



Sunday March 18th:

11am-1pm

Public Workshop: Arabic Lettering & Arabesque in Product Design
Led by: Huda Smitshuijzen AbiFarès & Lara Assouad Khoury (Khatt Foundation)
Duration: 2hrs
Location: Design Days Dubai, Downtown, Burj Khalifa.
Registration: please register online at www.designdaysdubai.ae

2pm-2.45pm

Public Talk
Led by: Ahmed Al Angawi
Duration: 45minutes (30mins talk & 15mins Q&A)
Location: Nuqat Dubai Design Conference, DIFC Gate Building, at the Atrium
In cooperation with Nuqat

2pm-4pm

Design Days Dubai - Ladies Day
Duration: 2hrs
Location: Design Days Dubai, Downtown, Burj Khalifa.

4pm-10pm

4.30pm-6.30pm

Design Days Dubai - Public Opening
Public Workshop: Arabic Lettering & Arabesque in Product Design
Led by: Huda Smitshuijzen AbiFarès & Lara Assouad Khoury (Khatt Foundation)
Duration: 2hrs
Location: Design Days Dubai, Downtown, Burj Khalifa.
Registration: please register online at www.designdaysdubai.ae

6.30pm-7.30pm

Live Design Performance: Styrofoam Carving
Led by: Kwangho Lee
Duration: 1hr
Location: Design Days Dubai, Downtown, Burj Khalifa.

7pm-8.30pm

Public Seminar: "What Design can do for the Future?"
Led by: Li Edelkoort
Duration: 1.5hrs
Location: Design Days Dubai, Downtown, Burj Khalifa.
Registration: please register online at www.designdaysdubai.ae

All Day: Ongoing live performances by **mischer'traxler (Gradient Mashrabiya) & Studio Drift's Shylight** from 4pm-10pm.





Monday March 19th:

- 11am-1pm **Public Workshop: Camel Leather Weaving in cooperation with Al Khaznah Tannery**
Led by: Kwangho Lee
Duration: 2hrs
Location: Design Days Dubai, Downtown, Burj Khalifa.
Registration: please register online at www.designdaysdubai.ae
- 11am-3pm **Professional Seminar (AED 500 per participant): "Bliss, Spirituality in everyday life"**
Led by: Li Edelkoort (<http://www.edelkoort.com/>)
Hosted by: FN Designs
Duration: 4hrs
Location: Al Serkal Avenue, Al Quoz
Registration: please register online at www.designdaysdubai.ae
- 12pm-3pm **Mentor Programme: 20min one-on-one mentor sessions**
Led by: Nada Debs
Duration: 3hrs
Location: Design Days Dubai, Downtown, Burj Khalifa.
Registration: please register online at www.designdaysdubai.ae (Limited seats)
- 2pm-2.45pm **Public Talk: "Chroub o Choof" - "Drink & Look"**
Led by: Younes Duret
Duration: 45minutes (30mins talk & 15mins Q&A)
Location: Nuqat Dubai Design Conference, DIFC Gate Building, at the Atrium
In cooperation with Nuqat
- 4pm-10pm PUBLIC OPENING**
- 5pm-7pm **Public Workshop: Camel Leather Weaving in coordination with Al Khaznah Tannery**
Led by: Kwangho Lee
Duration: 2hrs
Location: Design Days Dubai, Downtown, Burj Khalifa.
Registration: please register online at www.designdaysdubai.ae
- 7.30pm-9pm **Public Seminar: The Design Market: Discovering, Collecting & Investing**
Led by: Rabih Hage
Duration: 1.5hrs
Location: Design Days Dubai, Downtown, Burj Khalifa.
Registration: please register online at www.designdaysdubai.ae

All Day: Ongoing live performances by **mischer'traxler (Gradient Mashrabiya) & Studio Drift's Shylight** from 4pm-10pm.





Tuesday March 20th:

8.30pm-1.30pm

Public Workshop: “Chroub o Choof” - “Drink & Look”

Led by: Younes Duret

Duration: 5hrs

Location: Nuqat Dubai Design Conference, at Tashkeel

In cooperation with Nuqat

11am-1pm

Public Workshop: Lego Links - Architecture & Design

Led by: Meitha Al Mazrooei, WTD Architecture & Design Magazine

Duration: 2hrs

Location: Design Days Dubai, Downtown, Burj Khalifa.

Registration: please register online at www.designdaysdubai.ae

12pm-6pm

PUBLIC OPENING

12.30pm-1.30pm

Live Design Performance: Styrofoam Carving

Led by: Kwangho Lee

Duration: 1hr

Location: Design Days Dubai, Downtown, Burj Khalifa.

4pm-5pm

WTD Architecture & Design Magazine at the bookstore

4pm-6pm

Public Workshop: Furniture-making using Emarati Talli & Street Materials

Led by: Leo Capote & Amaury

Duration: 2hrs

Location: Design Days Dubai, Downtown, Burj Khalifa.

