

Astrini
Atelier AK
Bolton
Cappellini
Carl Hansen Et Son
Cassina
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Crjos
Cykno
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Il Laboratorio dell'imperfetto
Lamellux
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DOWNTOWN DESIGN DUBAI

Downtown Design is a trade-orientated design event that brings an exclusive selection of internationally renowned interior design products and concepts to the region. Curve Magazine is lucky to be a part of the inaugural exhibition in Downtown Dubai. Held at The Venue, Downtown Design provided international design brands with a platform to enter the Middle East & North Africa (MENA) markets.

www.downtowndesign.com



GUILIO CAPPELLINI

The Milanese architect has been working since 1979 with the spirit and the aims of a man in continuous renewal. Over the years, his path has turned to be that of a designer, proposing a personal reading of contemporary design, both for the brand that made his name known across the world, and as an art director of other important design brands. His most important project, the "company", transformed Cappellini into one of the biggest trend setters worldwide. There is always great interest in his lectures at the Milan Architecture University and at the Domus Academy and worldwide, from Montreal to Valencia.

www.cappellini.it



PAULINE DELTOUR

Pauline Deltour (born in 1983, Landerneau, France). She studied applied art and design at the Olivier de Serres (ENSAAMA) in Paris and holds a bachelor's degree in industrial design from the Ecole Nationale Supérieure des Arts Décoratifs (ENSAD) in Paris. Between 2006-2009, she worked as a designer and a project leader at Konstantin Grcic Industrial Design in Munich and opened her own studio as of winter 2009 in Munich, Germany. She is currently working on a wide range of commissions from industrial products and furniture through jewelry and public spaces. Among her clients are: Alessi, Discipline, MUJI, Kvadrat, Design Within Reach, BOFFI, BREE, The city of Munich and Wallpaper Lab.

www.paulinedeltour.com



LUDOVICA+ROBERTO PALOMBA

Ludovica+Roberto Palomba, architects, work and live in Milan. They founded Palomba Serafini Associati in 1994. They received numerous international awards such as Compasso D'Oro, Elle Decoration International Design Award, Red Dot, Design Plus, Good Design Award, German Design Award. Ludovica+Roberto Palomba plan architectures and design exhibitions worldwide. They work and are art directors for some of the most established brands. Brand Credits: Antolini, Bisazza, Boffi, Brix, Cappellini, Dornbracht, Driade, Elica, Elmar, Exteta, Fiam, Flaminia, Foscarini, KitchenAid, Kos, Laufen, Lema, Plank, Poltrona Frau, Rapsel, Redaelli, Salviati, Sawaya Et Moroni, Samsung, Schiffrini, Tubes, ValliEtValli, Viccarbe, When Objects Work, Zanotta, Zucchetti.

www.palombaserafini.com



ORA ITO

Ora Ito, born in 1977, is an iconoclastic artist. His creations conceal the codes of a new luxury, timeless and universal with the same minimal working drawing: evident forms to be understood in flash, fruit of his philosophy which he named "simplexité", or the art to give to an object with complex functions a visible simplicity. He is now developing projects with the pearls of the French industry, the interior of the A320 for Sabena Technics, new lifestyle collections for Christofle, and furniture and cutlery for Les Forges de Laguiole. He has designed the newspapers stands for Unibail-Rodamco and is increasingly working on architectural projects that remain confidential.

www.ora-ito.com



■ NOUVELLE VAGUE VOLUME 2

Nouvelle Vague is back on the road in 2013 with five new faces with fresh statements and ideas to discover: Pauline Deltour, Guillaume Delvigne, François Dumas, Victoria Wilmotte and Dan Yeffet. After a first stop at Milan, Nouvelle vague is coming for the first time in the Middle East for Downtown Design with special guest Khalid Shafar. Radically different from each other but united in a spirit of complicity and solidarity, these uninhibited, polyglot and entrepreneurial designers are outlining the new contours of the French and Emirati domestic landscape, whilst their creations form a manifesto for the freedom of expression and the spirit of initiative.

www.if-uae.com



■ TEMPORARY MUSEUM

Born from a project by Gisella Borioli, owner of Superstudio, and under the artistic direction of Giulio Cappellini, the "Temporary Museum" in Dubai will introduce itself presenting its activity and its projects in Italy and abroad in a spectacularly set up space, in collaboration with Slide Design. Inside will be installations of "Selected Objects", designed by Massimo Crema and Ermanno Rocchi with Melogranoblu; Giulio Cappellini and Karim Rashid with Slide Design; Rita Rijillo with Crjos Design; Dorota Koziara with Astrini Design; Sotyrys and Aleksander Pantopoulos with Landor; Paolo Ulian, Caterina Di Michele, Franco Zavarise with Zava; Silvio De Ponte with Giovannetti; Tagina; Maletti.

