8 - 12 NOVEMBER 2021 A KEY EVENT OF DUBAI DESIGN WEEK

DOWNTOWN DESIGN | Sign | District | Control |

THE MIDDLE EAST'S LEADING FAIR FOR HIGH-QUALITY DESIGN

LEAD SUPPORTER



PARTNER EVENT



ABOUT DOWNTOWN DESIGN

Downtown Design is the Middle East's leading design fair for original and high-quality design, showcasing international and regional design brands.

The fair attracts top-tier industry audience including key architects, interior designers, specifiers, hoteliers and developers as well as HNWIs and public visitors from the Middle East, Africa, South Asia and beyond.

- The commercial highlight of Dubai Design Week, the region's largest creative festival
- A B2B fair with a dedicated trade programme,
 connecting exhibitors to key design professionals
- Owned and managed by the Art Dubai Group with the largest HNWI database in the region

CONNECTING WITH THE KEY AUDIENCES







INDUSTRIES SERVICED

Residential

Hospitality
Commercial
Fit-Out
Asset Management
Retail and Distribution

A&ID PROFILE

Design Directors
Studio leads
Project Managers
FF&E and Specifiers
Developers
Hoteliers

Distributors / Retailers

KEY TERRITORIES INCLUDING

Kingdom of Saudi Arabia GCC Qatar Israel India Africa



Downtown Design is the region's most important design event, providing local and international visitors with a glimpse of design's evolution in the high-octane Emirate and the region.

HIGHLIGHTS FROM THE **LATEST EDITION**

DOWNTOWN DESIGN IN NUMBERS

19,000

VISITORS 20% VISITOR GROWTH WERE DECISION-MAKING YEAR ON YEAR TRADE AUDIENCE

200 **BRANDS** PRESENTING THEIR

LATEST COLLECTIONS

31 COUNTRIES REPRESENTED AT THE

2019 FAIR

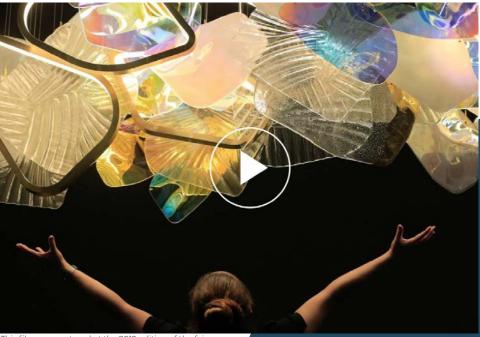
58%

VISITORS

11,200

GROSS SQM THE SIZE OF THE CUSTOM TENT in 2019

30 EVENTS TALKS, TOURS AND NETWORKING PROGRAMMES



This film was captured at the 2019 edition of the fair

2021 THE FAIR

The event takes place at a purpose-built, creekside venue in Dubai Design District (d3), the main hub of Dubai Design Week

POSITION YOUR BRAND AMONGST THE LEADERS IN THE INDUSTRY



New to 2021 will be **dedicated sections** across the key industry sectors, each with tailor-made promotional campaigns to **enhance the market profile** of the participating brands.



2021 **THE FAIR**

From creative content and installations to insightful panel discussions, the fair's extensive collateral programme brings the industry together to experience the latest in contemporary design

WALK OF LIF

A CONCEPTUAL EXHIBITION

Downtown Design will commission regional architects and interior designers to produce conceptual scenographies spotlighting relevant exhibiting brands, offering exhibitors opportunities for added visibility

WALK

tkop

PUBLIC PROGRAMME

Alongside Downtown Design's **talks programme** featuring global industry opinion leaders, the fair will host a wide range of activations including **onsite networking events** and **workshops**, attracting key audience.



