

Downtown Design 2017 announces its return

The fifth edition of the region's leading design trade show doubles in size

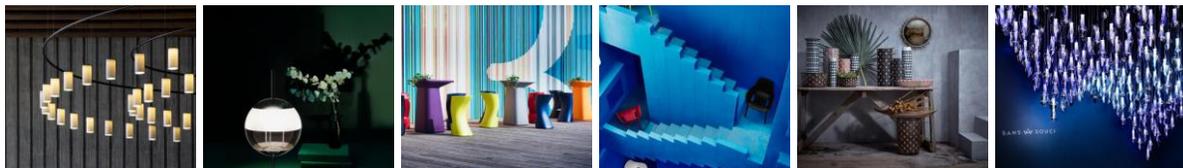
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The fifth edition of **Downtown Design**, which will be held for the third time in the **Dubai Design District**, is ready to present real talent across 26 product categories - from furniture to lighting, from fabrics to accessories to the latest technologies in the design world. The exhibition will feature brand names of world renown and will present for the first time eight emerging regional brands.

This year's success has doubled its size thanks to the importance of Dubai's role as an essential and dynamic market for local, regional and international brands, focusing mainly on the connection between exhibitors and major architects and interior designers of the region.

Galleria



The main objective of the event continues to be its renowned approach to detail, quality and relevance in the choice of trademarks on display. The 2017 edition thus sees an increase in the number of exhibitors in all categories, with outstanding 90% key brand maintenance; each of which is returning with new ideas and fresh concepts for the market, thanks in particular to new and profitable collaborations with world renowned designers.

Among the various excellences, obviously can not miss the **Italian Pavilion** that will be present for the third consecutive year. Created to promote the country's artisanal brands, it will once again play an important role thanks to the high quality that has always distinguished **Made in Italy products**.

From 14 to 17 November, Downtown Design is ready to offer a unique and personalized experience to its visitors.

From the design of the common areas dedicated to the Forum that will host a rich program of industry conferences, to collaborations with some of the most region's talent to create unique environments and landscapes where to live fully one of the most anticipated events of the year.