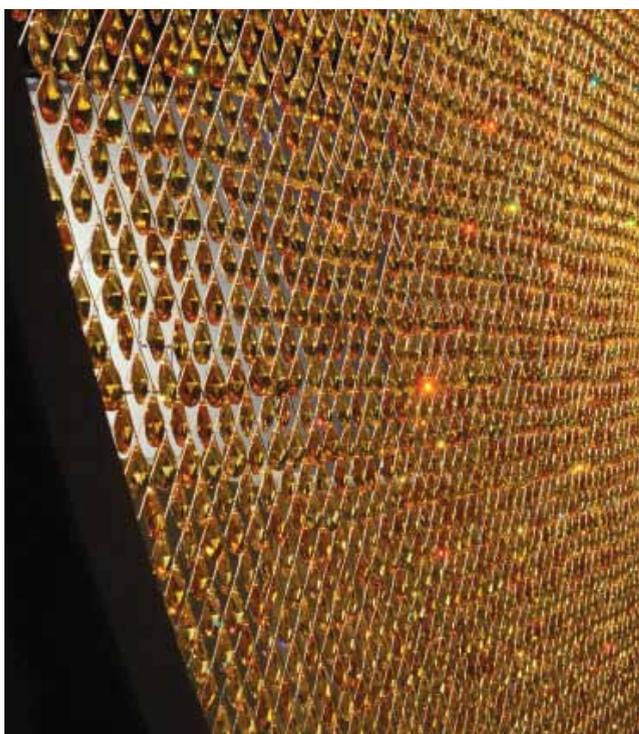


Triple treat

Known as the new global destination for international brand launches, events and speakers, the Design Week, Downtown Design and Italian Luxury Interiors hub brought the best established and emerging talent to Dubai.

TEXT: JOANNE MOLINA

Gafla installation



Prologue by Fredrikson Stallard for Swarovski



Apical Reform



Sir David Adjaye



Elmar Mock



Mauro Porcini



Sass Brown

As proud media sponsor, id was once again thrilled at the success of November's esteemed Dubai design events. Vibrant and dynamic, the third edition of Dubai Design Week (DXBDW) saw more than 200 activities staged in locations across the city – including a programme of over 90 events that took place at d3, the hub of Dubai Design Week.

The six-day event included the fifth edition of Downtown Design – the design trade show which this year doubled in size – as well as the Global Grad Show, the 'Oscars' of graduate design and innovation that featured over 200 projects from 40 countries worldwide.

Abwab was back from another year with 40+ projects from across 15 countries within the MENASA region. It was housed in a spectacular temporary pavilion designed by UAE-based Fahed + Architects, which used recycled bed springs to feature 45 products by regional designers.

The most extensive talks programme to-date was headlined by Sir David Adjaye, one of the world's top architects; Mauro Porcini, PepsiCo Chief Design

Officer; Elmar Mock, inventor of the Swatch watch; and Sass Brown, founding dean of Dubai Institute of Design and Innovation (DIDI).

Original events and exhibitions were staged by over 80 businesses, designers and organisations at venues across the city, including Etihad Museum, DIFC and Hamdan Bin Mohammad Heritage Centre.

Exhibitions included: Brandino's 'Skyline', designed by Hani Mahfouz; Swarovski's 'Prologue' by Fredrikson Stallard, situated in the centre of d3, which showcased the latest Atelier Swarovski home décor collections at the newly opened Swarovski Creative Center; and Rado's 'Portraits of Design' exhibition, featuring the Rado True designers' collection, an exclusive series of limited edition timepieces created in collaboration with renowned designers from around the world.

Swedish favourite Ikea also brought something special to Design Week. According to the company's survey, nearly 100 per cent of respondents in the UAE think that it is important to enjoy play as an adult. As part of the 'Let's



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ITALIAN LUXURY INTERIORS

The art of Italian Design



Vetrogiardini



Bla Bla



Borzalino



Fantini Mosaici



Teckell



Lorenzo Lotesto and Catherine Belbin



Marwa Abdelbaki



Massimo Franchi and Alia Monzer



Charlotte de Vink



Attilio La Pietra and Tiziana Burrini



Gregory Chouchoulis and Gina Garaventa



Javier Gracia



Michela Leon and Thierry Van Durme



Maria Norman and Michela Leon

Play for Change' campaign, Ikea hosted an exhibition inspired by a magical playhouse fantasia, which is being held at Dubai Design District through until 9 December.

Awards for up-and-coming talent also drew key industry leaders, journalists and designers. This year's Audi Innovation Award went to Jamal Alsharkas. His project, 'EZ Move', is an intelligent mobility device that senses obstacles in the user's path, enabling anyone to walk and travel independently far outside their usual comfort zones.

Downtown Design, the commercial heart of Dubai Design Week and the region's leading design trade show, was held at the new d3 Waterfront event space. Having doubled in size, with over 150 exhibitors from across 25 countries, the 2017 edition of Downtown Design featured 70 new high-end international and regional brands, as well as debuts from eight emerging design brands from the UAE.

Events opened with a keynote speech from London-based avant-garde design duo Fredrikson Stallard, and included speakers such as Abbie Chung, Senior Associate at international architecture studio 5+Design, along with several design and panel discussions featuring: George Fleck, Vice President, Global Brand Management & Marketing - Le Méridien,

Renaissance & Westin; Tom Arnel, Managing Director at hospitality specialist Bull & Roo; and Delhi-based architects Manit and Sonali Rastogi of Morphogenesis.

Brand launches included the award-winning German design brand Axor – part of Hansgrohe Group – with an attention-grabbing display featuring interactive elements. Visitors enjoyed the thrilling experience of products first-hand, such as the eye-catching four-jet Axor *ShowerHeaven*, housed on an exclusive Philippe Starck shelf, displaying polished brass and chrome finishes. The multi-jet Axor *PowderRain* – the brand's latest innovation in water design – was also available.

Lovers of Italian lifestyle and design flocked to the first official Italian Luxury Interiors Pavilion, sponsored by the Italian Trade Agency in collaboration with CNA and Confartigianato.

Drawing record crowds, the pavilion brought together 17 of Italy's luxury design brands under the theme 'The Art of Italian Design'. Exhibitors included Alberta Pacific Furniture, Teckell, Borzalino, Fantini Mosaici, Frigerio 21, Sartori rugs, Mabele by Mabo, Made a Mano - Roario Parrinello, Viola Tonucci - Manifestodesign, Listone Giordano, Matteo Brioni, Cicolette, l'Opificio, Vetrogiardini, OTQ, Vetrart Glass in Light and Zafferano. 