



For immediate release

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**Third Edition of Design Days Dubai Draws Global Industry Elite  
with an Innovative Public Programme for 2014**

*145 Designers Represented through Gallery Installations, New Exhibiting Platforms, Talks, and Workshops - Showcasing the Best of Local, Regional, and International Talent*

DUBAI, United Arab Emirates – Under the Patronage of H.H. Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, Crown Prince of Dubai, the highly-anticipated third edition of Design Days Dubai is set to give visitors a design experience like no other; with direct access to prominent local and international designers and industry leaders, visitors will have exclusive opportunities to experience innovative works from the world of modern and contemporary design.

Taking place at Emaar’s custom-built location at ‘The Venue, Downtown Dubai,’ at the base of Burj Khalifa, the world’s tallest building from 17-21 March, Design Days Dubai, a pillar event under ‘Dubai Art Season’, the city’s umbrella arts initiative launched by the Dubai Culture & Arts Authority, will be home to prominent design galleries from the world over. With 40 exhibitors and four design brands from 20 countries– this year’s edition welcomes first-time exhibitors from Algeria, Austria, China, Hungary, Japan, Jordan, Pakistan, and Portugal. The 2014 programme will showcase over 700 works from 145 designers – making it the world’s most diverse design event.

A stand-out booth of the 2014 edition, Paris and London-based **Carpenters Workshop Gallery** will be working in association with famed Parisian antiques dealer, **Steinitz**, in order to recreate a wonderfully-detailed collector’s apartment, which will instantly transport visitors to another world. Guests can explore the three re-created rooms of wooden paneled-walls and high ceilings, with rare antiques from the 17<sup>th</sup>, 18<sup>th</sup> and 19<sup>th</sup> centuries alongside today’s contemporary design from leading designers such as **Maarten Baas, Wendell Castle, Rick Owens, and Frederick Molenschot**.



The fair has seen industry heavy-weights participate, including **Southern Guild** from South Africa, Korean **\_Croft Gallery**, Californian-based **Industry Gallery**, and **Victor Hunt** from Belgium return, joined by **Galerie Yves Gastou** with their 20th-century avant-garde design, for the very first time.

### 2014 Fair Highlights

- Several installation works and live performances will challenge perceptions on the understanding of design; with works by **Tom Price**, **Michael Anastassiades**, **Giles Miller Studio**, **Benjamin Muzzin**, and **Elaine NG Yanling**, as well as **Chen Chen and Kai Williams**, and **gt2p** (Great Things to People). A sketching robotic arm, **TheObsessiveDrafter**, located at the entrance to the fair designed by **Guillaume Crédoz** and **Nareg Karaoghlanian**, is sure captivate visitors on arrival.
- **FN Designs** (Dubai) will be showing the works of 10 UAE-based designers, as part of a '10-100-1000' initiative: 10 designers to produce 100 wooden stools, which will then be sold for 1,000USD.
- **Tashkeel** (Dubai) has challenged three young Emirati designers (**Latifa Saeed**, **Salem Al-Mansoori**, and **Zeinab Alhashemi**) to each develop a range of products to be exhibited at Design Days Dubai. **Tashkeel** has also partnered with **Van Cleef & Arpels** to present the annual The Middle East Emergent Artist Prize, in collaboration with Design Days Dubai; the competition was for regional artists to submit work under a theme of 'Turning Point', with the winning piece to be displayed at the **Van Cleef & Arpels** booth.
- The **Agence Algérienne pour le Rayonnement Culturel** (AARC) will be at Design Days Dubai for the first time; showcasing works from nine young Algerian designers with a fresh take on contemporary design, using leather, wood and copper as materials.
- Design Days Dubai will offer a schedule of compelling sessions with some of design's most influential figures, produced in partnership with the fair's strategic partner, the **Dubai Culture & Arts Authority**, and with the support of **d3 Dubai Design District**. A key attraction of the 2014 line-up, the public programme of talks, workshops, and panels provides an opportunity to engage with



world-renowned designers, including **India Mahdavi, Rick Owens, Giles Miller, Andy Martin**, among others. With an increased number of daily sessions open to the public, the 2014 programme offers design experts, enthusiasts, and newcomers a chance to step into the realm of pioneering design.

