

## WORLD

### Kingdom hosts exclusive preview of 2013 Design Days Dubai Fair

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*Design Days Dubai Fair Director Cyril Zammit presenting an exclusive preview of the Fair's 2013 edition.*

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Saudi Gazette

**JEDDAH** -- After a successful inauguration in 2012 that saw over 8,500 people participate and sales over \$35 million, the second edition of Design Days Dubai Fair is set to make an even bigger splash this year.

Looking forward to this important regional event – set to take place between March 18 and 21 – Saudi citizens had the privilege to attend an exclusive preview of the design fair's 2013 edition.

Director of Design Days Dubai Cyril Zammit gave two lectures at Jeddah's Athr Gallery and Alaan Artspace in Riyadh, the cities' leading contemporary art galleries, as part of a Middle Eastern tour to attract design investors toward the fair and further enhance the understanding and appreciation for collectible design.

The preview was preceded by a brief introduction on the history of Design Days Dubai and its significant contribution to the development of the Gulf's art and cultural scene.

"The Gulf's art market has reached high levels of maturity in the last six years especially thanks to the Art Week. This umbrella initiative, comprising Art Dubai and Sikka Art Fair, demonstrates every year the region's artistic vitality through a broad program of cultural events," said Zammit.

"As a consequence of this artistic development there was also a rise in the demand of high-value and collectable interior design pieces but no fair exclusively dedicated to design existed in the Middle East and South Asia before 2012. The recent addition of Design Days Dubai to the dynamic context of the Art Week enabled Dubai to address this need and host fairs specialized in both art and design. In less than 2 years, the fair has become one of the world's most diverse international design events whose aim is also to foster the next generation of international and regional talents," he added.

This year, the fair will give visibility to innovative designers represented by 29 galleries from the six continents with eight of the galleries being from the Middle East. Almost doubled compared to last year, the regional galleries include 3 galleries from Beirut, (Art Factum, Carwan and TwentyTwentyOne), 1 gallery from Kuwait, (Contemporary Art Platform) and 3 galleries from Dubai, (J+A, La Galerie Nationale, Majlis and Nakkash). The fair will also welcome leading global galleries from London, Paris, Milan, Brussels, Hamburg, Seoul, Mexico City, Melbourne, Sao Paulo, Los Angeles and Washington DC.

Held close to Burj Khalifa, the central axis of Downtown Dubai's incredible urban development, the 2013 edition of the fair will feature 80 percent of fresh contemporary design pieces along vintage and classic design pieces from the 20th century. Among the most recent and humorous creations visitors will be able to admire a bronze "Fragmented Crack Coffee Table" by the Based Upon team of artists, an "Alien Sofa" by Jonas Jurgaitis, a "Three armed floor lamp" by Serge Mouille, "The Happy Widow" chair by Loredana Bonora, a bronze "Taj Mahal Table" by Studio Job, a "Sansa Armchair" by Mali-born designer Cheick Diallo and a unique up-cycled "Apolda Nap Armchair" by Apolda kollektiv.

Available in limited editions, all the displayed pieces represent according to Zammit very safe forms of investments.

"Unlike the art market, design market is extremely steady and stable. Once you invest in a design piece, it will be difficult to lose money.

Price range between \$5,000 and \$500,000 and potentially everyone can buy one of the artworks," he said.

The interactive format of the fair will also incorporate a 4-day public program including a wide-range of workshops and seminars on current design issues and mentorship sessions in support of design students.

In addition to this, particular attention will be given to sustainable works through a design lab and four brands will be showcasing their pieces and offering their skills and knowledge to designers through a dedicated "Bespoke Design" section.

Zammit concluded his presentation offering the following advice to young talents keen to enter the design industry. "It is important to understand global trends. People are looking for something new to the eyes and above all for quality. The better a design piece is produced, the higher will be its chances to be displayed by a gallery," he said.

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