



14 NOVEMBER, 2017

## Downtown Design 2017, The Middle East's most important design trade show, today opens its fifth and largest edition to date

Press Release

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The 5th edition of the region's leading design trade show doubles in size

Over 150 brands from 28 countries, featuring 70 new high-end international and regional brands

Hub for the leading trade professionals of the MENASA region

The commercial anchor for Dubai Design Week

Held at the d3 Waterfront, 14-17 November 2017

The fifth edition of Downtown Design will present a wide range of thoughtfully 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. The annual exhibition, held for the third time at Dubai Design District (d3), will provide the architecture and design industry with a unique blend of exhibitors, live events, and installations all within a purpose-built venue.

Downtown Design will introduce talent across 26 product categories – including furniture and lighting, textiles and accessories, and the latest in kitchen and bathroom technology. The show will present world-famous brand names and showcase eight emerging regional design brands for the first time.

Rue Kothari, Show Director of Downtown Design says *"We are very excited to be marking our fifth year in a beautiful glass-fronted venue overlooking the d3 waterfront that houses our largest and most diverse show to date. The quality of our brands and sheer scope of their individual presentations will surpass all previous editions. It's apparent that Downtown Design is established as the Middle East's most significant contemporary design event on the global calendar."*

Mohammad Saeed Al Shehhi, CEO of Dubai Design District, commented: *"d3 is again delighted to host the fifth edition of the region's leading design trade show, Downtown Design. The event highlights the talent and skill set that help to shape the growth of the design industry in the region. The event is held at the d3 Waterfront with many of d3's creative partners and retailers also participating. This edition has grown to be the largest yet with many more international brands showcasing their latest collections. These events help to enable d3 and Dubai become a leading global design destination."*

Downtown Design maintains its renowned approach to detail, quality and relevance in selecting brands to exhibit. 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, Maset, Sans Souci, Santa Cole and Vondom.

The popular Italian Pavilion will feature for the third year running. Established to promote the country's artisanal brands, the Pavilion will again benefit from the effectiveness of the event and the quality of fellow exhibitors. They will be joined this year for the first time by a Portuguese Pavilion that will present their most innovative industrial design brands.

Through the Forum, Downtown Design will also host an informative and exciting series of talks, panel discussions, and workshops – headlined by a keynote speech by design duo Fredrikson Stallard. The Forum will offer an eclectic mix of discussions, led by notable experts in the field, aiming to link the vast world of design to technology, business, and sustainability.

Each year Downtown Design delivers a carefully considered visitor experience, from the design of the communal areas to the Forum space. Restaurant and concept store The Lighthouse will provide an outstanding F&B offer at the heart of the show, alongside an outdoor, water-side terrace. To deliver this vision, this year Downtown Design has partnered with some of region's most innovative talents: Local Interior Architecture firm LSD to reimagine a new masterplan for the event; leading interior design firm AAC to create the bespoke café and landscape architects Desert Ink to design a unique installation for the entrance to the fair.

Downtown Design's commitment to its exhibitors includes bespoke marketing and public relations tailored to support each brand, and a dedicated Buyers Programme which matches commercial objectives with buyer profiles. The result is a trade audience which is unparalleled both in terms of its quality and relevance.

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