Registration: please register online at www.designdaysdubai.ae

7pm-8.30pm

Discussion Panel: “Teaching Design”

Led by: Peter di Sabatino (AUS), Constantin Boym (VCU Qatar), Alexis

Georgeacopoulos (ECAL), & Nabyl Chenaf (AUD)

Duration: 1.5hrs

Location: The Pavilion Downtown Dubai

Registration: please register online at www.designdaysdubai.ae

All Day: Ongoing live performances by **mischer'traxler (Gradient Mashrabiya) & Studio Drift's Shylight** from 12pm-6pm.





Wednesday March 21st:

8.30am-1.30pm

Public Workshop: "Chroub o Choof" - "Drink & Look"

Led by: Younes Duret

Duration: 5hrs

Location: Nuqat Dubai Design Conference, at Tashkeel
In cooperation with Nuqat

11am-1pm

Public Workshop: Furniture-making using Emarati Talli & Street Materials

Led by: Leo Capote & Amaury

Duration: 2hrs

Location: Design Days Dubai, Downtown, Burj Khalifa.

Registration: please register online at www.designdaysdubai.ae

11.30am-2.30pm

Mentorship Programme: 20min one-on-one mentor sessions

Led by: Nada Debs

Duration: 3hrs

Location: Design Days Dubai, Downtown, Burj Khalifa (Hospitality Lounge).

Registration: please register online at www.designdaysdubai.ae

2pm-8pm

PUBLIC OPENING

4pm-6pm

Mentorship Programme: "Sit in Shade" UAE Student Competition 2012

Led by: tasmena, Design Days Dubai Education team & Brazilian Designers; Leo Capote, Amaury, Pedro Bernardes & Hugo Franca from Coletivo Amor de Madre Gallery

Duration: 2hrs

Location: Design Days Dubai, Downtown, Burj Khalifa.

6pm-7.30pm

Meet & Greet Session

Led by: Nada Debs

Duration: 1.5hrs

Location: The Pavilion Downtown Dubai

All Day: Ongoing live performances by **mischer'traxler Gradient Mashrabiya & Studio Drift's Shylight** from 2pm-8pm.

Basma Al Fahim presents **Rick Owens' Tower of Nard** March 21st – April 5th from 8pm in association with Design Days Dubai.

Thursday March 22nd:

8.30am-1.30pm

Public Workshop: "Chroub o Choof" - "Drink & Look"

Led by: Younes Duret

Duration: 5hrs

Location: Nuqat Dubai Design Conference, at Tashkeel
In cooperation with Nuqat





Highlights of Design Days Dubai:

Launch: The Arab Design Map by Pink Tank and Fikra

Booth Number: A28

A research exercise by Pink Tank and Fikra into open/collaborative forms of design in the Arab world

On the occasion of the first edition of Design Days Dubai, Pink Tank and Fikra will be launching ADaM v1.0. The Arab Design Map project maps out collaborations and connections between designers in the region. ADaM v1.0 will be an investigation of the relationships between designers in the region and their community—to discover connections and what comes out of these connections. At Design Days Dubai, the methodology of the mapping project will be explored through an installation. ADaM is the first visual representation effort of design networks in this region.

Performance: Drift Design presents ShyLight

Booth Number: A13

“We are curious about the future, not only the new technologies that are changing design, but also the evolutionary developments in nature and human culture. We strive to find the perfect combination of knowledge and intuition, science fiction and nature, fantasy and interactivity. Our goal is to create a dialogue between the viewer and the objects we create, embodied in tangible objects that refer to realities that are often impenetrable and difficult to understand.” - Ralph Nauta & Lonneke Gordijn

About Drift:

Both graduates from the Design Academy Eindhoven, Ralph Nauta and Lonneke Gordijn founded Studio DRIFT together with the vision of creating design that reacts to and questions human behavior in 2006.

Nauta's expertise in crafts, materials and production techniques, and Gordijn's sense for shapes and strong concepts complement one another. Their designs amalgamate nature and technology, ideology and reality. Their aim is to make original and passionate designs, using the best materials and the latest production technologies.

“In this time of information overload and exaggerated senses, we hope that our work emphasizes the metaphysical quality of human sensations, that it establishes a point of balance in the midst of the contradictions of daily life, and that it stresses immaterial - spiritual and emotional - values. Because of these goals, light has been one of our favourite mediums; light expresses emotions in a very direct way.”

Studio DRIFT's work includes the Flylight, Fragile Future 3 (FF3), ShyLight, Dandelight and the Ghost collection. Their most widely know work FF3 is made with real dandelion seeds that are attached to the light by hand, one by one.

Since 2006 their work has been exhibited at leading museums and fairs worldwide, including the Victoria & Albert Museum London, Salone del Mobile Milan, World Expo Shanghai, Design/ Miami, Boijmans van Beuningen museum, Design Week Tokyo, Design Act Moscow, Museum of Arts & Design New York and The Israel Museum.

