

The Middle East's architecture, design, interiors + property magazine

# identity<sup>®</sup>

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NOVEMBER 2017  
A MOTIVATE PUBLICATION



Leading light: Shafar's silent call  
**id** design awards: recognising 2017's stars  
Privileged preview: first look at DDW + DD  
Cool hunting: lifestyle, interiors and more...

DHS 25.00 OR 2.70 BD 2.60  
SR 25.00 KD 2.10



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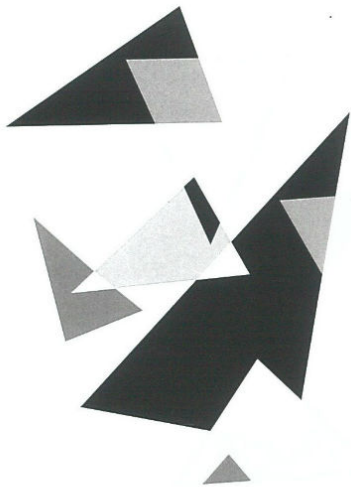
Ministero dello Sviluppo Economico



Embassy of Italy  
to the United Arab Emirates



ITALIAN TRADE AGENCY  
ICE - Italian Trade Commission  
Trade Promotion Office of the Italian Embassy



# ITALIAN LUXURY INTERIORS

The art of Italian Design  
AT DOWNTOWN DESIGN

**Dubai Design District (D3)**

14-17 November 2017

## EXHIBITORS

ALBERTA PACIFIC FURNITURE [www.alberta.it](http://www.alberta.it)

BORZALINO [www.borzalino.com](http://www.borzalino.com)

CICLOTTE [www.ciclotte.com](http://www.ciclotte.com)

FANTINI MOSAICI I MARMI [www.fantinimosaici.it](http://www.fantinimosaici.it) - [www.fantinimosaici.com](http://www.fantinimosaici.com)

FRIGERIO 21 I MARBLES [www.frigerio21.com](http://www.frigerio21.com)

L'OPIFICIO [www.lopficio.it](http://www.lopficio.it)

LISTONE GIORDANO [www.listonegiordano.com](http://www.listonegiordano.com)

MABELE BY MA-BO [www.mabele.it](http://www.mabele.it)

MADE A MANO I ROSARIO PARRINELLO [www.madeamano.it](http://www.madeamano.it)

MATTEO BRIONI [www.matteobrioni.com](http://www.matteobrioni.com)

OTQ [www.otqdesign.it](http://www.otqdesign.it)

SARTORI RUGS [www.sartori-rugs.com](http://www.sartori-rugs.com)

TECKELL [www.teckell.com](http://www.teckell.com)

TONUCCIMANIFESTODESIGN [www.manifestodesign.eu](http://www.manifestodesign.eu)

VETRART GLASS IN LIGHT [www.vetrartlighting.com](http://www.vetrartlighting.com)

VETROGIARDINI [www.vetrogiardini.com](http://www.vetrogiardini.com)

ZAFFERANO BESPOKE GLASS LIGHTING [www.zafferanoitalia.com](http://www.zafferanoitalia.com)

