



THE FIFTH EDITION OF DOWNTOWN DESIGN

THE MIDDLE EAST'S MOST IMPORTANT DESIGN TRADE SHOW

The 5th 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

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.”

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