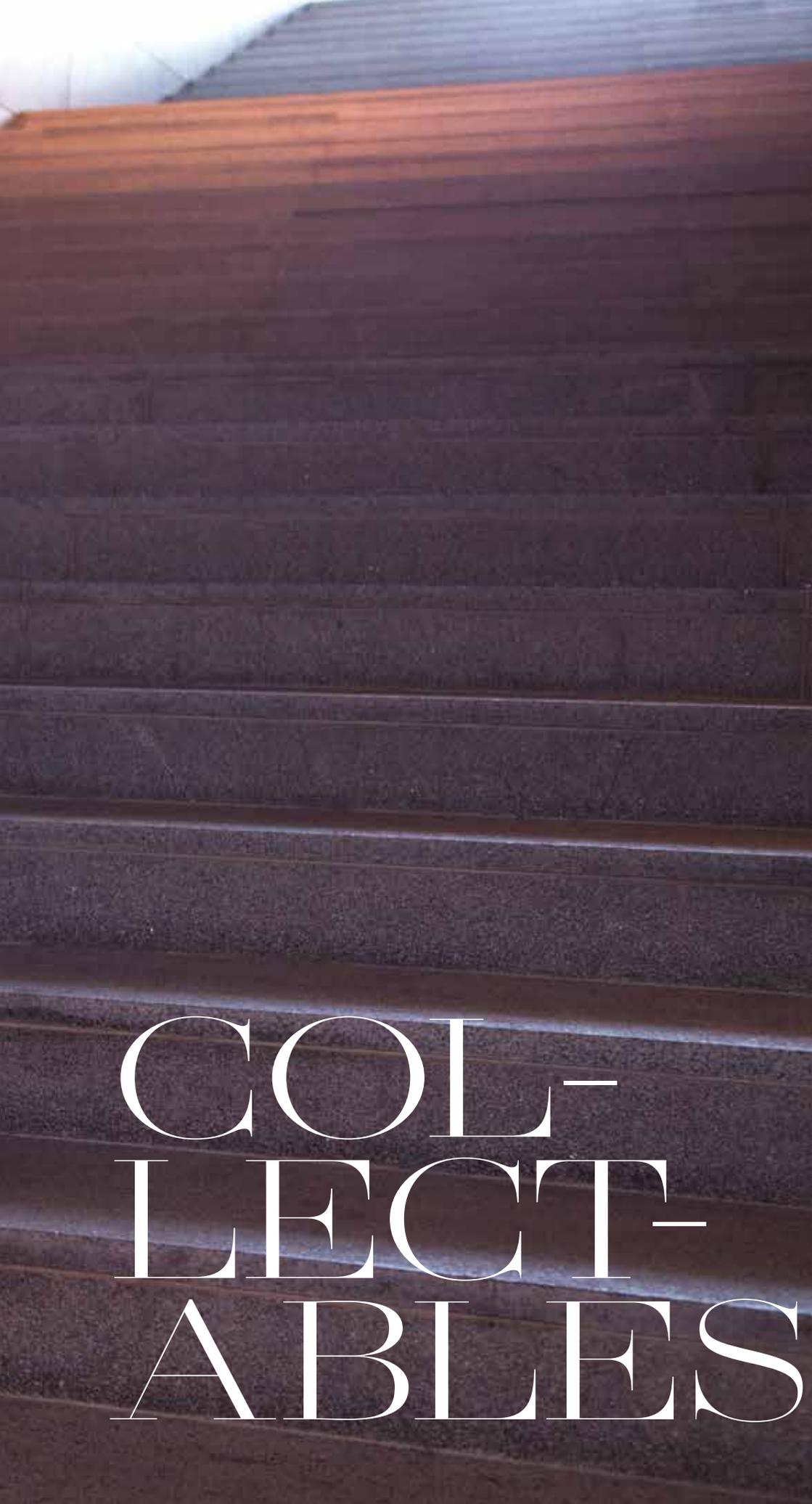


THE ART

OF





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HOW DOES CYRIL ZAMMIT KEEP HIMSELF INSPIRED AS HE DIRECTS THE FOURTH EDITION OF DESIGN DAYS DUBAI (DDD), THE MOST ANTICIPATED DESIGN FAIR OF THE REGION? HE DOESN'T HAVE TO TRY SO HARD, CONSIDERING THAT THE PRODUCTS THAT ARE BEING SHOWCASED MAKE EVEN THE UNINSPIRED SEE THEIR BEAUTY AND INIMITABILITY.

