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International Design Talent, World Premieres and Special Projects at Design Days Dubai bring design to life

Under the Patronage of H.H. Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, Crown Prince of Dubai and held in partnership with the Dubai Culture and Arts Authority, Design Days Dubai presents limited edition contemporary design pieces from the world's established and emerging galleries and design talent, alongside innovative premieres and special projects.

Bringing together some of the world's most exciting design talent, Design Days Dubai presents a cross-section of the world's most exciting design from over 250 designers represented by more than 40 exhibitors from 20 countries. Uniquely positioned as a fair of discovery, visitors will experience the vast variety and creativity that marks design today as well as having the opportunity to meet the designers and hear about their design process.



Cyril said: "Design Days Dubai represents the first time that many of these galleries, design studios and solo designers have exhibited in the Middle East, creating an exciting opportunity for visitors to experience these works first-hand and for emerging design talent to have their first experience on the international stage."

Premieres include: 'Golden Harvest' by Brazilian designer Guto Requena for Gallery S.Bensimon (France), a 3-piece collection created using golden grass harvested from the Amazon; the debut of Italy's Camp Design Gallery which brings captivating works by Veronica Todisco and Analogia Project including 'Pantheon/PantheOff', a lamp inspired by Rome's famed Pantheon; sought-after designer Sabine Marcelis's 'Dawn Series' exhibiting at Victor Hunt Designart Dealer (The Netherlands); and, for the first time in the region, the avant-garde works of Spanish designer Nacho Carbonell (presented by Carpenters Workshop Gallery, UK/USA/France).

The 2016 edition also sees the participation of Saudi Arabia's new King Abdullah Center for World Culture, Dutch Creative Industry's presentation of 13 Dutch designers, returning exhibitor Crafts Council with the best of UK craft and a special showcase of design from China. All demonstrate the growing importance of reaching a global audience through the platform of Design Days Dubai.

Special projects as well as installations and live design-in-the-making performances from the likes of rising design star Lex Pott and Royal College of Art student Sheroy Katila, one of 10 Abraaj RCA Innovation Scholars, open the fair to a broader audience. Awe-inspiring large-scale works presented by UAE's Monogram and UK's The Carpenters Workshop Gallery to beautifully-handcrafted limited editions from France's Galerie GendrasRégnier and Austria's Wiener Silber Manufactur and daring conversation-starting collections of Lebanon's Vick Vanlian and Switzerland/Taiwan/UAE's M.A.D Gallery ensure a fair that will appeal to design enthusiasts and collectors alike.

Internationally-acclaimed Dutch designer Marcel Wanders makes his debut at Design Days Dubai showing his Personal Editions collection, an exclusive collection of limited edition pieces combining traditional crafts and industrial processes and pushing the boundaries of functional and the non-functional, of art and design. Marcel said: "With this collection, in this region specifically, I wanted to include work that celebrates humankind and highlights durability, warmth and imperfection. Handcrafted techniques and a sense of ornamentation dominate this collection and offer more surprise for both myself and those who experience it."

Co-founder of the successful design label Moooi and with over 1700+ projects to his name for private clients and premium brands, Marcel's work is known to excite, provoke and surprise for its ingenuity, daring and quest to uplift the human spirit and entertain. One of his most recent projects in the region includes the soon-to-open Mondrian Doha. "We are excited to welcome Marcel Wanders to this edition of Design Days Dubai. Marcel will be introducing some of his most iconic pieces to the Middle East and his presence will surely inspire some of our young design talents who will be taking part in the fair's public programme and initiatives such as Van Cleef & Arpel's Middle East Emergent Designer Prize and Dubai Culture and d3's Urban Commissions," said Cyril Zammit, fair director of Design Days Dubai.

On 14 March, Marcel Wanders presents the fair's opening keynote, 'On the Crossroads between Art and Design', which will mark the launch of Pop Up Academy. The brainchild of Esra Lemmens, a rising figure in the design industry, lecturer and ambassador of contemporary design, Pop Up Academy will coincide with the world's leading design events, kicking off in Dubai. Esra, who has also collaborated with Marcel Wanders on the exhibition, said "Designers organising their own courses is a natural movement in design education since 'the school' and 'design practice' don't exist anymore. Pop Up Academy deals with these changes as, at the crossroads between art and design, the industry increasingly deals with made-to-measure concepts. Design education should reflect this, as well as the unique characteristics of each design event."

Design Days Dubai is owned and managed by Art Dubai Group and is held under Art Week, an umbrella initiative bringing together the UAE's arts and culture-centred happenings in the month of March with the aim of promoting the cultural activities of the region to both residents and visitors.

Design Days Dubai has the continued generous support of its sponsors including the strategic partnership with Dubai Culture & Arts Authority, the Emirate's dedicated Authority for culture, arts and heritage; Dubai Design District (d3), co-hosts of the public programme and WASL, UAE design exhibition; French high-jewelry maison Van Cleef & Arpels, which presents The Spirit of Nature: an exhibition that brings together beautiful creations to pay homage to the theme of Nature, as well as announcing the winner of the Middle East Emergent Designers Prize; Audi who return with the Audi Innovation Talks; and Emaar.

Design Days Dubai at The Venue, Downtown from 14 - 18 March 2016

For more information about Design Days Dubai, please visit the bi-lingual website www.designdaysdubai.ae and follow the fair via a weekly newsletter, Facebook Instagram and Twitter

Image: Victor Hunt, 'Limited Moths' by Mischer Traxler

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