- For the first time, returning Design Days Dubai sponsor, the French high-jewelry maison, **Van Cleef & Arpels**, will be inviting visitors to register for a workshop to experience the art of mock-up making – giving insight into the rich history of the maison’s jewelry métiers. In addition, returning sponsor Audi will also have an enhanced booth at this year’s fair, showcasing the best of German engineering and design.
- The programme also includes workshops by Dutch designer **Rolf Bruggink**, using traditional saucers; Casting Planters by New-York based **Chen Chen and Kai Williams**, an introduction to Paracrafting design by Chilean **gt2p**, contemporary carpet making by German **Silvia Knüppel** as well as film screenings of works from ten contemporary British craft businesses, brought by the **Crafts Council**; and a hands-on 3D modelling workshop lead by Emirati designer **Aljoud Lootah**.

*Saeed Al Nabouda, Acting Director General, **Dubai Culture & Arts Authority**, said: “A pillar event of the inaugural ‘Dubai Art Season,’ Design Days Dubai has evolved as the region’s foremost platform that reaches out to aspiring and established designers, lending momentum to the Middle East’s grassroots movement. We are confident that the third edition of Design Days Dubai will truly energise our burgeoning visual arts landscape, supporting ambitious and innovative projects.”*

*“We are proud of our partnership with Design Days Dubai for the third consecutive year” said Alban Belloir, Managing Director **Van Cleef & Arpels** Middle East & India, “In the 2014 edition, Van Cleef & Arpels presents *In Praise of Hands* exhibition that pays homage to the expert hands of its craftsmen: the Mains d’Or. With this exhibition, the Maison opens the doors in front of the lovers of beauty and admirers of perfection in the Middle East, into the secret and mysterious universe of its High Jewelry creations.”*



*Trevor Hill, Managing Director, Audi Middle East, said: "As a global design patron and responsible employer, Audi supports regional cultural arts at its locations, so it's a great pleasure for us to be an exclusive sponsor for Design Days Dubai for the third year. The exhibition will again showcase the path-breaking works of leading design galleries and the most innovative of designers from around the world. As a progressive car manufacturer, Audi constantly develops its design philosophy with each new generation of models, and Audi's refined design language and philosophy focuses on a strong link between technology and design. This can be experienced first-hand at this year's Design Days Dubai with the display of our new Audi A8, where design and technology mesh perfectly."*

For more information about Design Days Dubai, the public programme, and the galleries participating, please visit the bi-lingual website, [www.designdaysdubai.ae](http://www.designdaysdubai.ae). Supporters can also keep up to date with the fair on the following social media channels;

Facebook: [www.facebook.com/designdaysdubai](http://www.facebook.com/designdaysdubai)

Instagram: [www.instagram.com/designdaysdubai](http://www.instagram.com/designdaysdubai)

Twitter: [@DesignDaysDubai](https://twitter.com/DesignDaysDubai)

Pinterest: [www.pinterest.com/designdaysdubai](http://www.pinterest.com/designdaysdubai)

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#### **Note to Editors**

#### **About Design Days Dubai**

Now in its third edition, Design Days Dubai is the first design fair of its kind in the Middle East, bringing the most exclusive selection of purchasable, limited-edition design to the region. A showcase of desirable, rare and unique design creations, Design Days Dubai will be held from March 17-21, 2014, to coincide with Art Week, the city's premier art event. Design Days Dubai will again be located at its dedicated premises; The Venue, Mohammed bin Rashid Boulevard, Downtown Dubai.

**To download images of the works present at Design Days Dubai 2014, please follow**  
<https://www.dropbox.com/sh/kwnpz6hx48fjyfc/oQNjrzfKfX>

**For more information, images and interview requests for Design Days Dubai, please contact:**



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## **DESIGN DAYS DUBAI IS PRESENTED WITH THE FOLLOWING PARTNERS:**

### **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 & Prime Minister and Ruler of Dubai. Dubai Culture plays a critical part in achieving the vision of the Dubai Strategic Plan 2015 of establishing the city as vibrant, global Arabian metropolis that shapes culture and arts in the region and the world. The organisation has announced several initiatives that strengthen the historic and modern cultural fabric of Dubai. These include: Sheikh Mohammed Bin Rashid Al Maktoum Patrons of the Arts Awards: A first-of-its-kind regional initiative to honour patrons of the arts from around the world for their valuable support in encouraging and strengthening the cultural scene of the Emirate; Sikka Art Fair: An annual art fair aimed at promoting Emirati and local artists in the UAE; and Dubai Festival for Youth Theatre: An annual festival that celebrates and fosters the art of theatre in the UAE.