BY
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Cyril's expertise has helped him stand back and look at the change that Design Days Dubai has been able to bring to the design fraternity in Dubai, with the waves of change hitting the shores of Doha and beyond too. Born in Paris, Cyril started his career in Prague before moving to London and then Switzerland, working on sponsorship for Art Basel and Art Basel Miami Beach.

In 2009, he moved to Abu Dhabi, where he joined the cultural department of Tourism Development & Investment Company (TDIC), and his interest in contemporary design in the Middle East region began to develop.

A few weeks prior to the fair, Cyril shares his excitement as the biggest DDD event gears up for the grand finale. This installment will see an international line-up of 44 exhibitors from 20 countries presenting purchasable works of modern and contemporary design to the Middle East and South Asia's only collectible design fair.

"This year, we welcome China and Taiwan for the first time to our exhibition. We have a very strong UAE presence with 10 participants and a better regional presence," shares Cyril. "Mainstream galleries like Gallery Fumi; Broached Commissions, an Australian Gallery coming back to the fair, all these

factors add up to the growing success of the Fair," says Cyril.

From Qatar, Virginia Commonwealth University of Qatar (VCUQ) is putting up two stands, one that is an offshoot of the work done by the students from their Masters course, while the other will focus on the learnings and share the success of the university's design festival Tasmeem 2015.

In 2011, following the success of Art Dubai, a fair dedicated to collectible art in the region, a requirement for a fair focusing on design - the first of its kind in the Middle East and South Asia was established, and thus Design Days Dubai was born.

Before the concept of Design Days Dubai gained popularity, furniture was more about its utility value than a design feature; more functional and less monumental. But with art permeating life and all elements of it, collectible art started to take a functional element, with a value much beyond its practical aspect because of its uniqueness. Product designs took on a new meaning and while they had an everyday utility to it, there were some designs which were meant to be in the hands of those who could afford their exclusivity. An art form that moved beyond the canvas to take an important position in living rooms. And this rage for design pieces started spreading through Dubai as DDD and educated its viewers each year.

"People now understand that we do not bring just any chair with a functionality aspect, but a chair that is unique in every aspect of design," says Cyril.

"Everyone is curious to know the story behind the creation of the collectibles, there is a buzz created by the designs and the interest continues beyond the exhibition. Most of the time there is a relationship initiated by the customers with the galleries which makes it enticing for the galleries to be present during DDD and garner this interest," says Cyril.

Being a commercial exhibition, the interest shown does translate into sales for the galleries too, according to Cyril.

The learning curve is how quickly the idea has transformed into a feasible project that translates into a design thinking. "The fair offers design enthusiasts the opportunity not only to

THE YEAR GONE BY

One of the most coveted pieces from the 2014 version of DDD, Studio Job, Taj Mahal table. Bottom: Vincenzo De Cotiis, 'Déchaînements', Grand Chandelier, polished brass and blown Murano glass from Venini.



meet international designers, but also acquire collectible designs and enhance collections for private and corporate use," he says.

Design Days Dubai continues to support the Middle Eastern design industry through exhibiting a record number of 16 design studios, galleries, and design professionals based in the Emirates and wider GCC, according to Cyril. These include the first participation of 1971 (Sharjah), and 19th Century Antiques (Dubai), as well as the launch of Aljoud Lootah Design Studio (Dubai).

Other highlights of the 2015 programme will include a 10th anniversary celebration of Lebanese designer Nada Debs, as well as the regional opening for a new series of vases presented by Wiener Silber Manufactur by Iraqi-British architect Zaha Hadid, who will also have distinct 'liquid' table works shown by David Gill Galleries (London).

