

# identity<sup>®</sup>

ISSUE 138  
YEAR THIRTEEN  
MARCH 2015  
A MOTIVATE PUBLICATION



*Reflective spaces: contemplating the modern bedroom*  
*French connections: fresh from the design salons*  
*Southern comfort: inspirational living style*  
*In the lights: celebrating the advent of neon*

DHS 20.00 RO 2.00 BD 2.00  
QR 20.00 SR 20.00 KD 1.50



6291100741137



Giant medallion,  
Authentique Art & Design



S. Bensimon Gallery

# Living on the edge

Design Days Dubai is attracting premiere talent and celebrating the success of the region's top designers.

TEXT: JOANNE MOLINA

**Design Days Dubai's fourth edition will showcase the work of cutting-edge, limited-edition collectible designers, host global premieres for international designers and galleries, and top awards and honours for regional talent.**



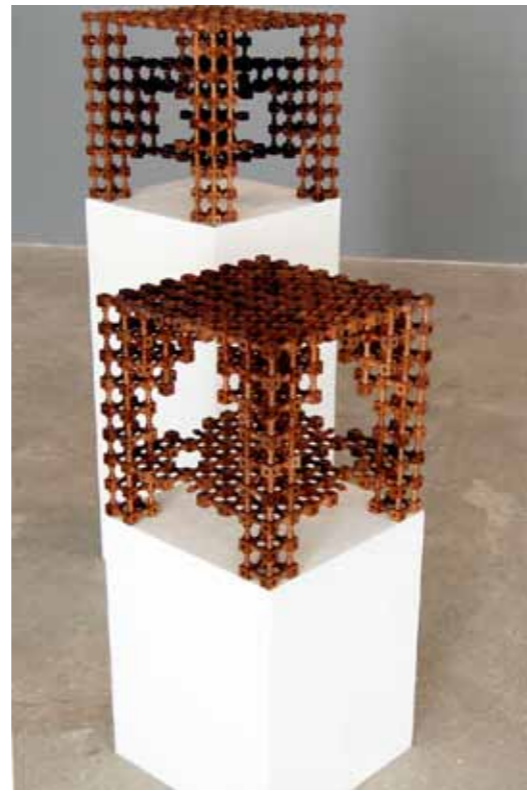
Tahiti lamp by Ettore Sottsass,  
Ardeco Gallery



Fluide, by Binôme Design Studio



Pran Pendant, Position Collective



Marc Baroud tables, Art Factum Gallery



Hammer lamp, Wiener Silber



Joey lamp, Sabrina Landini



Temporality cabinet, Gallery Fumi



Houdini table, Fadi Saredidine

**The Middle East** and South Asia's only collectible design fair, Design Days Dubai will take place during Art Week (16-20 March) at 'The Venue', next to the iconic Burj Khalifa in Emaar's Downtown Dubai. Important collectors, designers and members of the design elite from all corners of the globe will gather to see a record-breaking line-up of 44 renowned exhibitors from 20 countries present purchasable and highly-desirable works of modern and contemporary design.

**Under the auspice** of Fair Director Cyril Zammit, Design Days Dubai has become the world's most diverse design fair. "The upcoming 2015 edition will exhibit the world's most diverse collection of exhibitors and designers, and ground-breaking works," said Zammit. "The fair offers the opportunity to meet

international designers, acquire collectible design and enhance private and corporate collections."

The fair will also be showcasing the best of the Middle East design scene, exhibiting a record 16 design studios, galleries and design professionals based in the UAE and the wider GCC region. Other highlights of the 2015 programme will include a 10th anniversary celebration of Lebanese designer Nada Debs, as well as the regional launch, presented by Wiener Silber Manufactur, of a new series of vases by Iraqi-British architect Zaha Hadid, who will also have distinct 'liquid' table works shown by David Gill Galleries (London).

Debs' 10-year anniversary will be a special part of this year's programme. The most celebrated designer from the Middle East has received international accolades for her captivating



Zhoujie Zhang, Gallery ALL



Atelier Rouge Cerise, Cities



Tripode, Binome



Ja-Kyung Shin, Galerie Sofie Lachaert



Bloom by John Vogel, Southern Guild



Vases from Sandra Zeenni, Galerie Silbereis

Arab-inspired designs, coined as the movement 'Craft Cool'. "I probably won't bring the iconic pieces that people expect of me; maybe I'll photograph them in an artistic way to highlight the timeline and then design a limited edition piece, bringing past and future together and highlighting the craft element obviously," she explains.

**Twenty-two** returning exhibitors will be joined by 11 first-time participants – including London-based personality Fiona Barratt-Campbell's Privé Collection.

The much-anticipated premiere of Barratt-Campbell's debut furniture collection is inspired by her rugged home county of Northumberland, and is limited to small runs of ten or under. Leila Kaye, FBC London's Commercial Director predicts much success:

"Many of our London interiors clients are from the Middle East and they have been very enthusiastic about the collection, so we're looking forward to showing it to a wider audience – especially our limited editions."

The star moment: a regional designer will receive the Middle East Emergent Artist Prize 2015, sponsored by Maison Van Cleef & Arpels and in collaboration with Tashkeel and Design Days Dubai. Finalists were selected from over 70 applicants from a range of counties across the GCC and the winning design will be unveiled at the Van Cleef & Arpels stand on 15 March. The winner will walk away with Dhs30,000 to fund the making of their final product and a seven-day trip to Paris to attend L'ecole Van Cleef & Arpels courtesy of the Maison. id is proud to be a media partner sponsor of this year's fair. ■