

MARCH 2013 ELLE



culture

The region's traditionally busiest culturally-focused month is finally here. Flip the following pages to see culture come alive. Immerse yourself in cultural events and get enlightened with what's to follow.



'Love, Loss, and What I Wore'

'Love, Loss, and What I Wore' is a play written by the late Nora Ephron (writer of 'When Harry Met Sally') and her sister Delia. A scrapbook of stories about unfortunate prom dresses, high heels, short skirts and the existential crisis of having nothing to wear.

For more information please contact 971 4 341 4777.

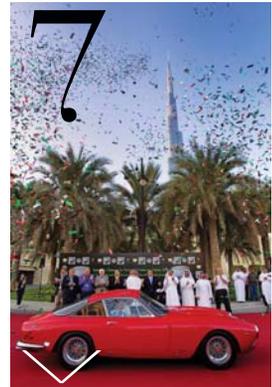


14

Cultural Tastes

The Taste of Dubai festival will bring together 30 of the city's best restaurants, prestigious celebrity chefs, premium beverage brands, gastronomic exhibitors and an incredible entertainment stage playing host to region's favourite bands and also, exciting new bands.

For more info please call 971 50 734 1277.



March

KEY DATES



Art in Dubai

Art Dubai is part of Art Week, the umbrella initiative that includes Sikka Art Fair, Design Days Dubai, and a range of contemporary art and design events, as well as major museum shows, and new gallery exhibitions and artists' projects, taking place each March.

For more info 971 4 384 2000.

29

Musical in Technicolour

'Joseph and the Amazing Technicolor Dreamcoat' is a theatrical extravaganza based on the ancient story of Joseph and his resplendent coat of many colours and is one of the most beloved and successful musicals of all times.

For more info please call 971 50 281 4677.

Classy Cars

The fifth edition of the Emirates Classic Car Festival will take place on Mohammed Bin Rashid Boulevard, featuring a spectacular lineup of classic cars and motorcycles. The colourful parades are one of the main highlights of the show.

For more info 971 4 438 4130 / +971 4 367 3333.



Design Days Dubai

Design Days Dubai hosts the best of limited edition and collectible design from international leading design galleries. The fair's program also includes seminars, workshops and guided tours in a prime location in Downtown Dubai.

For more info 971 4 384 2000.

30

Dubai World Cup

Witness the 18th edition of the world's richest race day, the Dubai World Cup from our stunning hospitality facilities offering you and your guests the opportunity to experience the electrifying atmosphere in style and comfort.

For more info please call 971 4 327 2110.



THE FUTURE OF DESIGN

Fully justifying its ambitious scope, Design Days Dubai returns to present its infinite creativity.



Join Team Elle at Design Days Dubai 2013 whilst we wait anxiously to see the future of design unfold.



The last ten years has seen Dubai's art scene mature exponentially, laying the groundwork for other areas of the creative scene to follow suit. This March it is design's time to flourish with a host of events dedicated to the dazzling design sector happenings throughout Art Week 2013. Design Days Dubai is the Middle East and South Asia's first fair devoted to collectible and limited edition design, taking place from the 18th to 22nd March 2013.

With design taking over in full force, the cherished world of art, the region's style lovers and collectors are paying attention and it's time for us to dig a little deeper to unravel design at its best. "Art Week has established itself as a recognised and respected platform for talent, and a meeting place for col-

lectors and artists, in the region and internationally. The teams behind all three major events; Art Dubai, SIKKA and Design Days Dubai, have worked continuously to strive for the highest of standards in terms of delivering world-class experiences, and to build on Dubai's profile as a melting-pot of creativity," said Cyril Zammit, Director of Design Days Dubai.

This year's fair, returning to its home in Downtown Dubai, will feature a focus on sustainable works with a design lab, as well as a wider 'Bespoke Design' section, in which four design brands will showcase their insight, skills and creations. Fostering the next generation of designers is the remit of Design Days Dubai's mentorship program, developed in partnership with

Dubai Culture, which is part of the is part of the four-day public programme of talks, presentations and workshops around current design issues.

Being recognised as a forward thinking nation globally, Dubai seems like a natural choice to host a design fair. Last year's purchases were estimated at \$3.5 million proving that design is a safe investment as it never loses value. Design Days Dubai 2013 is the first ever fair which will feature works from art fairs from six different continents and 29 galleries showcasing their works as well as encouraging the involvement of emerging talent from the region and acting as the centre point for the global design and art community, while also becoming a vibrant addition to the region's cultural scene. If you even have a slight inclination towards design, Design Days Dubai features live performances and installations, and tour guides are on hand by request for people who wish to be walked through the exhibition. Unique sights such as a wall of 260 clocks, at the entrance of the show, welcome design lovers. The clocks are programmed in such a way that the hands spell out words which serve as an announcement board.