

Dubai Design Week closes its fifth edition with record attendance



Dubai Design Week is held under the patronage of Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, Chairperson of Dubai Culture & Arts Authority

- Dubai Design Week affirms itself as the region's largest creative festival, welcoming over 90,000 visitors to Dubai Design District (d3) to take part in over 200 programmes and activities
- Downtown Design, the Middle East's leading design fair saw a 20% increase in visitors through its doors to explore the 200 brands exhibiting from over 30 countries
- Global Grad Show showcased 150 social impact projects from 100 of the world's leading universities
- Several awards and prizes were announced at Dubai Design Week, including the ICD Progress Prize, the Audi Innovation Award 2019 and the Rado Star Prize UAE

Staged in strategic partnership with Dubai Design District (d3), with the support of Dubai Culture & Arts Authority (DCAA) alongside Audi and A.R.M. Holding, the region's largest creative festival welcomed over 90,000 visitors to d3 with an extensive programme of 200 activities including talks, workshops large-scale site-specific installations, exhibitions and trade fairs. Reflecting the city's position as the regional hub for design and creativity, over 560 designers from across the world took part in the festival that over its five years has become established as a key event in the global design calendar.

Benedict Floyd, CEO of Art Dubai Group, which owns and manages the event, said: "By bringing together designers from across the world and facilitating the immense wealth of creative talent in the region in commercial and non-commercial activities, Dubai Design Week has grown exponentially in terms of programming, audience and the number of participants. This year's edition reiterates the vast potential for growth in Dubai's creative industries, and we are sincerely grateful to our partners, sponsors, participants and over 150 volunteers for making this all possible".

Khadija Al Bastaki, Executive Director of d3 said, “As strategic partner of Dubai Design Week, we are thrilled with how well-received this edition has been. This year has truly been the best ever — with a significant increase in footfall, d3’s partnership with Dubai Design Week ensures that Dubai is firmly placed at the centre of the creative and innovation-based industries and we look forward to seeing this continue. From the Global Grad Show, which provided a platform for the exceptional talent of 150 projects by international students, to Downtown Design showcasing the work of hundreds of exhibitors, the festival hosted a very high calibre of design installations, activations, talks and workshops bringing some of the best design-related content to Dubai.”

Reflecting Dubai Design Week’s objectives of establishing Dubai as a global hub for social impact design and being a platform to support and promote regional and UAE based designers, three awards were announced during the week:

Global Grad Show ICD Progress Prize Winner

The winning project of Global Grad Show’s ICD Progress Prize was announced as Poleno, a silent drone that helps to rebuild damaged ecosystems by stimulating pollination. Designed by Laura Cagnolini and Juan Jose Martinez Guerrero from Instituto Europeo di Design, Madrid, Poleno is a traveling device that mimics the purpose of a flower, attracting insects through its bright colours and built-in light.

The ICD Progress Prize celebrates the next generation of innovators and their commitment to finding solutions for social and environmental issues and awards the winner \$10,000 to enable them to further develop their project presented at Global Grad Show.

Audi Innovation Awards 2019

Audi Middle East announced Pincher by Twelve Degrees as the winner of the fourth Audi Innovation Award, responding to this year’s theme of ‘simplification’. Selected from over 2,500 submissions from across the Middle East, the winning project is a physical interpretation of the phrase “a pinch of salt”. Rather than shaking salt and pepper out of a dispenser, the process has been represented through the motion of pinching a lightweight silicon device whereby the opening of the nozzle is precisely the amount that would be released from between your own fingertips. Sahar Madanat from Twelve Degrees received US \$ 25,000 in consultancy to develop her project which was showcased together with the two runners up within the Audi Innovation Hub in d3

Rado Star Prize UAE

Swiss watch maker Rado brought the Rado Star prize to the UAE offering UAE-based design talent an opportunity to launch their career on the international stage. This year, Rado announced Aya Charife as the winner of the Rado Star Prize with her project Takyeeef, an outdoor element that functions as an air conditioner, which can be fixed in a repetitive formation constructed as high and as wide as the area that requires thermal change. Established in various countries around the world, the competition supports young, unestablished designers, allowing them to submit their innovative proposals for a chance to be featured at Dubai Design Week the following year, focusing on the idea of design as something enduring, long-lasting and versatile. Aya Charife received AED 20,000 in prize money and a Rado watch.

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About Dubai Design Week

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, Chairperson of Dubai Culture and Arts Authority (DCAA). It is the region's largest creative festival, reflecting Dubai's position as the design capital of the Middle East. The free-to-attend programme is made up of more than 200 events covering design across a range of disciplines including architecture, product design, interiors, multimedia 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. The festival's varied programme consists of design-related events, exhibitions, installations, competitions, talks and workshops.

Key events include the region's leading design fair, Downtown Design; 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.

For more information, visit www.dubaidesignweek.ae

About Dubai Design District

Dubai Design District (d3), part of TECOM Group, is a business community dedicated to the art and design industries. In line with Dubai's position as the leading business hub in the region and beyond, d3 serves as a vibrant innovation hub that enables international brands and a growing number of local designers, creative professionals and artists to unite, create and inspire. Strategically located in the heart of Dubai, d3 is a just short drive away from top leisure and business destinations.

