Georg Jensen	Pombo
AW Rostamani Lifestyle	HH	SIA
Baccarat	Kriska Décor	
Designed by Hind	L'objet	

## Bathroom

Al Hashimya	Kohler	Ideal Standard
Antonio Lupi	Fratelli Frattini	Roca
Axor/Hansgrohe Group	Oasis Paint	
Duravit	THG	

## Carpets and Flooring

Ayka Design	Hands Carpets and Rugs	Marc
Carpets CC	Illulian	Marchewka
CC – Tapiz	Interface	Nordic Homeworkx
Chabros	Kahrs	
Esthec	Loloey	

## Furniture (including outdoor furniture)

Aati	MDF Italia and B&B Italia	Ethimo
Bentley Home	Baker	KARE
Fendi Casa	Bernhardt	Kettal
Dorya	Black Tie	Luxdemob
Edra	Carl Hansen & Son	Misk
Minotti	Caspaiou & Meridiani	Moroso
Apical Reform	Chattels & More	Point Skyline
Baituti	Creative Closets	Renson

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Rouda Alshamsi

SACD

Sancal

Studio A

Tucci

Vondom

Ethimo

## Kitchens

Quooker

Siematic/ La Cornue

Snaidero

Sultaco (Rational)

VD works

Zip

## Kitchen Cooking Appliances

MVP

Elba

Elica

Liebherr

Gaggenau

## Lighting

Baccarat

Bomma

Klove

Lightyou.com

Lladro

Marset

Nahoor

NEO

Preciosa

It's all about Romi

Sans Souci

Santa & Cole

Serip

Studio 971

Studio Italia

The Den

Viso

## Office Furniture

ABC

Alias

Herman Miller

Bene

Office inspirations

Carl Hausen

Coalesse

Framery

Offecct

Human Scale

Mobica+

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## Textiles

Designtex  
Designers Guild

Lealpell  
Maison D'art

Sophie Mallebranche

## Wall Coverings

Alpi Spa  
Globecourt

Armourcoat  
Lithos design

Mosaico  
Studio cast glass

## Notes to Editors

Since its inception in 2012, Downtown Design has grown by 350%, signifying the continuing growth of the regional market, and the demand for original, high quality design. The large number of development projects in the Middle East including Dubai Expo 2020, as well as the evolution of the design industry in the Middle East, brings substantial opportunities for international brands, and last year saw brands from over 28 countries exhibit.

Downtown Design is held under the patronage of Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, in strategic partnership with Dubai Design District (d3) and supported by the Dubai Culture and Arts Authority, and is open to both trade visitors and public and entry is free to those that pre-register on [www.downtowndesign.com](http://www.downtowndesign.com)

@downtowndesignd | #DTD2017

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## ABOUT DOWNTOWN DESIGN

Downtown Design is the only platform in the Middle East for the region's trade professionals to discover original, high quality design from all over the world. In its fifth edition, the Fair returns to the Dubai Design District (d3) from 14-17 November 2017 as part of Dubai Design Week. It presents a carefully edited roster of established and emerging brands across a variety of product

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categories including furniture, lighting, bathrooms, kitchens, textiles and accessories. Fostering greater interaction, connectivity and commercial opportunity, Downtown Design is dedicated to providing a dynamic environment for buyers and brands to do business easily and efficiently.

[www.downtowndesign.com](http://www.downtowndesign.com)

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#### **ABOUT DUBAI DESIGN WEEK**

Dubai Design Week is one of the world's newest and most ambitious international design events, conceived to shine a spotlight on Dubai as a leading design hub, and share the UAE's thriving design scene with the world at large.

Dubai Design Week was established in 2015 in partnership with Dubai Design District (d3), and is held under the dedicated patronage of Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, Vice-Chairman of the Dubai Culture & Arts Authority, a strategic partner of the event. Dubai Design Week is also sponsored by Audi and Meraas.

In Dubai's collaborative spirit, and as a reflection of the city's global outlook, its design week is both regional and international in scope, encompasses public and private spheres, culture, education and entertainment, and spans multiple disciplines, ranging from graphic and product design to architecture and industrial design. Panels, keynote speeches, panel discussions, public performances and educational workshops all contribute to the greater discussion of what design means for the region and the world.

