

Source, resource, outsource

The return of Dubai Design Week shows it is as ambitious as ever, according to **CYRIL ZAMMIT**, Esquire's design columnist



November is here and that means a new edition of Dubai Design Week. When I first launched it in 2015, the intention was to invite the world to Dubai to showcase the best of creations from a vibrant, emerging design scene.

Today, the event has reshaped its format and many exhibitors are looking primarily at what matters most to both the business-to-business and business-to-consumer sectors: 'Design With Impact.' Undoubtedly the focus is on sustainability, but to me it is more about *how* we consume, before being about how we *produce*.

Dubai has often been associated with an abundance of goods, which has given it an undeservedly bad rap on the world stage. A quick fact check will show you that considerable efforts have been made to engage everyone in the city in helping lead a more responsible life: single-use plastic bags have been banned, the number of hybrid taxis are growing in the streets, solar industry is rapidly developing, as I explored in my last column.

Dubai Design Week will reflect this with a series of brand-new immersive installations. Kate Berry, the event's new director, will show innovative design thinking, using material that takes into account environmental impact.

I am looking forward to the d3 Architecture Exhibition, showing a collection of architectural works from the region—such as 'Once Upon A Forest' by OBMI, which brings mangroves into the urban landscape. The shelter offers the opportunity to reconsider our relationship with nature and the indigenous forest ecosystem. The 'From the Dunes & Trees' installation will feature a revolutionary desert sand-based concrete and date seed-based solid surface material. It feels unfair to name just these two set-ups, due to the incredibly rich line-up this year.

That brings me to Nada Debs. The Lebanese designer is celebrating 20 years of success that has supported craftsmen and artisans in the heart of her home country. Thanks to her commitment to 'handmade, heart made' as she calls it, her workshops have continued to operate in Lebanon. Beyond the beautiful soul that makes Debs who she is, she genuinely cares for the world of artisans and she has my endless respect.

For my part, I will be curating the 'UAE Design Exhibition' at Downtown Design, showcasing a selection of fresh talents working in the UAE, but I will also point you in the direction of the new iteration of 'Tanween by Tashkeel.' And let's not forget to celebrate the first anniversary of Collectional, Dubai's only design gallery with a brand new line up of beautiful limited-edition design at their Eden House location.

Finally, I also prepared a series of talks named 'Source, Resource, Outsource' for Design Week held nightly at the Downtown Design Tent. Professionals and designers will discuss the importance of circular economy, attention to recycling and the next steps we must all take to embrace and secure a better future for the next generations.

November is always the month where Dubai's outdoors come back to life and with these design creations, there is a nice fresh breeze blowing over the city. ☺

CONSIDERABLE EFFORTS HAVE BEEN MADE TO ENGAGE PEOPLE IN LIVING A MORE RESPONSIBLE LIFE"

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Cyril Zammit is a design consultant and design expert based in Dubai. Follow him @cyrilzam; cyrilzammit.com