With state-of-the-art infrastructure designed to meet the needs of the industry and a business-friendly framework, the community provides creative talent with the tools to drive innovation that permeates through various areas of Dubai's economy, reinforcing Dubai's status as a UNESCO Creative City of Design.

d3 is a strategic partner to some of the region's most popular cultural and design events, such as Dubai Design Week, Fashion Forward and Sole DXB, that attract international artists and audiences. d3 also regularly creates a roster of industry talks, workshops and educational programming, accessible to people of all ages.

The Design Quarter at d3 offers visitors the opportunity to discover a variety of design showrooms and art galleries, indulge in authentic dining experiences, and shop at homegrown lifestyle boutiques, fashion ateliers and international design showrooms. In addition, d3 has over 500 creative partners, including architects, interior designers, photography studios, product and fashion designers, and over 45 retail stores and eateries.

For more information, please visit www.dubaidesigndistrict.com

About Dubai Culture & Arts Authority

On 8th March 2008, His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai, launched Dubai Culture & Arts Authority (Dubai Culture). The mandate of the Authority is to serve as a dedicated entity for culture, arts, heritage, and literature in the Emirate of Dubai, and to drive the growth of the city's artistic and cultural landscape. Dubai Culture focuses on establishing Dubai as a regional and global centre for creativity, and also seeks to enhance the city's cultural identity in order to drive the

creative economy. The Authority strives to enhance the quality of life for Dubai residents to help achieve a key pillar of the Dubai Plan 2021 objectives, which is to create a city of happy, creative, and empowered people. In May 2016, Dubai Culture was recognised as the first Happiness Partner to execute the Happiness Agenda in partnership with Smart Dubai. Under this, Dubai Culture will support Smart Dubai to lead a cultural shift in the city, through programmes and projects aimed at building awareness, and influencing individuals, businesses, and city leadership to prioritise happiness.

Under the leadership of Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, Chairperson of Dubai Culture, the Authority has played an integral role in reinforcing Dubai's position as a vibrant global centre for creativity, and in enhancing the city's cultural identity.

As part of its mandate to strengthen the city's creative fabric by supporting the main disciplines of art – visual arts, performing arts, film, music, and literature, Dubai Culture drives and supports many initiatives in the Emirate's cultural calendar including Dubai Art Season and SIKKA Art Fair.

Dubai Culture not only recognises talent, but also honours patrons that stand behind the growth of the landscape through awards like Sheikh Mohammed bin Rashid Al Maktoum Patrons of the Arts Awards. Additionally, aligning its focus towards literature, the Authority plays a leading role in supporting the UAE National Strategy for Reading 2026, which was launched in 2016 by His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai. Dubai Culture also manages eight Dubai Public Library branches and a strategic initiative was launched in early 2016 to renew all the public libraries, which are prominent centres for promoting culture and knowledge.

For more information, please visit www.dubaiculture.gov.ae

About Audi Middle East

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 18 locations in 13 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 2018, the Audi Group delivered to customers about 1.812 million automobiles of the Audi brand, 5,750 sports cars of the Lamborghini brand and 53,004 motorcycles of the Ducati brand. In the 2018 fiscal year, AUDI AG achieved total revenue of €59.2 billion and an operating profit before special items of €4.7 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, A4 and S4, the A5/S5 Coupe Sportback and Cabriolet and RS 5 Coupe and Sportback, the A6, A7, A8, A8 L, the Audi Q3, Q5 & SQ5, Q7 and Q8, the Audi R8 Coupe, R8 Coupe V10 plus as well as the R8 V10 Spyder.

For more information, please visit www.audi-me.com

About Investment Corporation of Dubai, ICD

Investment Corporation of Dubai (ICD) is the principal investment arm of the Government of Dubai. It was established in May 2006 by decree (11) of 2006 and mandated with the consolidation and management of the Government of Dubai's portfolio of commercial companies and investments. ICD was also assigned the provision of strategic oversight to portfolio companies through the development and implementation of effective corporate governance policies, and sound investment strategies. ICD is focused on maximizing stakeholder value for the long-term benefit of the Emirate. ICD's portfolio comprises some of Dubai's most recognized companies and represents a cross-section of vital economic sectors that the Government of Dubai has deemed strategic for the continued development and growth of the Emirate. The sectors include financial services, transportation, energy and industry, real estate and leisure, retail, and other holdings. In addition, ICD has embarked on a disciplined and sustainable strategy of global investments, which are synergistic with its existing portfolio, to extend Dubai's presence and expertise into international markets.

About A.R.M. Holding

A.R.M. Holding is a multi-focused economic enabler that creates synergies and opportunities through local, regional and global investments. At the core of the company's business strategy is its commitment to social responsibility. A.R.M. actively employs its resources to advance society and empower its players to pursue innovative solutions and inspire a better future.

A.R.M. collaborates with like-minded organizations and leverages its network and partnerships to create meaningful relationships and create growth opportunities. It holds equity stakes in some of Dubai's foremost companies in a variety of economic sectors including Banking, Telecom, F&B, Property, and Hospitality.

Investing in Real Estate since 1976, A.R.M. has contributed to society with significant investments in numerous industries and versatile projects across the region and internationally.

To learn more about A.R.M. Holding, please visit: www.armholding.ae