



DUBAI DESIGN WEEK

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The Middle East's largest design event and a global meeting point for the international design industry, Dubai Design Week, is set to host biggest season yet in November (13th-18th), furthering its status as a cutting-edge, vibrant global design hub. Staged in partnership with Dubai Design District (d3), the six-day programme of more than 200 events aims to attract more than 50,000 visitors including architects, designers, thought-leaders, influencers and public audiences from the region and around the world.

At the centre of Dubai Design Week is its commercial anchor event, Downtown Design (14-17 November), which looks forward to 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. Downtown Design will present over 140 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 and further afield. The show will feature world-famous brand names and showcase eight emerging regional design brands for the first time, across 26 product categories – including furniture and lighting, textiles and accessories, and the latest in kitchen and bathroom technology.





Visitor interacting with Hexalite
by Zeinab Alhashemi
commissioned by Swarovski

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.”



Spun chairs by Magis

The 2017 edition sees an increase in the number of 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.



HERIOT WATT UNI
Generative Shelter



Christie by Nahoor,
at Downtown Design

Dubai Design Week is a vivid expression of the varied and talented design community established in and drawn to Dubai, the region’s design capital, we get to know a handful of home-grown

architecture and interior design talents who are shaping the future of design in their city.

Pallavi Dean Interiors

Pallavi Dean Interiors is a UAE success story. Half the eight-strong team at the studio is based in d3 – including Pallavi herself – studied in the UAE. Since launching in 2013 with a very clear mission “to create unforgettable experiences through design”, the boutique interior design agency has built an award-winning international portfolio spanning three continents and four sectors: hospitality, commercial, residential and education. Flagship projects include the Edelman head office in Abu Dhabi, the Sheraa entrepreneurship centre at the American University of Sharjah, and the forthcoming Delano Dubai hotel and Yotel hotels on Palm Jumeirah.

For Downtown Design 2017, Design Director Pallavi Dean has designed a biophilic installation-led booth for leading carpet tile brand, Interface. Pallavi was irresistibly drawn to the concept of ‘metamorphosis’ as a way of conveying the true DNA of the company to

Downtown Design’s audience of architects, interior designer and specifiers. “In a very literal sense, Interface’s recycling is the epitome of metamorphosis. “They take old rugs and discarded fishing nets and turn them into beautiful carpet tiles,” explains Pallavi. “More profoundly, their mission is to fundamentally transform the way people feel when they step inside a building. Using principles like biomimicry and biophilia to bring the natural world indoors, they help create what they call ‘Positive spaces.’ The result: people are more creative, more productive and happier. True metamorphosis.”

Edelman offices
Abu Dhabi, UAE



Pallavi Dean,
founder, and
Christina Morgan,
partner of Pallavi
Dean Interiors