### **About Van Cleef & Arpels**

Founded in 1906 in Paris' Place Vendôme, Van Cleef & Arpels came into being following Alfred Van Cleef's marriage to Estelle Arpels in 1895. Always striving for excellence, the Maison has become a worldwide reference through its unique designs, its choice of exceptional stones and its virtuoso craftsmanship, offering jewels and timepieces that tell stories and bring enchantment to life.

Over the years, the Maison has remained faithful to this highly distinctive style characterized by creativity, refinement and poetry. Whether inspired by nature, couture or works of the imagination, its collections evoke a timeless world of beauty and harmony. [www.vancleefarpels.com](http://www.vancleefarpels.com)

### **About Emaar Properties PJSC:**

Emaar Properties PJSC, listed on the Dubai Financial Market, is a global property developer with a significant presence in the Middle East, North Africa and Asia. A provider of premium lifestyles through its world-class portfolio of integrated communities, the company also has proven competencies in shopping malls & retail, and hospitality & leisure. Burj Khalifa, the world's tallest building, and The Dubai Mall, the world's largest shopping and entertainment destination, are among Emaar's trophy developments.

Emaar is currently expanding The Dubai Mall's Fashion Avenue by 1 million sq ft and also redefining the cultural scene of the city with The Opera District in Downtown Dubai, to feature the city's first opera house and several art and design galleries. The company is partnering with Meraas Holding to develop Dubai Hills Estate, the first phase of Mohammed Bin Rashid City (MBR City). Emaar and Dubai Holding have also joined hands to develop a magnificent 1,500-acre mixed-use waterfront development within MBR City that draws inspiration from the Dubai Creek.

Among other mega-projects of Emaar is the King Abdullah Economic City in Saudi Arabia the region's largest private sector-led project. Emaar is also the largest foreign direct investor in India's real estate sector and its joint



venture has a country-wide presence covering the residential, commercial, retail and hospitality sectors. [www.emaar.com](http://www.emaar.com)

#### **About Audi**

In 2012, the Audi Group delivered 1,455,123 cars of the Audi brand to its customers, generated revenue of €48.8 billion and achieved an operating profit of €5.4 billion. The Audi Group is globally present in more than 100 markets and produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Brussels (Belgium), Bratislava (Slovakia), Martorell (Spain), Kaluga (Russia), Aurangabad (India), Changchun (China) and Jakarta (Indonesia). The brand with four rings will produce cars also in Foshan (China) as of late 2013, in 2015 in São José dos Pinhais (Brazil) and 2016 in San José Chiapa (Mexico). AUDI AG's wholly owned subsidiaries include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and the sports motorcycle manufacturer Ducati Motor Holding S.p.A. (Bologna, Italy). The Group currently employs more than 70,000 people worldwide, including around 50,000 in Germany. Total investment of approximately €11 billion is planned by 2015 – mainly in new products and sustainable technologies. Audi lives up to its corporate responsibility and has strategically established the principle of sustainability for its products and processes. The long-term goal is CO2-neutral 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 A1, A4 and RS 4 Avant, the A5 Coupe, Sportback, Cabriolet and RS 5, the A6, S6 and RS 6 Avant, A7 & S7, A8 L & S8, the Audi Q3, Q5 and Q7, the Audi TT Coupe/Roadster and TT RS Coupe, the Audi R8 Coupe and R8 Spyder as well as R8 V10 plus.

#### **About Art Week**

Art Week | March 13 – 23, 2014

With the aim of promoting the cultural activities of the region to both residents and visitors, Art Week is an umbrella initiative bringing together the UAE's arts and culture-centred happenings in the month of March. From fairs Art Dubai, Design Days Dubai and SIKKA to exhibitions at Alserkal Avenue and pop-up museums around the country, Art Week involves cultural programmes from across the UAE, highlighting galleries, institutions and artists. As a focal point of the region's cultural calendar, Art Week attracts many tourists and residents, thus helping to sustain and develop the region's arts industry by actively building audiences and patrons. Art Week also provides educational opportunities for young Emiratis and locally-based graduates—building expertise for the future.