DRIFT has been awarded several times for their designs, including 'Light of the Future' from the German Design Council in 2008 for Fragile Future. In 2010 Nauta and Gordijn's Fragile Future Concrete Chandelier won 'The Moët Hennessy - Pavillion of Art and Design London Prize' and was acquired by the Victoria & Albert Museum in London. Most recently, Fragile Future 3.5 won the 1st prize (audience award) at the ZomerExpo, Gemeentemuseum The Hague.





DRIFT's Fragile Future series is developed in collaboration with the Carpenters Workshop Gallery in London and Paris. The GHOST collection is represented by Patrick Brillet Fine Art Gallery.

Performance: Carwan Gallery presents Gradient Mashrabiya consisting of 650-wooden pieces found by 2 Austrian designers put together and produced by a Lebanese carpenter.

Booth Number: A12

Studio mischer'traxler teamed up with a Lebanese woodworker to redefine the constructive system of the mashrabiya. Mashrabiya are delicate wooden screens often found in Middle Eastern architecture. Made of many small lathed wooden elements connected together, these fine lattice works are realised by skilled woodworkers and thus form an important position within traditional Middle Eastern craftsmanship.

Inspired by the process of lathing the small wooden parts for mashrabiya, mischer'traxler focused on representing all steps of production, to make the craftsmen's work visible and understandable to the observer. The result – a sideboard – is composed of a network of more than 650 different single pieces of manually hand carved wood. It shows all production stages from rectangular slat to refined lathed decorative elements within the one object. With each stage, the sideboard's pattern gets more and more defined, detailed and fragile but at the same time more and more three-dimensional. A transformation from a quite simple table to a complex, detailed and decorative piece of furniture.

Performance: Kwangho Lee: Life Carving of Styrofoam Blocks (2 hours)

Location: Design Days Dubai, Downtown, Burj Khalifa.

Kwangho Lee will perform two live styrofoam carving performances. He will carve sofas out of plain 6m*1m*1m styrofoam blocks using a simple technique where he slowly carves the styrofoam with a heated wire rod creating wavy textures depending on the speed of his hand movement. These sofas have unique characteristics, the longer you sit on them, the warmer they become.





Exhibitions:

Tashkeel, Dubai, U.A.E. (Booth Number A37)

Since October 2011 Tashkeel has offered three projects which exemplify its commitment to promoting the work of artists and designers in the region, facilitating cross-cultural dialogue and bringing art and design to the wider community. The Khatt Foundation Type Design Workshop provided an opportunity for thirty graphic design students and practicing professionals to develop contemporary Arabic fonts. Design Road Dubai was a five-day programme, which included an exhibition, seven parallel workshops and a series of seminars. The “Skate Biladi” project represents an initiative specifically designed to raise awareness of art and design in the wider community, and to encourage both creative and physical activity.

American University of Sharjah, College of Art, Architecture & Design, Sharjah, U.A.E. (Booth Number A38)

The College of Architecture, Art and Design (CAAD) at the American University of Sharjah (AUS) is committed to redefining education and creative practice in the region. Design faculty and students at CAAD have a history of *making* in applied and aesthetic contexts that contribute significantly to the regional and international material culture made in the Gulf. The cross-disciplinary special topics course *Form, Furniture and Graphics* integrates principles of graphic and typographic form with furniture design. The goal is to expand the definition of furniture beyond normative function toward a hybrid condition that will allow semiotic reading. In some examples of student work, graphic patterns act as skin to a piece of furniture, while in others; the form of letters directly defines structure.

Virginia Commonwealth University, Doha, Qatar (Booth Number A40)

The university is a hub for excellence in education & research in Art & Design that envisions a Qatari society which advances through art and design. VCUQatars educational focus on design thinking & creative processes to sustain successful economic & cultural growth. Furniture collection by Director of Fine arts, Constantin Boym and Laurene Boym uses as starting point the *Autoprogettazione* concept by celebrated master of Modernism, Italian designer Enzo Mari. In 1974, Mari published a set of his design drawings, calling on consumers to make furniture on their own, and to customize it according to one’s personal cultural tastes. Working with local craftsmen and students, we overlay Mari’s designs with motifs of traditional Arabic craft: henna decorations, patterns of brass tacks, sadu cushions – to achieve unexpected and provocative results.

ECAL, Ecole Cantonale d’art de Lausanne, Lausanne, Switzerland (Booth Number A37)

The ECAL/University of Art and Design features among the world’s top 10 Universities of Art and Design. For its first ever show in the Gulf Region, ECAL has chosen Design Days Dubai, in order to present a selection of projects created by the students of the Master of Advanced Studies in Design and Luxury Industry. Made in collaboration with major international luxury brands such as Baccarat, Swarovski, Bernardaud, Hublot, Christofle or TAG aviation, the students’ works show a fresh take on the future of luxury and craftsmanship.