RAISE YOUR BRAND PROFILE

Be part of our marketing campaign

INDUSTRY PARTNERS

MEDIA PARTNERS

PUBLIC RELATIONS





30+ print & digital publications

\$4.2million
AVE

Partner outreach to a combined audience of

TOOUR

newsletter subscribers

carrying out bespoke campaigns including e-mailers, advertising and social media posts

International and regional PR agencies

retained to promote activities to local, regional and global target media

SOCIAL MEDIA

OUR REACH TO HNW B2C AUDIENCE

10.8million

reach across all Downtown Design social platforms



Newsletters and invitations sent to the Art Dubai Group database of

+130k

engaged and active audience



BBC WORLD NEWS

Rethinking Design: Design Solutions for a Post-Pandemic World



*Featuring Dubai Design Week 2020 and Downtown Design's conceptual exhibition 'The Shape of Things to Come' this documentary is still airing on BBC World News and is to not be shared or published on any public-facing platform without the permission of BBC.

2021 CONNECT PROGRAMME

Downtown Design's dedicated B2B platform offers brands direct access to key design professionals.

Featuring the region's most relevant A&ID professionals with **project pipelines,** the programme offers a range of benefits to help exhibitors build meaningful relationships.

- **Pre-fair introductions** to help plan in advance
- Assured meetings during the event
- Invitations to daily networking events
- Post-fair digital introductions as part of Downtown Design's digital offering

On request, Downtown Design can tailor **bespoke B2B programmes** for exhibitors, year-round.







What are they saying about **DOWNTOWN DUBAL**

"It was a rewarding experience to present the Minotti vision in the regional design scene. The fair was a great opportunity to network with peers and industry decision-makers."

Alessandro Minotti

General Manager, Minotti

"We finally experienced a snippet of Downtown Design's solutions in 2020, via their digital edition. The success achieved has convinced us to participate in the physical edition in 2021."

Juan Ramón Pesarrodona

Sales Manager Middle East

Dedon

"The Middle East's expanding hospitality sector and upcoming events such as Expo 2020 are driving the demand in the domestic interior design market. Downtown Design opens doors for the participating Italian companies to do more business in this region."

Amedeo Scarpa

Italian Trade Commissioner UAF Oman and Pakistan ITA

sign

"For a creative collective such as SSH, Downtown Design is a spectacular opportunity to find new and exciting materials, products and collections. The fair also permits our team to interact with upcoming talent and the wider design community."

David G. Daniel

Director of Architecture

SSH Middle East

"Downtown Design is the most essential design event to attend in the region if you are connected to the industry in any way. From collections that offer inspiration for upcoming projects to new connections made for the year ahead, there is always so much to take away."

Maliha Nishat

Director of Interior Design

Marriott International

"Every year I look forward to Downtown Design for inspiration, idea exchange and the best of what the industry has to offer. The latest edition in 2019 edition delivered that and so much more - it's been by far the best edition of Downtown Design to date.""

Jonathan Ashmore

Founder and Director

Anarchitect

edi



Downtown Design is a multidisciplinary event that showcases everything from high-end furniture to cutting-edge prototypes and offers an opportunity to catch up with the developments in design in the Middle Fast.



Reflecting the diversity and sophistication of the global contemporary design scene, Downtown Design 2019 presented its most dynamic showcase yet.



Downtown Design's Trade Programme continues to address the needs of the competitive design industry, helping members raises their profiles and forge industry relationships.

The Telegraph

Downtown Design, and its showcase dedicated to limited-edition design. DowntownEditions, is the place to spot both new and established Middle Eastern talent alongside the best of international.

2019 - 2021 EXHIBITOR EXAMPLES

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Artemide

bene



cappellini

cc-tapis_®

COSENTINO

DEDON.

ETHIMO

GIORGETTI

• Herman Miller



Interface[®]

KETTAL

LASVIT



LODES

Minotti

Molteni & C

MOROSO"



normann copenhagen

PEDRALI



PRECIOSA

Roca

SANCAL O

SieMatic

ST*LOUIS







EAD SUPPORTER



PARTNER EVENT



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CONTACT US TO PARTICIPATE

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