



Home » [Going Out](#) » UPDATE: What to expect at Design Days Dubai 2016

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One of the biggest design fairs in the Middle East, Design Days Dubai is a five day celebration of art and design open to everyone – showcasing both local and international talent.



Marcel Wanders' Personal Editions: Bon Bon Chair

This year, visitors can expect to see more local talent with the new 'WASL' exhibition, which displays over 25 pieces from designers based in the UAE. "They're not necessarily new [designers], but it's a nice collection of what's been achieved in the last five years," says fair director Cyril Zammit.

The exhibition binds established designers as well as emerging ones based in the UAE. "From designers like Khalid Shafar to this young generation that we see coming up, it's important to give back to this community," adds Cyril.

Now in its fifth edition, Design Days Dubai is back at The Venue from March 14th-18th. Recently announced is Design Days Dubai's public programme, which comprises of free talks, workshops and screenings, giving the public a better understanding of design, and a closer look into the creative processes.

A key feature of the programme will be a series of thought-provoking keynotes by renowned designers, opening with Dutch designer Marcel Wanders presenting 'On the Crossroads between Art and Design', marking the launch of the Pop Up Academy.

However Marcel will not only be presenting his Personal Editions collection at Design Days Dubai, but also launching his life-sized book 'Rijks, Masters of the Golden Age'.



"Everything is hand-made. [Marcel] zooms in on the greatest artworks we've had in the Netherlands but combines it with other artworks from around the world, and he takes quotes...it's nothing like I've ever seen before," says Esra Lemmens, founder of the Pop Up Academy.

Other than that, here are a few more things to expect:

- **Live performances**, for example using screen printing to produce light
- **Interactive workshops** such as learning how to create your own wearable design in 30 minutes
- **Innovation Talks series by Audi**
- **Presentations and book launches** including Dubai: Behind The Scenes - a photographic journey of Dubai since 1993
- **Mentorship sessions** for students to get feedback on their projects
- **Short film screenings** to tribute the world's iconic historical design objects

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