www.superstudiogroup.com
www.downtowndesign.com



■ CRAFTSMANSHIP AT THE WORKSHOP

The Craftsmanship at The Workshop installation will aim to show visitors the quality and skill that goes into product manufacturing in factories in Denmark and the careful selection of materials used. The stand will showcase works from Fritz Hansen, Carl Hansen and Louis Poulsen as well as featuring live craftsmen working on two items, the upholstery of the iconic egg chair and the weaving of a wishbone chair's seat.

www.fritzhanzen.com
www.louispoulsen.com
www.carlhansen.com

 **CRISTINA ROMELLI GERVASONI**
DOWNTOWN DESIGN FAIR DIRECTOR

Cristina Romelli Gervasoni is an international strategic marketing and PR expert. A natural communicator, Cristina was born and raised in Italy, in a flourishing cultural environment surrounded by art, history, design and beauty. Her passion for global traveling and getting to know new cultures brought her to Dubai, where she moved after it was love at first sight. She is constantly inspired by the outlook to the future of the UAE, the international melting pot of people and cultures and she is fascinated by the huge potential of the world of design penetration in the local market.



What prompted you to start Downtown Design?

Downtown Design came about through an evident request from companies asking for a quality, trade-orientated design fair. Based also on the success of both Art Dubai and Design Days Dubai and the interest in design we can feel in the region, it seemed to be the perfect time to launch Downtown Design, particularly in light of the development of the new Emaar's extensive plans for the Downtown area of Dubai.

How important do you feel design fairs such as this one for the Middle East?

We feel that fairs are an important way for users, both from a trade and consumer background, to interact and experience design brands from across the world. Downtown Design is a platform from which business can be done, trade professionals can meet and anyone who is interested in design can see at first hand trends from around the world.

How do you feel people can benefit from trade fairs such as Downtown Design?

Trade Fairs are important for professional industries as they allow for a direct dialogue between end users and manufacturers, owners and CEOs. For those exhibiting, it allows them to showcase their products and meet the consumers directly.

What sets Downtown Design apart from Art Dubai and Design Days Dubai?

Downtown Design is a trade-orientated event that appeals to professionals from across the design industry. Art Dubai and Design Days Dubai are fairs geared more towards collectors and gallery owners for art and design pieces.

Is there an annual theme or focus to the trade fair or is it focused more towards design in general?

It is focused on design however we have built the fair around three key pillars: learn, experience and discovery. We have hand selected the brands who will be exhibiting based on their companies own core qualities, such as craftsmanship, quality of product, innovation, heritage.

What kind of designers does the fair attract?

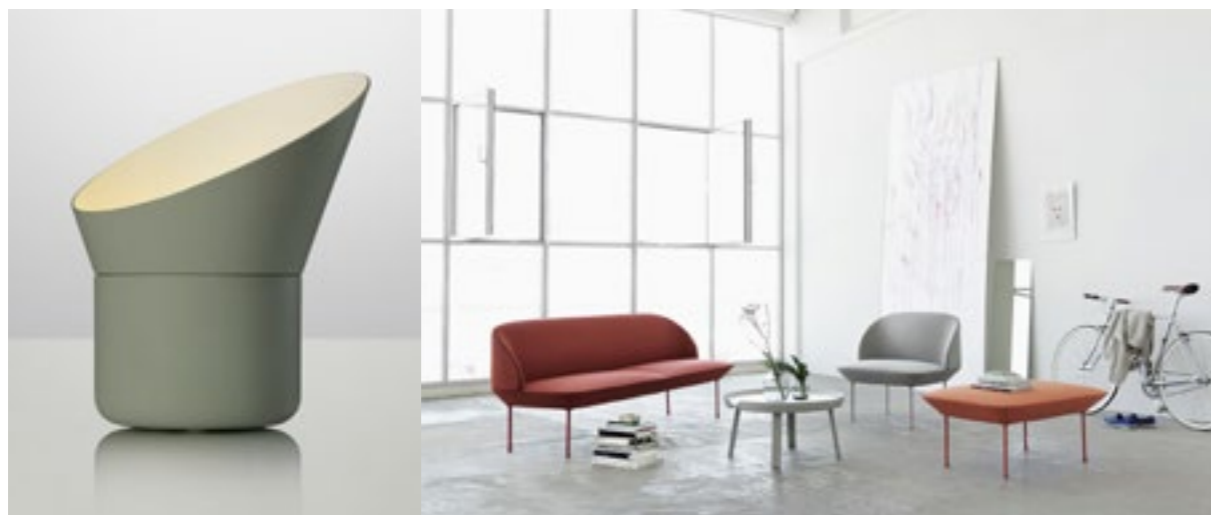
We have invited the most famous designers to introduce a new perspective enhancing that design is part of our everyday life.

Who are some of the most exciting designers to exhibit this year?

