

DOWNTOWN DESIGN

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

IN PARTNERSHIP WITH



8 - 12 NOVEMBER 2021

A KEY EVENT OF DUBAI DESIGN WEEK

LEAD SUPPORTER



PARTNER EVENT



DOWNTOWNDESIGN.COM

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 HNW 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
YEAR ON YEAR

58%

VISITORS
WERE DECISION-MAKING
TRADE AUDIENCE

11,200

GROSS SQM
THE SIZE OF THE CUSTOM
TENT in 2019

200

BRANDS
PRESENTING THEIR
LATEST COLLECTIONS

31

COUNTRIES
REPRESENTED AT THE
2019 FAIR

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

Downtown Design offers a snapshot of the diverse talents and perspectives informing the global design scene

COUNTRY PAVILIONS

Country-specific initiatives and **trade organisations** will present showcases promoting their design industries in the Middle East

DOWNTOWN EDITIONS

The fair's boutique showcase for **limited-edition and bespoke design** will offer independent designers, collectives and studios a platform to access top-tier design professionals, HNWIs and public visitors looking to buy or commission

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

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

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



Partner outreach
to a combined audience of
+350k
newsletter subscribers

MEDIA PARTNERS



30+
print & digital
publications

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

PUBLIC RELATIONS



Generating
\$4.2million
AVE

**International and
regional PR agencies**

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

SOCIAL MEDIA

10.8million
reach across all
Downtown Design
social platforms



OUR REACH TO HNW B2C AUDIENCE

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.





2021 THE YEAR OF THE DUBAI EXPO

Downtown Design is the only
design fair in the region
coinciding with the
Expo2020 Dubai.

Perfectly positioned just weeks
after the official launch, the
fair will offer exhibitors a
unique platform to connect
with new audiences including
international designers and
potential clients visiting the
Emirate for the Expo.

What are they saying about DOWNTOWN DUBAI

Exhibitors

"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
UAE, Oman and Pakistan. **ITA**

Designers

"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 C. 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

The Media



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 East.



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 raise their profiles and forge industry relationships.



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

arper

Artemide®

bene

 BROKIS

cappellini

cc-tapis®

 COSENTINO®

DEDON®

ETHIMO

GIORGETTI

 Herman Miller

 ILLULIAN®
ILLUMINATING CUSTOM TECHNOLOGIES

Interface®

KETTAL

LASVIT

 LLADRÓ®

LODES

Minotti

Molteni & C

MOROSO™


Moser
KARLSBAD

normann
COPENHAGEN

PEDRALI®

PIERRE FREY
PARIS

PRECIOSA

Roca

SANCAL 

SieMatic

ST LOUIS

 Tacchini

 TAI PING

USM

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