



Announcing Downtown Editions:

**DESIGN DAYS DUBAI, THE CITY'S FIRST COLLECTIBLE DESIGN FAIR
TAKES NEW SHAPE AND NAME**

Held under the patronage of Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, Vice Chairman of Dubai Culture & Arts Authority, Downtown Editions will take place on the 13 – 16 November 2018.

Dubai, UAE - After six successful years of showcasing collectible design, Design Days Dubai will be reformed and moved to November to evolve into a key element within the Downtown Design trade fair, uniting the region's two leading design exhibitions, as an integral part of Dubai Design Week, the region's largest creative festival.

Downtown Editions, held in partnership with Dubai Design District (d3) will build on the legacy of the city's first collectible design fair, to be a curated exhibition of bespoke design, capsule collections, individual studios and designer collaborations. By joining forces with the commercial design and furniture showcase of Downtown Design, it will emphasize Dubai's position as a thriving design destination and offer an enhanced platform for introducing the international industry to opportunities in the region, whilst presenting local and regional designers to the global scene.

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“Our design fairs are where commerce and creativity come together and uniting the two successful exhibitions into one event is a natural progression and will provide an enhanced platform for exhibitors as well as visitors and further broaden the programme of Dubai Design Week, which in just three years has become the largest creative festival in the region “, says Benedict Floyd, CEO and Co-Founder of the Art Dubai Group that owns and manages Dubai’s leading arts and design events.

Aljoud Lootah, Founder and Designer of Aljoud Lootah Studio and exhibitor at Design Days Dubai 2017 says: “Design Days Dubai was the platform that supported the launch of my career as a designer and being showcased amongst the best design galleries in the world helped me to better understand how to develop my craft. Exposure to the international industry is crucial for the Aljoud Lootah brand and the unifying of the region’s two main design fairs will provide greater opportunity for the commercial success of local designers”.

Visitors of the event will be able to experience a broad spectrum of design, from high-end manufactured furniture to handmade limited-edition objects. Curated to ensure quality, originality and relevance, both trade professionals and consumers can discover the latest trends from around the world and connect with the regional creative community to buy, commission and engage with contemporary design.

Rue Kothari, Fair Director of Downtown Design, says: “We are excited to announce this new phase in the development of Downtown Design. On the foundation of the fair’s growth in size and reputation, this new element will expand our footprint again to incorporate limited edition design in a dedicated section. Living alongside Downtown Design, Downtown Editions will present diverse design talent from around the world, with a spotlight on the region. Uniting commerce and creativity, this new platform will connect brands and designers from around the world to the buyers of the Middle East, and help educate a new generation locally about the creative and commercial potential of design.”

Downtown Design and Editions in 2018 will once again take place at its custom-built venue at the unique d3 waterfront under the lead support of Dubai Culture & Arts Authority and sponsorship of Audi Middle East.

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Notes to Editors

Downtown Design will run from November 13 - 16 2018 as the commercial centrepiece of Dubai Design Week. The fair is open to both trade visitors and public and entry is free to those that pre-register online. Exhibitors will be announced later in the year alongside programme highlights that are set to make Downtown Editions an essential element of the fair and the Dubai Design Week programme.

www.downtowndesign.com

@downtowndesignd #DowntownDesign #DowntownDesign2018 #DowntownEdition

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About Downtown Design

Downtown Design is the leading platform in the Middle East for the region's trade professionals to discover original, high-quality design from all over the world. Held in partnership with Dubai Design District and supported by Audi, for its sixth edition, the fair will present a carefully edited roster of brands across a range of product categories; including furniture, lighting, bathrooms, kitchens, textiles and accessories. Fostering greater interaction, connectivity and commercial opportunity, Downtown Design is dedicated to providing a dynamic environment for architects and interior designers to network and interact easily and efficiently with local and international brands. Alongside the exhibition, the fair presents a wide programme at 'The Forum' including a series of industry talks, panel discussions and workshops, allowing visitors to gain valuable insight into the region's rapidly evolving design industry, innovation in design and market changes.

Downtown Design is owned and managed by The Art Dubai Group.

About Dubai Design Week

Dubai Design Week is the region's largest creative festival, reflecting Dubai's position as design capital of the Middle East. The six-day programme is made up of over 200 events covering design across a range of disciplines including architecture, product, furniture, interior and graphic design.

An accessible meeting point for the global design community, Dubai Design Week, staged in partnership with Dubai Design District (d3), is a platform for regional design as well as a catalyst for the growth of the creative scene in Dubai. In 2017, the annual event attracted 60,000 visitors to Dubai Design District alone who attended

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and engaged with the varied programme of design-related events, exhibitions, performances, awards, talks and workshops and experiences.

The fourth edition of Dubai Design Week takes place 12-17 November 2018. Key events include the region's leading design fair, Downtown Design; the Global Grad Show that brings together works from 100 of the most innovative universities across the world; and Abwab, the curated and interactive project containing original design from the Middle East, North Africa and South Asia.