in cooperation with  **Confartigianato**  
Impresa

 **CNA**  
Confederazione Nazionale dell'Artigianato  
e della Piccola e Media Impresa

design by LaVanguardia Progetti

## OPENING HOURS

14th November 2017 from 6pm to 9.30pm

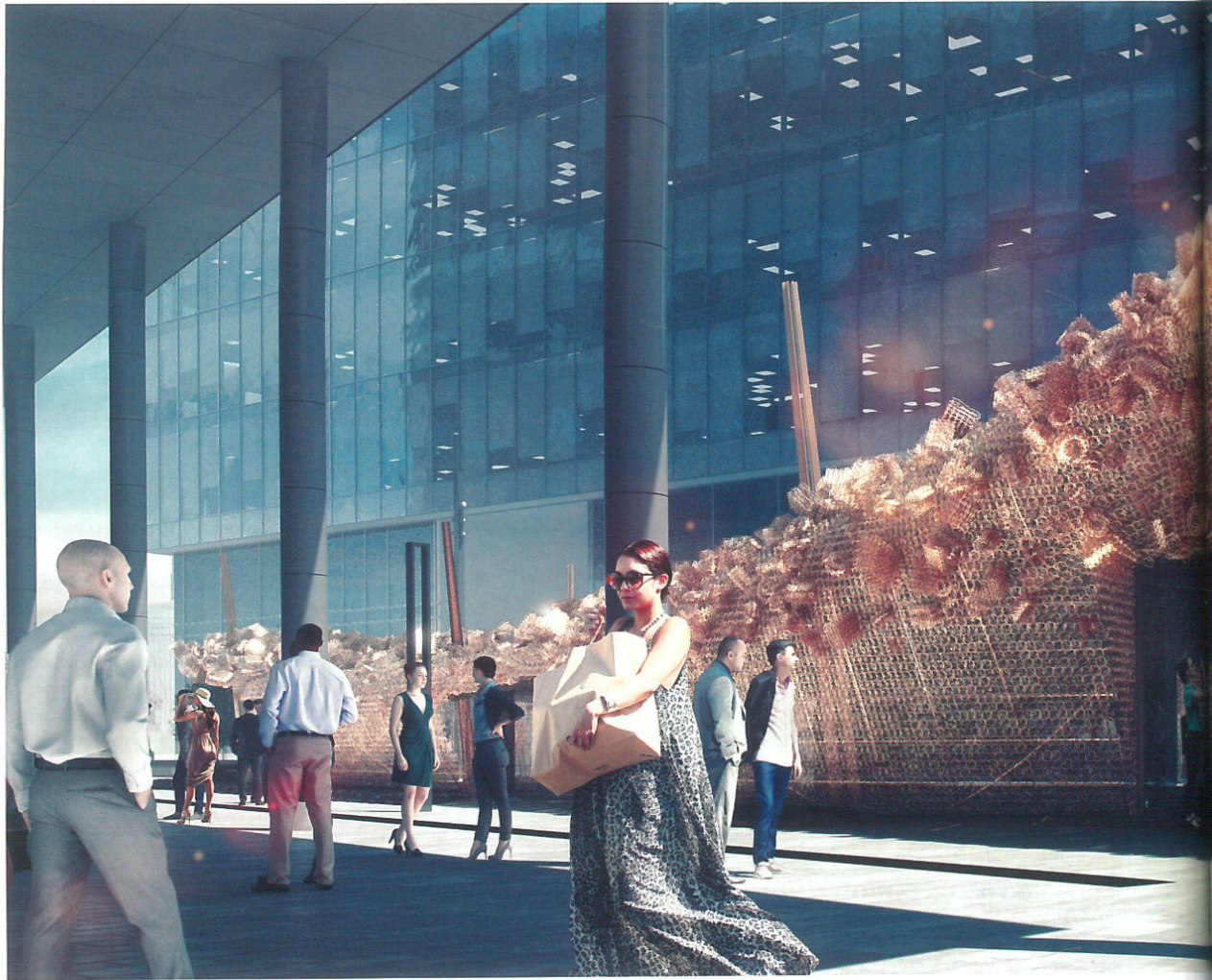
15th - 17th November 2017 from 1.30pm to 9.30pm

