

## AN ORIENTAL FLAIR

— Dubai Design Week 2017

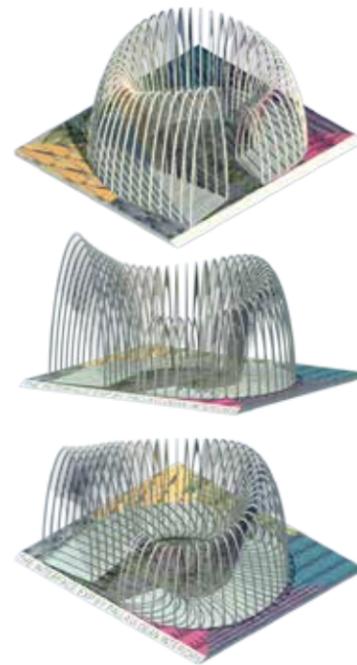
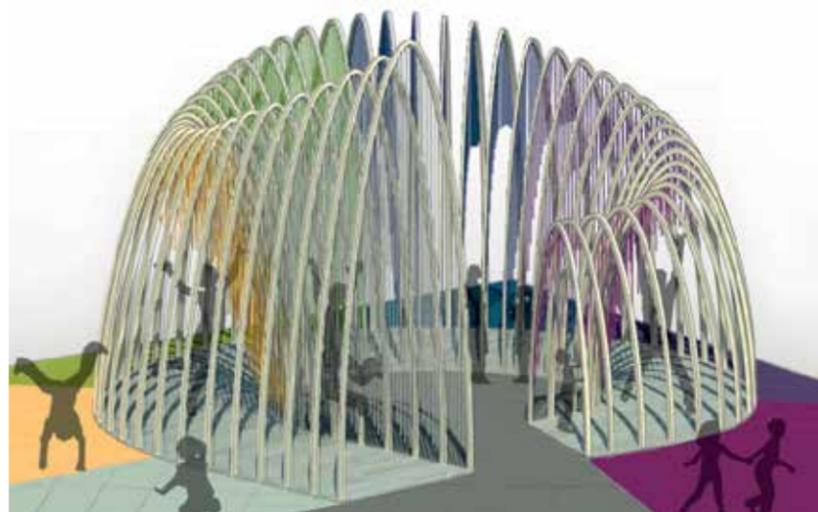
With the third edition of Dubai Design Week, the Middle East's largest design event and a global meeting point for the international design industry, just around the corner, we take a look at six design stars in the ascendant.

## THE INTERFACE EXPERIENCE

— Pallavi Dean

Design Director of award-winning design studio, Pallavi Dean Interiors designs Interface's biophilic installation-led booth at Downtown Design. Building on the concept of metamorphosis, the installation takes the visitor on a journey that excites the five senses of perception - sight, sound, touch, smell and taste. Employing architectural bio-mimicry, the form emulates the process of metamorphosis - which ties into interface's sustainable approach of reusing and repurposing materials to create their product. Visitors are invited to touch the suspended carpet looms, hear the experiential soundtrack, take in the fragrances from nature whilst walking through the loop. The journey culminates in the centre of the stand and the sampling of a signature locally produced juice. Also, head to the newly-opened restaurant of Lebanese Star Chef Maroun Chedid, Shababeek, the studios' first restaurant design.

[pallavidean.com](http://pallavidean.com)



## ABWAB PAVILION

— Fahed & Architects

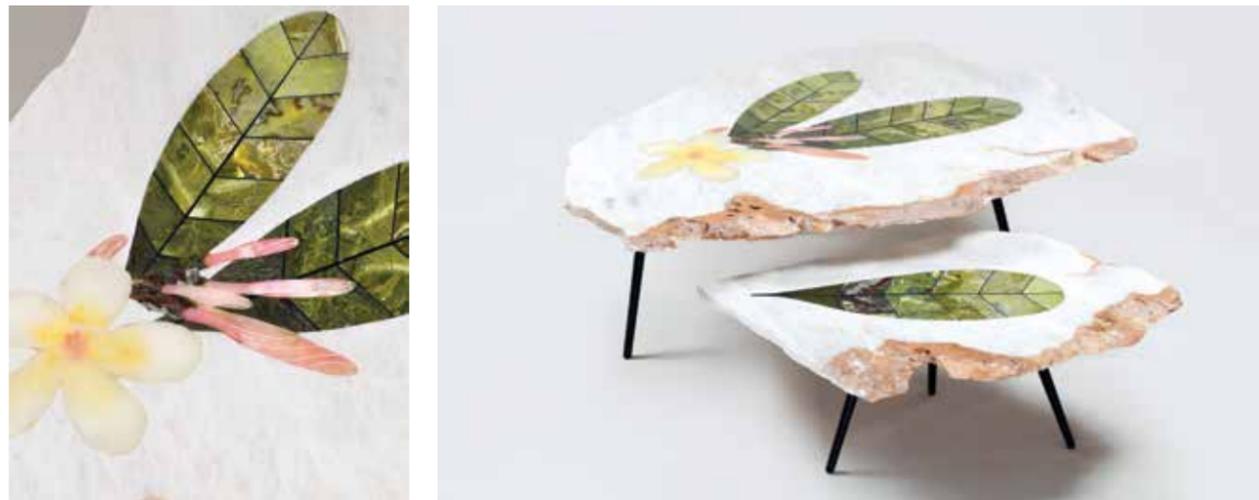
The Dubai-based architects were selected to design this year's temporary pavilion structure for Dubai Design Week's annual regional design exhibition ABWAB. Fahed & Architects has used recovered bedsprings borrowed from waste management company Be'ah to stunning effect and which, when placed within Dubai Design District (d3), will provide an outstanding backdrop for Abwab's hallmark of providing a heavily curated snapshot of contemporary designers and products from across the region. The design of the ABWAB pavilion is an annual commission for UAE-based architecture practices; Fahed & Architects join previous architects LOCI Design & Architecture (2015) and a hypothetical office (2016). [fahedarchitects.com](http://fahedarchitects.com)



