

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

identity®

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A MOTIVATE PUBLICATION



Colour wash: new bathing spaces with a splash of colour
Countdown to Downtown: exclusive Dubai Design Week preview
Simply the best: celebrating the 2018 **identity** Design Awards winners
+ Design Pioneers Part One: presenting the UAE's dynamic entrepreneurs

DHS 25.00 OR 2.70 BD 2.60
SR 25.00 KO 2.10





Ministero dello Sviluppo Economico



Embassy of Italy
to the United Arab Emirates



Consulate General of Italy
Dubai



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



Confederazione Nazionale Artigiani
e delle Piccole e Medie Imprese



ITALIAN INTERIORS

The Art of Italian Design AT DOWNTOWN DESIGN

Dubai Design District (D3)
13 - 16 November 2018

EXHIBITORS

ANTONIOLUPI
BORZALINO
CHI DESIGN
FANTINI MOSAICI | MARMI
GIOVANARDI
LINEASETTE
LOCCHI

LOCHERBER MILANO
MABELE BY MA-BO
MADE A MANO
MASTRO RAPHAEL
MOLINARI LIVING
NEO' DI ROSANNA CONTADINI
OFFICINE GULLO

RIVIERE
TONUCCIMANIFESTODESIGN
VETRART GLASS IN LIGHT
VETROGIARDINI
ZAFFERANO BESPOKE GLASS LIGHTING
ZANETTI MURANO



Ceramics of Italy



CONFINDUSTRIA CERAMICA

CERAMICS OF ITALY

14 NOVEMBER

12:00 - 19:00 | **Downtown Design**

Stand No.: A28

PARTICIPATING COMPANIES

ATLAS CONCORDE
CERAMICA VOGUE
CERAMICHE REFIN
COTTO POSSAGNO - LUSTRI VENEZIANI
DEL CONCA
ELIOS CERAMICA
FAP CERAMICHE
FINCIBEC GROUP

ITALGRANITI GROUP
KEOPE
MARCA CORONA
MIRAGE GRANITO CERAMICO
PANARIA GROUP
RICCHETTI GROUP CERDISA
SAN VALENTINO MANIFATTURE CERAMICHE

MASTERCLASS

4th Edition - "Culture, Community and
Collaboration: The Architecture of Happiness"

"Forum" at Downtown Design
15 November 2018 | 6:00pm - 7:30pm

Speakers:
Mario Cucinella
Aldo Parisotto



DESIGNEXPORTLAB



CULINARY DESTINATION

Miele, the world's leading manufacturer of premium domestic appliances, has reinvested in the region by inaugurating the Middle East's first flagship showroom; the Miele Experience Center in Dubai. The new customer-design 360-square metre showroom exemplifies the brand's commitment to investment in the region and features its largest display of appliances: more than 140 premium and award-winning products. The launch is also a response to the growing demand for luxury home appliances. For five consecutive years, Miele has shown year-on-growth, and in the UAE alone has seen sales increase by 200% during that time; it also expects sales to rise further by 2020. The interactive experiences at the Miele Experience Center extend to the culinary arts, as Miele in-house chef Francesca Busso will be on-site to offer daily live demonstrations using Miele appliances. Customers will also have the opportunity to join complimentary cooking classes and enjoy recipes.

04 3044 999 / www.miele.ae

IN HAUTE WATER

Stylish, environmentally-friendly and efficient, Quooker - one of the world's top kitchen innovations - is now available in the UAE. Loved by home cooks and chefs alike, the tap immediately dispenses filtered boiling water. Invented and produced in the Netherlands, it has a tap on the worktop and a tank underneath. Customers can choose between a separate boiling water tap with accompanying mixer tap, or the new Quooker *Fusion*: a single tap for hot, cold and boiling water that's ultra-safe, super-efficient and available in six tap designs and three finishes.

The Quooker's standby usage amounts to just five fils per day. For even more efficiency, choose a *COMBI* tank - a single, amazingly economical way to produce both hot and boiling water. The result is no more wasted water and no more waiting time for boiling water in your kitchen; in a moment, cooks have boiling water of 100°C! And, the *HiTAC* (High Temperature Activated Carbon) water filter in the boiling water tank also purifies the tap water, removing impurities for years and years. It's a tasteful investment, bar none.

www.quooker.ae



CIAO, BELLA!

It's one of the most anticipated design destinations of Dubai Design Week: the Italian Interiors pavilion. Guests at Downtown Design look to this luxury showcase to discover the most captivating, authentic brands that epitomise the renowned 'Made in Italy' lifestyle.

Organised by the Italian Trade Agency (ITA), with the cooperation of CNA and Confartigianato, more than 20 exhibitors will reveal their top designs at Downtown Design (13-16 November) in Dubai Design District (d3) - including the debut of 15 top-tier ceramics brands participating in a B2B workshop, and the exciting new Design Expo Lab.

"Building on our long history of cooperation with the UAE, this year we are proud to present a rich programme, highlighting the strengths of Italian design and creativity," says the Italian Ambassador to the UAE, H.E. Liborio Stellino.

As well as focusing more on intellectual content this year, ITA will also present a keynote talk as part of the 4th edition of Design Export Lab. Entitled 'Culture, Community and Collaboration: the Architecture of Happiness', it features a prestigious line-up, including master architects Mario Cucinella and Aldo Parisotto, who will explain how authenticity, social focus and humanity are crucial to building successful communities.

04 434 5280 / www.ice.it

DESIGN AGENDA

Idéo Bain 2018
4 - 8 Nov
Paris, France

Salone del Mobile Bergamo 2018
10 - 12 Nov
Bergamo, Italy

BDNY 2018
11 - 12 Nov
New York, USA

Dubai Design Week
12 - 17 Nov
Dubai, UAE

Downtown Design 2018
13 - 16 Nov
Dubai, UAE

Downtown Editions 2018
13 - 16 Nov
Dubai, UAE