## LOCATION

Dubai Design District (D3) - Design Quarter - map attached

There is on site parking available for all the guests



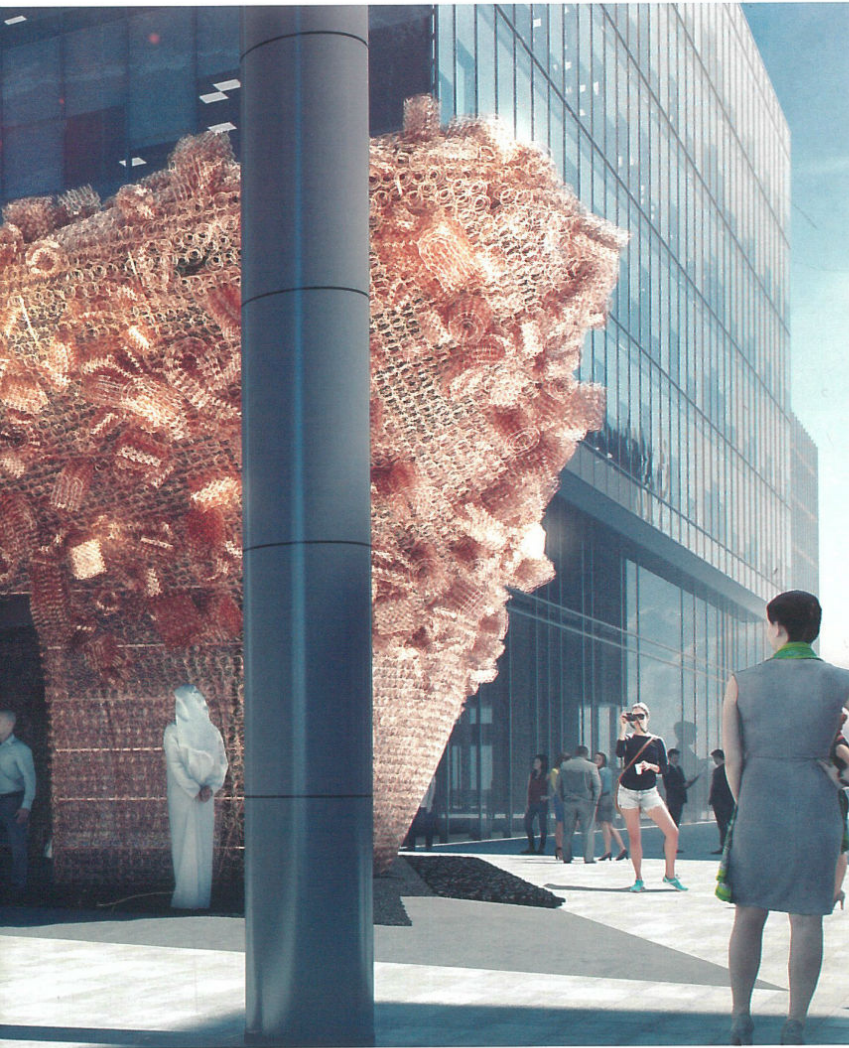


Abwab Pavilion by Fahed + Architects

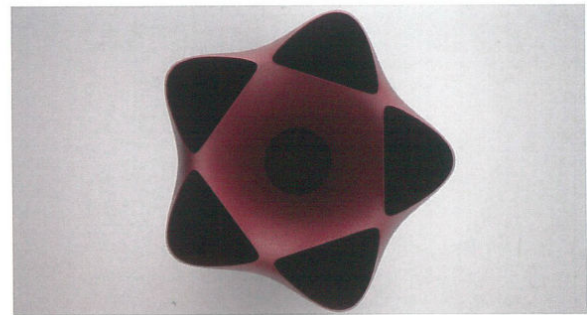


d-NAT x AmorphouStudio, inFORMed Systems, Design Process Inspired by nature





*Quiver Vessel* by Anjali Srinivasan



*Sufi* by Hozan Zangana



*Chemistry's Greatest Achievement Black Blue Orange Yellow* by Soukaina Aziz El Idrissi

## All roads lead to DDW

**id** selects some of the best and brightest picks from year's Dubai Design Week.

TEXT: JOANNE MOLINA

**Once again**, the show is poised to align itself with cities around the world as the region's top event for design, and will feature more than 200 activities throughout the city. Free for design professionals, design lovers and all creative thinkers, the six-day-long Dubai Design Week will include the fifth edition of Downtown Design, the Middle East's leading high-quality design trade show featuring 150 contemporary design brands from 25 countries – double the size of last year. Also hosting twice last year's number of participants, the Global Grad Show is returning with the region's top young talent and emerging talent – with 200 of the brightest ideas brought to Dubai from 90 universities across 40 countries.

The much-loved Abwab is ready to turn head yet again with its impressive pavilion designed by Fahed + Architects, who used recovered

bedsprings to create a showcase structure for 45 products from designers from 15 countries across the MENASA region. And d3, the hub of Design Week, will be offering its own programme of over 90 events.

This year's much-anticipated talks programme is being led by Sir David Adjaye, one of the world's most influential architects, and will also include Mauro Porcini, PepsiCo Chief Design Officer, and Elmar Mock, inventor of the Swatch wristwatch. Original content will be staged by more than 80 businesses, designers and organisations, including the Etihad Museum, DIFC and Hamdan bin Mohammed Heritage Centre; and **id** is looking forward to celebrating and sharing the region's design talent with the world. [id](#)

**Dubai Design Week : 13-18 November 2017**



**Brightest stars**

Taking centre stage throughout Dubai Design Week is the Middle East premiere of 'Prologue', the large-scale luminous circular sculpture by British avant-garde artists Fredrikson Stallard (Patrik Fredrikson and Ian Stallard) and iconic brand Swarovski.