## CHAMPA AND REIDI COLLECTIONS

— *Lél for O'de rose*

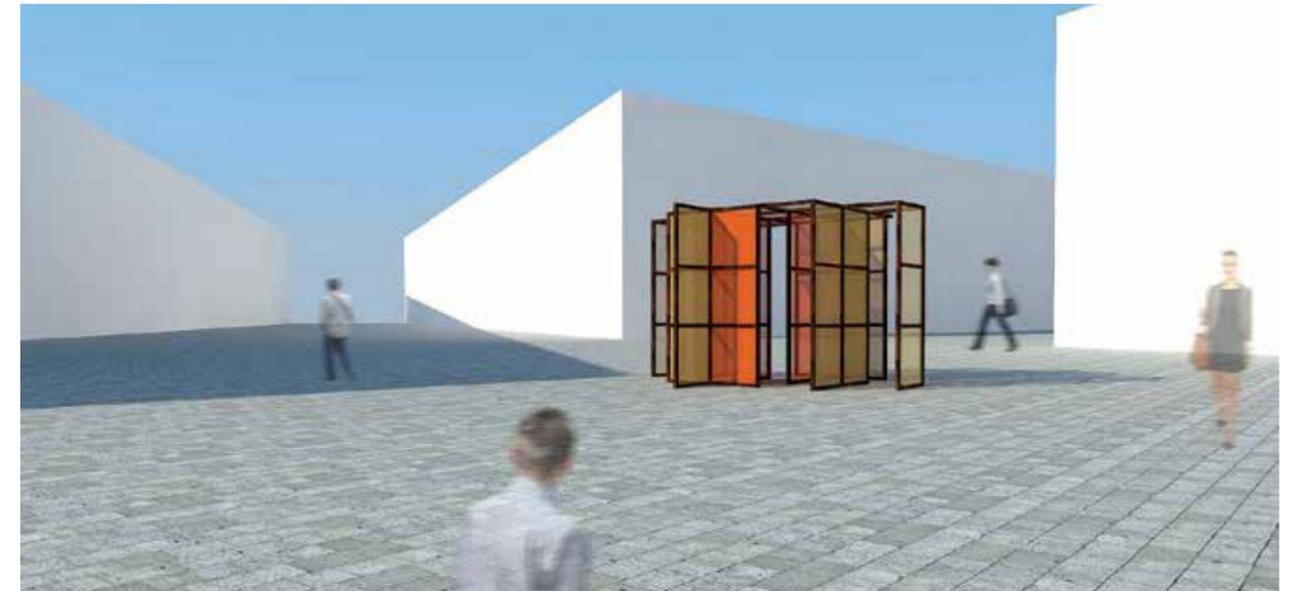
Lél, an artistic collective dedicated to preserving, reinterpreting and evolving the ancient art of hand-crafted stone inlay, Pietra dura, exhibits for the first time in the Middle East at one of Dubai's most-loved concept stores, O'de rose. Under the creative direction of Meherunnisa Asad and in collaboration with local and Afghan craftsmen and artisans in Peshawar, Lél marries traditional craft techniques with contemporary design and a colourful array of semi-precious stones and marbles locally sourced from the mountains of Pakistan. "A Lél piece does not start in the studio. It starts in the mountains millions of years ago. You never start with a blank canvas in the art of stone inlay," says Meherunnisa. [thelelcollection.com](http://thelelcollection.com)



## SCREEN

— *Lujaine Rezk*

UAE-based interior design graduate and emerging design talent Lujaine Rezk realizes her first full scale commission at Dubai Design Week with an installation to mark the key point of entry at Design Week's hub venue, d3. 'Screen' is a freestanding interactive installation that acts as a temporary shelter and shade for visitors inspired by a conceptual interpretation of the Masharabiyah, traditional Arabian screens made of lattice woodwork that provide privacy from the outside. The installation is a construction of wooden frames with stretched fabric that are layered in space. Allowing the visitors to walk through/around it to experience the varying levels of privacy and shade. [tashkeel.org/artists/lujaine-rezk](http://tashkeel.org/artists/lujaine-rezk)



## STUDIO A

— Ahmad Bazazo

Downtown Design marks the launch of Lebanese architect's collection of timelessly-elegant furniture pieces under newly founded multidisciplinary design practice, "Studio A". Studio A challenges the notions of traditional design by pushing the boundaries of material experimentation and precision in order to create objects of the highest possible quality. It is not driven by a given style, but rather by a principal of producing bespoke made-to-measure objects that bring light and focus into the spaces that they encompass and its collections are meticulously crafted. [studio-a-designs.com](http://studio-a-designs.com)



## CONTOUR

— Cecilia Setterdahl for AR Gallery

d3-based carpet designer Cecilia Setterdahl makes her first foray into furniture with 'Contour', a table designed and made in collaboration with new progressive design gallery, AR Gallery by Apical Reform. Cecilia joins other UAE-based design talents, Fadi Sareddine and Nadine Kanso, along with Tashkeel, for AR Gallery's launch exhibition exploring climate change and its impact on Earth, 'State of Earth', hotly-tipped to be one of this year's Design Week highlights for collectible design followers. Also, head to the fifth edition of Downtown Design for Setterdahl's carpet brand, CarpetsCC. [carpetscc.com](http://carpetscc.com)

