

3rd edition of Dubai Design Week opens

40,000
people are expected to visit the event

200
events are planned across the city

40
international journalists will cover the show

15
installations in Dubai Design District (D3)

Go to the centre of D3 and that's where you will see how design has come alive in the city."

William Knight, head of design, Art Dubai

Khaleej Times, a partner in design thinking

Staff Reporter

Save the dates!

> **Dubai Design Week** – Nov 13 to 18
> **Downtown Design** – Nov 14 to 17



The temporary pavilion Awaab is a contemporary structure located right at the heart of Dubai Design District, for Dubai Design Week.

Sujata Assomull

DUBAI — From Abu Dhabi's Louvre, the focus now moves to the Dubai Design Week (DDW), which starts today and runs until Saturday. This is the third and largest edition to date — with more than 200 events all across the city.

Like last year, over 40,000 people are expected to visit the event. Heading the project is William Knight, Art Dubai's head of design, who said that "I think the main story is how we have grown."

There are 15 installations in Dubai Design District (D3), for instance. He has also kept the focus on making this a show for everyone. "For example, over the weekend, we have a 'Let's Play for Change' workshop with Ikea, which children are bound to enjoy."

Knight says if there is just one

Monumental work comes to Dubai

While there will be plenty of photo ops, one installation that William Knight, Art Dubai's head of design expects to be the most photographed is *Prologue* by Patrik Fredrikson and Ian Stallard, known for their avant-garde design. *Prologue* is a monumental, freestanding sculpture weighing 12 tonnes and holding over 8,000 amber-

coloured Swarovski crystal droplets within its 4m-diameter, patinated steel frame.

The luminous ring mimics the golden sun and its endless circle represents new beginnings, life and rebirth. The work was originally unveiled at Art Basel Hong Kong in 2014 and now comes to Dubai Design Week.

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thing you could do this week, head to the Dubai Design District. "Go to the centre of D3 and that's where you will see how design has come alive in the city."

Downtown Design opens on Tuesday and this fair is double the size it was last year. Look out for the work of well-known design companies such as Baccarat, Bernhardt

and Herman Miller. And you can also check out the works of local talents like Roudha Alshamsi, who displays a work of 'Art Furniture'.

"Then there are over 200 projects in the Global Graduate show," added Knight. Projects by students of over 90 universities from 40 countries, it's the most diverse celebration of student design for

any design fair. It is the scale at which this year's edition of the DDW celebrates both home and international design that makes it so important. At least 40 international journalists are heading to the city to cover the show.

"Awaab is also right in D3's heart and really helps out this region on the international design map," Awaab translates as "doors" and this year's exhibition will host 45 designs from 15 countries within the Middle East North Africa, South Asia (MENASA) region. It's probably the most accurate representation of contemporary design from the region exhibited anywhere, housed within a dramatic temporary structure made from used materials. It's designed by Dubai-based Fahed & Architects, recent winner of the National Architect of the Year Award in India.

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DUBAI — Dubai Design Week and Downtown Design 2017 announced an exclusive media partnership with *Khaleej Times*, the country's first and oldest English newspaper.

For 39 years, *Khaleej Times* has offered its readers engaging new perspectives, knowledge, and insights. Constantly striving to find new and innovative ways to connect with the audience, the newspaper aims to play a key role supporting Dubai Plan 2021, presenting Dubai as a thriving capital for creative industries and empowering people to embrace creativity and happiness.

Design thinking is a mindset. It is the confidence that everyone can be part of creating a more desirable future, and to take action when faced with a challenge. That kind of optimism is needed in every individual.

Ravi Raman, senior vice president at *Khaleej Times*, said: "Design is no longer about aesthetics and has now become a strategic advantage. For us, superior design means a better reader experience and deeper engagement. Over the years, *Khaleej Times* has invested in infographics and intuitive product design. Being part of Dubai Design Week and Downtown De-

sign 2017 is a natural fit in our design evolution."

Dubai Design Week and Downtown Design is held under the patronage of Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, Vice-Chairman of the Dubai Culture & Arts Authority. Dubai Design Week was conceived to bring forth Dubai as the region's leading design city, and to provide an engaging platform for the UAE's design community. It is both regional and international in scope and ambition, and spans multiple disciplines, ranging from graphic and product design to architecture and industrial design.

Downtown Design is the only platform in the Middle East for trade professionals to discover original, high quality design from the world over. They have a carefully edited roster of established and emerging brands across a range of product categories; including furniture, lighting, bathrooms, kitchens, textiles, and accessories. The event runs as a key element of Dubai Design Week. reporters@khaleejtimes.com



A 'pottery on the wheel' workshop by Al Jallia Cultural Centre for Children will be held during the Dubai Design Week.