

Downtown Design 2017 to double in size

Fifth edition runs 14-17 November and hosts 150 brands



The 2017 edition of Downtown Design, the anchor event for Dubai Design Week, will be the largest and most significant to date, celebrating five years as the leading design trade fair for high-quality design in the Middle East. Taking place in partnership with Dubai Design District (d3) and the 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 products, trends and inspiration.

The fair will present a 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 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 and will feature reputed brands 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 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 the lighting, furniture and textiles sectors. The show continues its rise, while focusing on connecting exhibitors to the region's leading architects and interior designers."

Mohammad Saeed Al Shehhi, d3 chief operating officer, comments: "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 of brands across all categories, with an outstanding 90% retention of key brands, each returning with fresh concepts for the market. The show'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 unparalleled in terms of both quality and relevance. ●

Pre-register on www.downtowndesign.com.