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Design Days Dubai Collaborates with Art Centers across the Kingdom of Saudi Arabia to Enhance Awareness of Regional and International Design

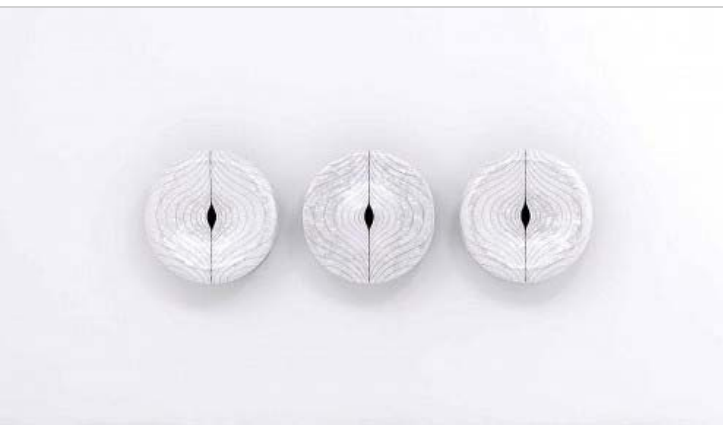
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The Middle East and South Asia's only design fair, Design Days Dubai, will return for its second edition from 18-21 March 2013, located in the prestigious area of Downtown Dubai. As part of an outreach tour of the Middle East, the Fair Director of Design Days Dubai, Cyril Zammit, held two talks about design and the highlights of event in the Kingdom of Saudi Arabia last week; the first was at Dubai Art Week participant, Athr Gallery in Jeddah, and the second at Alaam Artspace in Riyadh.

The sessions included an exclusive preview of the rare and limited-edition, modern and contemporary pieces to be seen at Design Days Dubai 2013, as well as background history on the fair, which is now regarded as one of the world's leading design fairs in terms of diversity and quality of the design pieces on show, and the variety of galleries participating.

"Design investors in the Kingdom are driving increased awareness and demand for high-value, collectable design pieces, and Design Days Dubai is delighted to collaborate with leading art centres in both Jeddah and Riyadh to further enhance the understanding and appreciation for design in this country," said Cyril Zammit, Fair Director of Design Days Dubai. "Both established and emerging collectors from Saudi Arabia have been keen supporters of Design Days Dubai, and in March, we look forward to introducing an even larger number of these collectors to designers and design galleries from the Middle East and around the globe."

New for 2013, Design Days Dubai will feature a focus on sustainable works with a design lab, as well as a wider 'Bespoke Design' section, in which four design brands will showcase their insight, skills and creations. Fostering the next generation of designers is the remit of Design Days Dubai's mentorship programme, which is part of the four-day public programme of talks, presentations and workshops around current design issues.

For more information about each participating gallery, please visit <http://www.designdaysdubai.ae/exhibitors/>. Supporters can also keep up to date with the fair on www.facebook.com/designdaysdubai and Twitter @DesignDaysDubai.-Eye Of Riyadh

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