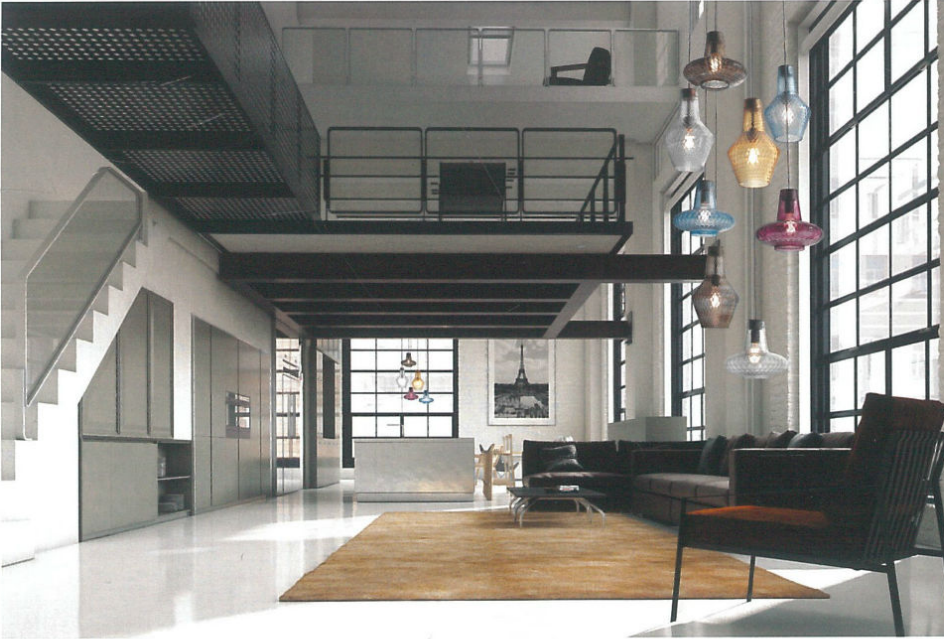
It will accompany the latest Atelier Swarovski home décor collections at the newly opened Swarovski Creative Center. Created in 2014, 'Prologue' features more than 8000 topaz-coloured crystals which mimic the iconography of the sun.

Nadja Swarovski commented: "With our presence at Design Week and the recent opening of the Swarovski Creative Center in d3, we are thrilled to be enhancing our support of the flourishing design scene in Dubai." 



*Prologue*, a large-scale outdoor installation by Fredrikson Stallard and Swarovski





Zafferano tableware, glass and porcelain



Bedroom from QTQ

**The beloved Italian Pavilion** and the Italian Luxury Interiors (ITI) exhibition will also return to Downtown Design for the third year, showcasing the craft, art and timeless allure of Italy's most desirable products. Organised by the Italian Trade Agency (ITA), in cooperation with the Italian Associations of Artisans and Small-Medium Enterprises, CNA and Confartigianato, they will host a finely curated mix of several artisanal companies, but also some larger brands, such as Fantini Mosaici.

"This year at Downtown Design Dubai, Italy will showcase magnificent examples of unique pieces in furniture, lighting, accessories, textiles and

basically all the objects that make our everyday life happier and fulfilling. As we all know, the Italian design experience has never ceased to be an aesthetic and pragmatic tradition which runs parallel patterns with those of art and architecture. Its special nature continues to provide people with an imaginary journey into the Italian lifestyle," explains Gianpaolo Bruno, Italian Trade Commissioner to the UAE, Oman and Pakistan.

Italian architects, Tiziana Burri and Attilio La Pietra have custom-designed the inviting 500 square meters exhibition space. This year's meticulously curated group of luxury brands and products represents



Frigerio 21 marble-design chair



Flooring by Listone Giordano





Tonucci furnishings and accessories collection 2017

key areas of design and lifestyle, including: indoor and outdoor furnishings; textiles; lighting; as well as a vast assortment of deluxe materials such as leather, marble, ceramic, glass and iron – even luxury exercise equipment.

"Italian Luxury Interiors' at Dubai Downtown Design is nothing less than an emotional interaction with shapes and objects and, through them, with Italians, their taste for beauty, their effortless search for creativity and their particular way to interpret the world," Bruno continues.

Coveted designs will be on display from more than 15 top makers, such as Alberta Pacific Furniture, Teckell, Borzalino, Fantini Mosaici, Frigerio 21,

Sartori rugs, Mabele by Mabo, Made a Mano - Rosario Parrinello, Tonucci Manifesto Design, Listone Giordano, Matteo Brioni, Cicolette, l'Opificio, Vetrogiardini, OTQ, Vetrart Glass in Light, and Zafferano. All boast not only aesthetic prowess, but rigorous standards of quality craftsmanship.

Representatives from each company will be available to answer questions about each product and tell the special stories behind each brand that make them modern investments in fine living. [▶](#)

**Italian Luxury Interiors: 14-17 November 2017**



Fantini Mosaici, the iconic mosaic company renowned for their work for global luxury brands



Ciclotte, 'the design exercise bike'