Dubai Design Week is owned and managed by the Art Dubai Group and is held under the dedicated patronage of Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, Vice Chairman, Dubai Culture and Arts Authority.

www.dubaidesignweek.ae

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About Dubai Design District

Dubai Design District, (d3), a member of Dubai Holding, is a destination dedicated to design. Created to provide a home to the region's growing number of designers, creatives and artists, d3 has fast become the hub for inspiration and innovation. Located in the heart of Dubai, just minutes away from Dubai Mall the thriving community provides a platform where individuals can unite, collaborate and create.

The Design Quarter at d3 is fully operational with over 400 creative partners and retailers. Visitors can discover an authentic shopping and dining experience with unique lifestyle boutiques, fashion ateliers, art galleries, design workshops and home grown restaurants. d3 has also become a popular events space, attracting international crowds and artists to cultural exhibitions such as Dubai Design Week, Fashion Forward and Sole DXB.

From early 2018, The Block at the d3 Waterfront will be open to the d3 Community and its visitors. d3's recreational facility, it is a space to relax and unwind, as well as escape and get fit. It features a skate park, basketball and volley ball courts, climbing walls, an urban beach as well as outdoor seating and entertainment areas.

For more information please visit:

<http://www.dubaidesigndistrict.com/>

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About Dubai Culture & Arts Authority

The Dubai Culture & Arts Authority (Dubai Culture) was launched on March 8, 2008 by His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai, in order to drive the growth of the city's artistic and cultural landscape. The Authority has grown to play a major role in the realization of the Dubai Plan 2021, to highlight Dubai as a thriving capital for creative industries and further embed the Emirate's credentials as a city of happy, creative and empowered people.

As part of its mandate, Dubai Culture has several initiatives that are focused on strengthening both the historic and modern cultural fabric of Dubai, including Dubai Art Season - the city's premier umbrella arts initiative which kicks off with Emirates Airline Festival of Literature and encompasses Art Week including Art Dubai, Design Days Dubai, and SIKKA Art Fair- an annual event aimed at promoting Emirati and local artists in the UAE and the wider GCC region, Dubai Festival for Youth Theatre - an annual festival that fosters the art of theatre in the UAE and that is celebrating its 10th anniversary in 2016, and Dubai Next - a dynamic platform that aims to showcase the Emirate's cultural ethos and its vibrant creative scene on the global stage.

The Authority's other key initiatives include Creatopia (www.creatopia.ae) - the nation's first government empowered virtual community that guides and nurtures the creative culture of the nation and provides a platform of information and opportunities that lead to exposure and personal growth.

Dubai Culture also plays a leading role in support of the UAE National Strategy for Reading 2026, in particular by undertaking a major refurbishment of all Dubai Public Libraries branches to transform them into state-of-art cultural and artistic hubs. Across all of its branches, Dubai Public Library also provides children and young adults with a range of educational and entertaining activities that encourage the use of its facilities. The 'Our Summer is Filled with Culture & Arts Programme' is a Dubai Public Library initiative which complements the UAE National Reading Strategy, with its activities open to all age groups, and which revolve around four key themes: happiness, reading, family and the future.

The Authority also manages more than 16 heritage sites across the Emirate, and is a key government stakeholder in the development of the Dubai Historical District. As the custodian Authority of Dubai's museum sector, Dubai Culture officially launched Etihad Museum in December 2016. The museum provides platform to encourage cultural exchange and to connect Emirati youth with their culture and history. As part of the Authority mandate to support Dubai's vision of becoming the focal point of diverse cultural exchange (regionally & globally), the museums will play a catalyst role in preserving Emirati Heritage.

For more information on Dubai Culture, visit www.dubaiculture.gov.ae

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About Audi

The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 16 locations in twelve countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2017, the Audi Group delivered to customers about 1.878 million automobiles of the Audi brand, 3,815 sports cars of the Lamborghini brand and 55,900 motorcycles of the Ducati brand. In the 2016 fiscal year, AUDI AG achieved total revenue of €59.3 billion and an operating profit of €3.1 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.

AUDI AG's commitment to the region was confirmed through the foundation of its fully owned subsidiary in 2005. The current Middle East model range comprises the Audi A3 & S3 Sedan and RS 3 Sedan/Sportback, A4 and S4, the A5/S5 Coupe, Sportback and Cabriolet and RS 5 Coupe and Cabriolet, the A6, S6, RS 6 performance, A7, S7, RS 7 & RS 7 performance, A8, A8 L, S8 & S8 plus, the Audi Q2, Q3, RS Q3 performance, Q5 & SQ5, Q7 and the Audi TT Coupe/Roadster, TTS Coupe, TT RS Coupe, the Audi R8 Coupe, R8 Coupe V10 plus as well as the R8 V10 Spyder.

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