



For immediate release

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Design Days Dubai Closes an Edition that Redefined the International Design Fair Experience

The third annual design fair presented a broad spectrum of world-class design works and artistic pieces that captured local, regional, and international attention



DUBAI, United Arab Emirates – The third edition of Design Days Dubai, the leading design fair for the Middle East and South Asia, closed for 2014 having attracted **12,000 visitors over five days**. The fair successfully delivered **the very best in investment-quality, limited-edition design** pieces from across the globe to Dubai, in addition to an enhanced and engaging public programme.

Fair organisers witnessed a **10% increase in visitor numbers** and **outstanding sales**, complete with appearances from VIPs, including **H.H. Sheikh Mohammed bin Rashid**, UAE Vice President and Prime Minister and Ruler of Dubai, **H.E. Abdul Rahman Al Owais**, Minister of Health, Chairman of the Board of Directors of **Dubai Culture & Art Authority** (Dubai Culture), **H.H. Sheikha Latifa Bint Mohammed Bin Rashid Al Maktoum**, Vice Chairperson of the Board of Directors of **Dubai Culture**, as well as **Mohamed Alabbar**, Chairman of Emaar.

Under the Patronage of **H.H. Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum**, Crown Prince of Dubai, Design Days Dubai, **pushed the boundaries of modern and contemporary design**, cementing its



position on the world stage as the **most diverse design event**. Located at 'The Venue' – a prestigious custom-built setting at the base of Burj Khalifa, the world's tallest building, by fair sponsor and global property developer, **Emaar Properties PJSC** - the fair gave a global platform to an unprecedented number of galleries and design brands, and offered collectors a breadth of choice in pieces, styles, and materials – with **items ranging in price from 1,000USD to over 2.5 million USD**.

Trevyn McGowan of **Southern Guild** (South Africa) commented, *"Phenomenal edition this year. Almost everything sold as it is – or through commissions for special sizes. I think people value the narrative quality of our pieces, and the fact that the hand of the craftsman makes them unique as well as beautiful."*

François Leblanc, of **Gallery S. Bensimon** (France), commented, *"People are very curious – not afraid to ask about the history and background of pieces – that's very interesting for us; it's the kind of reaction we like because our philosophy is that design should be accessible – not always expensive."*

Danielle Mallat, of **Squad Design** (Lebanon), said of Design Days Dubai 2014, *"We are delighted with how the fair has gone – it has been a fantastic launching pad for Squad and I'm very happy for our designers that their work has been so successful. We have sold very well."*

Patrizia Tenti, of **Erastudio Apartment-Gallery** (Italy), said, *"The level of clients and galleries is very high. This is our second year and even in that short time we have seen a change – visitors are much more aware of design and their approach has become more intellectual. We have seen more architects and interior designers this year, as well as private collectors."*

The compelling line-up ranged from the well-established **Carpenter's Workshop Gallery** (France, London), **_Croft Gallery** (Korea), and **Victor Hunt** (Belgium), to first-time exhibitors such as **Agence Algérienne pour le Rayonnement Culturel** (Algeria), as well as and emerging galleries including **Clear Edition & Gallery** (Japan), and **Naqsh Design House** (Jordan), which underlined the position of **Design**



Days Dubai as a global creative hub, as part of Dubai Art Season, the city's umbrella arts initiative launched by Dubai Culture.

Over **600 visitors attended the daily talks, workshops, and panels**, which were produced in partnership with the fair's strategic partner, **Dubai Culture**, and with the support of **d3 Dubai Design District**. The popular sessions gave audiences insight and hands-on guidance from world-renowned designers, including **India Mahdavi, Michelle Lamy, Giles Miller, and Andy Martin**, among others.

The installation and live performance aspect of Design Days Dubai blended organic and digital techniques, with works by designers **Benjamin Muzzin, Giles Miller Studio, Michael Anastassiades, and Elaine NG Yanling**, together with **Chen Chen and Kai Williams, Guto Requena, and gt2p** reflecting the dynamism of new artistic creations by well-established designers. Creator of the PP Tree installation, **Tom Price**, said, *"I've been struck by the genuine, open curiosity: people are very interested in the why, what and how about the work – and where it can be used. They make far fewer assumptions than people in Europe and North America. It's very good for design – sparking the debate about what design can be, should be and shouldn't be."*

Other highlights of the fair included the impressive collection of jewels from fair sponsor **Van Cleef & Arpels**, who also gave hands-on public workshops in the art of mock-up making, as well as the newly-introduced **'Discover'** section, which this year showcased works from four French designers, through a partnership with **Institut Français** in the UAE. In addition, returning fair sponsor **Audi** showcased an example of the fusion between pioneering design and technological advancements, in their latest vehicle, the A8.

"The calibre and diversity of the pieces brought by each gallery, coupled with the presence of such passionate and knowledgeable visitors and collectors from around the world, has contributed to the success of the 2014 edition of Design Days Dubai. The line-up of leading designers, gallery owners, and public programme speakers was world-class, and the fair itself gave an opportunity for cultural dialogue



to emanate from Dubai – which has now truly confirmed its reputation as an international heart,” said Cyril Zammit, Fair Director, Design Days Dubai.

For more information about Design Days Dubai, please visit the bi-lingual website, www.designdaysdubai.ae. Supporters can also continue to keep up to date with the fair on the following social media channels;

Facebook: www.facebook.com/designdaysdubai

Instagram: www.instagram.com/designdaysdubai

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

Pinterest: 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: The Sheikh Mohammed Bin Rashid Al Maktoum Patrons of the Arts Awards: The first of its kind initiative in the Arab world honouring individuals and organisations who have made financial or in kind contributions through sustained support to visual arts, performing arts, literature and film in the region; Dubai Art Season: The city's premier umbrella arts initiatives which encompasses of Art Week (Art Dubai, Design Days Dubai, and SIKKA Art Fair), Middle East Film & Comic Con, and Gulf Film Festival, to highlight the Emirate's growing creative landscape within the international circuit; SIKKA Art Fair: An annual art fair aimed at promoting Emirati and local artists in the UAE; Dubai Heritage Season: A six-month long initiative that aims to bring the city's heritage to the forefront through an array of cultural activities; 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

About Emaar Properties PJSC:

Emaar Properties PJSC, listed on the Dubai Financial Market, is a global property developer and provider of premium lifestyles, with a significant presence in the Middle East, North Africa and Asia. One of the world's largest real estate companies, Emaar has total assets of over US\$ 17 billion, and a land bank of more than 220 million sq m in key international markets.

With a proven track-record in delivery, Emaar has handed over 37,350 residential units in Dubai and other global markets since 2001. Emaar has over 690,000 sqm of recurring revenue generating assets, and 12 hotels and resorts, with over 1,900 rooms. Today, over 55 per cent of the company's revenues come from its shopping malls & retail and hospitality & leisure subsidiaries and international operations.

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. 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.