I think all the brands who will be exhibiting are going to be offering something new and exciting to Downtown Design. I think one particular favorite is the Craftsmanship Corner at The Workplace, an live installation by Danish brands Carl Hansen, Fritz Hansens, Louis Poulsen which will see a craftsman build the classic Wishbone Chair at the event itself.


What is in your opinion the most exciting part of the fair?

I think the whole fair is an exciting proposition and it will introduce a new perspective on design placing a strong emphasis on quality and novelties.




MUUTO  Striving to expand the Scandinavian design tradition with new and original perspectives. In fact, their name Muuto, inspired by the Finnish word muutos, means new perspective. To Muuto good design starts with the person. They handpick the brightest design talent in Scandinavia and give them the freedom to express their individual story through everyday objects. Some want to alter the world, others find passion in color and shape or draw deeply from personal experience. How do they see a chair, vase, lamp or any other everyday product? You will know our design because it has muutos. Objects made sublime through new perspectives, enjoyed across the world, representing the best of Scandinavian design today. www.muuto.com




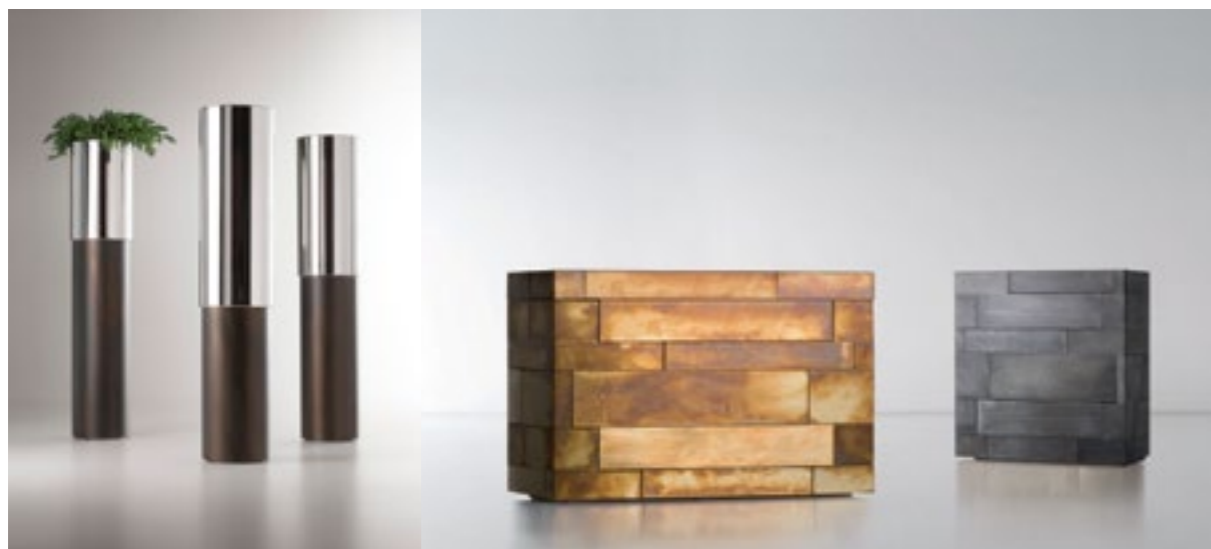
PINETTI  Celebrating the essence of the tradition of Italian leather by creating products that reflect the company, entirely Italian products with regard to the production, but international in the soul. Pinetti have a passion for leather, paper and color, is guarantee of quality and competence that can satisfy even the most demanding needs of the market. Thanks to an ongoing research and the contribution of young creatives and top designers that sided Pinetti family, the brand is present in the best showrooms and department stores around the world and cooperate with some of the most important corporate and contract realities. www.pinetti.it




IL LABORATORIO DELL'IMPERFETTO  "Imperfetto" by il laboratorio dell'imperfetto is a collection of design objects and furniture, inspired by the imperfections of the raw materials, that wants to express a synthesis between natural and artificial elements becoming familiar, domestic. Each piece is made from a common mold, which is then sanded, painted and hand-polished. The working process differs for each type of object, thus becoming unique in its genre. Thanks to such a personalized approach to items, they acquire identity and uniqueness, as well as showing exceptional attention to details that derives from an expert and skillful craftsmanship. Imperfettolab is the trademark of Verter Turrone and Emanuela Ravelli's design and production. www.imperfettolab.com




CHI WING LO  A brand of furniture conceived and made in Italy under the close direction of architect Chi Wing Lo. His vigorous pursuits in design, fine craftsmanship and innovative use of materials have set new standard and expectation. The furniture is simple and versatile, humble and full of ingenuity, ample and precious, always infused with a true sense of timelessness. The designs are long-lasting and fit in comfortably at home globally across diverse cultural settings and untouched by the ever changing trends of home furnishing today. www.chiwinglo.it