GID brings you some collectibles and work that will be featured at DDD that will dazzle the design community:





DAVID GILL

The Liquid Glacial Table

David Gill is a pioneering gallerist of 20th Century and contemporary design. He produced some of the first furniture collections from Zaha Hadid to Mattia Bonetti and was one of the first people to show the work of artist Grayson Perry. David Gill broke new ground in championing the work of designers who have become world famous, from Marc Newson to Tom Dixon and Ron Arad.

The Prototype Liquid Glacial table is dramatically visual - the flat table top appears transformed by the subtle waves

and ripples evident below the surface which seem to pour into an intense vortex that forms the table legs. Like the previous Liquid Glacial tables, this new table is milled and hand polished to create an exquisite finish. The design embeds surface complexity and refraction within a fluid dynamic.

When it was launched in May 2012, the Liquid Glacial collection was acclaimed by collectors and press alike and the table was shortlisted by the Design Museum, London as one of the 'Best Designs of 2012'.

This UAE-based gallery represents 12 contemporary French artists who all have their own workshops in France. The aim of the gallery is to contribute to cultural exchanges between the UAE and France through the exhibition of exceptional art, and to cultivate an environment for artists and art lovers alike to serenade future collaboration.

The primary collection presents artists enhancing noble materials: wood, stone, metal, glass, and clay; all the artwork is unique, or comes from very limited series. The gallery also promotes furniture designs that can fit tasteful homes, as well as spacious lobbies and high-end rooms found in hotels here in the region.





NAQSH DESIGN HOUSE (AMMAN)

Inspired by two sisters Nisreen and Nermeen Abu-Dail, Naqsh Design House was founded in 2010 to exhibit unique pieces of furniture, home accessories inspired by both contemporary and traditional Arabic aesthetics, integrating the beauty of the rich culture of the region. This year's collection is the Language of Embroidery, Wihdeh Collection, where every group of stitches combined together is referred to as a 'Unit', stemming from their strong belief in the spirit of unity they have created a new Naqsh art line and named it 'Wihdeh', not only to shed light on the beauty of unification but also to bring together the delights of their beautiful culture.



TASHKEEL DESIGN PROGRAMME

Expanding on last year's design project working with three Emirati designers, this year's Tashkeel Design Programme engages designers, makers and artisans living and working in the UAE to develop a range of products that work towards defining a design, aesthetic and production process that is innately from the Emirates. Harnessing the cross-cultural range of skills and materials to be found in the region, the programme is based on a long-term experimental process involving an annual rotation of selected participants that will run for nine months in the lead up to Design Days Dubai.

The four selected designers are Rand Abdul Jabbar, Saher Oliver Samman and

Talin Hazbar who will join last year's participant Latifa Saeed. Working with PAL Labs, the UK's leading and most established organization for lab-based processes designed to facilitate the creation of new, innovative work by designers and makers, the selected designers will participate in a series of two-day workshops led by established designers and curators over the course of nine months.

Participants will work in a combination of group, pair and individual work, which will involve experimental and collaborative practice, constructive critical feedback as well as investigating new business models, to create limited edition products.

NAKKASH GALLERY (DUBAI)



Known for providing effortless style and elegance, Nakkash Gallery offers an array of collectible yet affordable limited edition art pieces, a range of fabrics, furniture, and accessories suitable for all spaces combined with a variety of styles that adhere to individual taste and cater to those who appreciate impeccable quality.

Founded by noted interior architect, Wajih Nakkash in 1983, Nakkash Gallery is headquartered in Dubai and services clients throughout the UAE as well as the GCC.





FADDI SARIEDDINE (DUBAI)

Fadi Sarieddine Design Studio is a multidisciplinary atelier that was officially founded in 2013 by Lebanese architect Fadi Sarieddine. Primarily focusing on furniture design, each bespoke piece is designed to cater to a personal “want” or a universal need. He brings his rich architectural experience to his furniture by combining form and function, giving life to practical and

charming objects. His pieces come with a sense of discovery, like books with stories yet to be told...

Houdini Table

Material: MDF/Walnut veneer/paint

Now You See Me, Now You Don't

Material: MDF/solid Walnut/paint/Steel/
Mirror