[www.dubaidesignweek.ae](http://www.dubaidesignweek.ae)

#DXBDW | #DXBDW2017

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#### **ABOUT DUBAI DESIGN DISTRICT**

Dubai Design District, (d3), one of the TECOM Group's communities, is a destination dedicated to design. The chosen home for the region's growing collective of creatives, artists and designers, d3, has fast become the hub for inspiration and innovation. Created to answer the growing need from the industry, d3 provides businesses, entrepreneurs and individuals from

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across the design value chain with a thriving community where they can collaborate, create and inspire.

Known for its versatility d3 has become a popular events space, attracting international crowds to cultural exhibitions such as Dubai Design Week, Fashion Forward, Sole DXB and Meet d3, which have simultaneously driven footfall to d3's distinguished repertoire of design-focused outlets, art galleries and eateries.

With this year's launch of lifestyle boutiques, art galleries and culinary concepts in its core 11 buildings, the Design Quarter, d3 is very much alive. Taking a novel approach, d3 has selected a mix of original homegrown and international concepts to form a creative community of new retail outlets, restaurants and innovative pop-up events that invite visitors to enjoy a more authentic shopping and dining experience.

d3 is constantly evolving. To cater to its growing number of residents, d3 will feature a one million square foot Creative Community which is currently under construction, and will act as the site's cultural epicenter, inspiring emerging designers and artists. Another key goal for d3 is to continually surpass the expectations of its visitors, and so d3 will also boast a bustling 1.8km Waterfront development running alongside the Dubai Creek, with international and design-led hotels, boutique retail concept stores and an outdoor events space, as well as a host of hospitality and leisure facilities.

To support its many creative partners, d3 offers individuals and businesses the choice of operating either as a free zone entity or as an on-shore business, each with its own merits.

[www.dubaidesigndistrict.com](http://www.dubaidesigndistrict.com)

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#### **ABOUT DUBAI CULTURE & ARTS AUTHORITY:**

The Dubai Culture & Arts Authority (Dubai Culture) was launched on March 8, 2008 by His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai, in order to drive the growth of the city's artistic and cultural landscape. The Authority has grown to play a major role in the realization of the Dubai Plan 2021, to highlight Dubai as a thriving capital for creative industries and further embed the Emirate's credentials as a city of happy, creative and empowered people.

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As part of its mandate, Dubai Culture has several initiatives that are focused on strengthening both the historic and modern cultural fabric of Dubai, including Dubai Art Season - the city's premier umbrella arts initiative which kicks off with Emirates Airline Festival of Literature and encompasses Art Week including Art Dubai, Design Days Dubai, and SIKKA Art Fair- an annual event aimed at promoting Emirati and local artists in the UAE and the wider GCC region, Dubai Festival for Youth Theatre - an annual festival that fosters the art of theatre in the UAE and that is celebrating its 10<sup>th</sup> anniversary in 2016, and Dubai Next - a dynamic platform that aims to showcase the Emirate's cultural ethos and its vibrant creative scene on the global stage.

The Authority's other key initiatives include Creatopia ([www.creatopia.ae](http://www.creatopia.ae)) - the nation's first government empowered virtual community that guides and nurtures the creative culture of the nation and provides a platform of information and opportunities that lead to exposure and personal growth.

Dubai Culture also plays a leading role in support of the UAE National Strategy for Reading 2026, in particular by undertaking a major refurbishment of all Dubai Public Libraries branches to transform them into state-of-art cultural and artistic hubs. Across all of its branches, Dubai Public Library also provides children and young adults with a range of educational and entertaining activities that encourage the use of its facilities. The 'Our Summer is Filled with Culture & Arts Programme' is a Dubai Public Library initiative which complements the UAE National Reading Strategy, with its activities open to all age groups, and which revolve around four key themes: happiness, reading, family and the future.

The Authority also manages more than 17 heritage sites across the Emirate, and is a key government stakeholder in the development of the Dubai Historical District. As the custodian Authority of Dubai's museum sector, Dubai Culture officially launched Etihad Museum in December 2016. The museum provides platform to encourage cultural exchange and to connect Emirati youth with their culture and history. As part of the Authority mandate to support Dubai's vision of becoming the focal point of diverse cultural exchange (regionally & globally), the museums will play a catalyst role in preserving Emirati Heritage.

For more information on Dubai Culture, visit [www.dubaiculture.gov.ae](http://www.dubaiculture.gov.ae)

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