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Archi-bling: enchanting, iconic crystal spaces
'70s rock: relaxed retro-island oceanfront living
Designers en trend: Autoban's success route
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DHS 20.00 RO 2.00 BD 2.00
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Khalid Shafar

Destination Dubai

identity is pleased to be a media partner for this year's Downtown Design activities and events, and the first annual Design Week in the new Dubai Design District (d3).

TEXT: JOANNE MOLINA

This year's third installation of Downtown Design (27-30 October) will feature 85 established and emerging global brands, new 'Destinations' events, the 'Abwab' initiative, a programme sponsored by The Society of British and International Design (SBID) and The International Interior Design Association (IIDA), and the exhibition of Khalid Shafar's *The Nomad*.

As the focal point of the first annual Dubai Design Week (26-31 October), Downtown Design will be a conduit for international industry players and aficionados. Established by Art Dubai Group (ADG) in partnership with d3, Design Week will have more than 60 separate activities and projects, together with multi-disciplinary design events and exhibitions.

As part of Downtown Design, The Society of British and International Design (SBID) will be

partnering with The International Interior Design Association (IIDA) for their first joint programme. It will feature an in-depth presentation on worldwide trends showcased in the award-winning projects celebrated by both associations.

"Dubai is a primary location for design and sits alongside the world's best for creativity and innovation. Downtown Design is the perfect platform to celebrate the coming together of SBID and IIDA," says Vanessa Brady OBE, founder of SBID.

Buyers visiting Downtown Design will find a dedicated Buyer Team to ensure all pre-qualified trade visitors meet the brands of their choice and enjoy benefits, including exclusive access to the Buyers' Lounge, a B2B matching service, VIP entry to social events and access to talks by industry leaders.

Khalid Shafar's acclaimed exhibition, *The Nomad*, will be on display during Design Week. The Dubai-born pioneer of Emirati design is known for his ingenious combinations of traditional elements of UAE culture and contemporary product design collaborations with Kartell, the Campana Brothers and French cabinet-maker Moissonnier.

His interactive public installation, which had an extended run in London as part of Shubbak 2015, originated as an idea when he collaborated with the American Hardwood Export Council. "I wanted to share my observations and contribute to a new approach to UAE architecture. The concept brings [together] historical architecture and the traditional material of arish (palm fronds), rethinking it into a format for the 21st Century – 'reappropriating' it. It is made from my preferred material, wood (African Teak). It's freestanding

Above and below (left): *Abwab* Pavilion by Loci Architecture + Design

Hamad Khoory

and a huge structure," he explains. "From an engineering perspective, we are counting on each part to hold everything together; the force of the structure being divided equally. It may appear as sculpture from the outside, but people can also nap, eat, drink and meet inside it. It goes beyond the standard functionality of an interactive public art piece."

The new 'Destination' programme is an alliance with six international Design Weeks: Beijing, Helsinki, Istanbul, Melbourne, Mexico City and San Francisco. Uniting at one 'Destination', Dubai, each design week will present three of their most exciting emerging brands for the first time on the global stage, allowing fair visitors to discover innovative new talent from around the world.

The Dubai Design Week and Beijing Design Week Organising Committees are also pleased to

announce Dubai's participation in Beijing Design Week (BJDW) as the Guest City for the upcoming 2015 edition, to be held from 23 September to 7 October in the Chinese capital. This will include an exhibition curated by Emirati designer Moza Almatrooshi and a series of educational activities in partnership with Chinese institutions.

"The appointment of Dubai as the 2015 Guest City resonates across a wider set of actions BJDW has undertaken to strengthen productive relations within the Asian region and encourage dialogue among its vibrant and diverse design cultures," says BJDW Creative Director Beatrice Leanza.

The new 'Abwab' initiative includes six 50-square metre pavilions, which will be integrated into the walkways and open areas of Dubai Design District (d3). A curator from each

participating country will lead the designers to work individually or collectively and generate never before-seen design content under the unifying theme of 'Games: The Element of Play in Culture'.

"The greatest challenge for us was how to design a pavilion that suited our aesthetics, both from the inside and outside, without affecting the curations of the interior. We selected sand as the structure's core material; a playful material in the way it moves, accumulates and shifts, and the endless interactions we had with it growing up," says Hamad Khoory, Partner at Loci Architecture + Design.

The six countries and curators include: Mobius Design Studio (UAE); Waleed Shaalan (Kuwait); Salman Jawed (Pakistan); Arini Creative Platforms (Jordan); Basma and Noura Bouzo (Saudi Arabia); and Chacha Atallah (Tunisia). ■