

# Fifth Times a Charm: Downtown Design Announces 2017 Exhibitor List

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Designer's Guild at Downtown Design 2017, Dubai  
(Courtesy: Dubai Design District )

Downtown Design 2017, in partnership with the Dubai Design District (d3) + Dubai Culture & Arts Authority (DCAA), announced its fifth edition and final exhibitor list.

Downtown Design, the anchor event for Dubai Design Week, recently announced its largest and most significant edition to date, celebrating five successful years as the leading design trade fair for high-quality design in the Middle East. The show

is set to enhance its position as the Middle East's essential contemporary design event, providing industry and public audiences with new products, trends, and inspiration.

The fifth edition of Downtown Design will present a huge range of carefully selected 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 trade show will showcase eight emerging regional design brands for the first time. Mohammad Saeed Al Shehhi, Chief Operating Officer of Dubai Design District, said, “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.”

The 2017 edition sees an increase in the number of brands across all categories, with an outstanding 90 percent retention of key brands. This includes sought-after furniture brands like 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 like B&B Italia, Designer's Guild, MDF Italia, Meridiani, Maset, Sans Souci, Santa Cole, and Vondom.

Downtown Design's commitment to its exhibitors includes bespoke marketing and public relations tailored to support each brand, and a dedicated Buyers

Programme that matches commercial objectives with buyer profiles. The result is a trade audience which is unparalleled both in terms of its quality and relevance.

*The trade show will take place from November 14 through November 17, 2017, at the Dubai Design District, Dubai 73000, United Arab Emirates.*