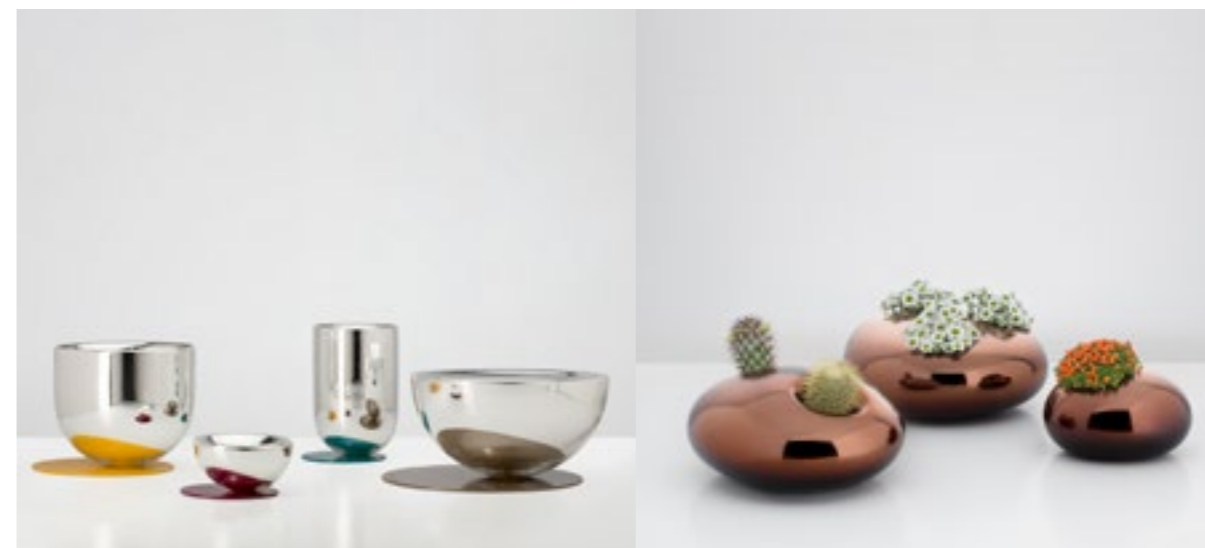
DE CASTELLI  The Italian brand shaped its identity as a company that introduced design, and applied it to iron for the home and outdoors, successfully combining tradition with technology. The company's increasing collaboration with important architects and designers, or international landscape architects, led to the foundation in 2010 of the De Castelli Edition brand, a collection of products that highlights the contemporary language of its authors. The entire De Castelli production is distinguished for the finest quality of its construction, expressed in the meticulous attention to details and the handcrafting of all the finishing and decorating work. www.decastelli.it




LISA CORTI  The designer and her Home Textile Emporium present the 2014 Spring-Summer Home collection. The collection is a nod to the ancient Far East cultures, combined with contemporary Western style. The careful choice of colors use of fabrics, lightness and transparent effects conjure up a world of throws, quilts, mandalas, organza bedspreads, cushions, curtains, wall-hangings, tablecloths and much, much more. Every fabric, every pattern and every detail is studied and created by her in Italy and then handmade printed. Each product is a unique one-off thanks to the tiny, fascinating imperfections and differences that each piece of fabric bears. www.lisacorti.com




ATELIER AK  Part of Al Khaznah Tannery, it is the first tannery to produce an exclusive range of leathers tanned using the most advanced environmental friendly technologies. Owned by the Abu Dhabi Government, Atelier AK specializes in the customized production of the most technically advanced leathers in the world. Al Khaznah Tannery transforms raw hides and skins collected locally as a by-product of the meat industry into finished leathers and finished leather-goods. Technology is propelling their growth and they are today the only tannery offering chrome and aluminium-free, sustainable and biodegradable leathers meeting the standards required for the global Aviation and Yachting industries. www.alkhaznahatannery.com




VERREUM  Founded in Prague, by Pavel Weiser. The name Verreum comes from a combination of "Verre" – glass in French - and "Um" – craftsmanship in Czech. As the name suggests, Verreum aims at reviving traditional glass making craftsmanship, and the revival of silvered glass making, which Verreum wished to re-invent, coupling new technology and a new design language. Verreum collaborates with both Czech and international designers for the creation of its products, and besides the production of its own unique silvered glass with glass blowing and silvering facilities, cooperates with the rest of the Czech glassworks with the mission of sustaining the glass making tradition of Bohemia. www.verreum.com




CAPPELLINI  Entering the new millennium completely transformed in comparison to its origins, tied up indissolubly to the world of the image under every aspect and to the world of the experimentation and research. The Cappellini collections are convincing; they are well balanced, refined, and simple and yet lean towards the experimental. There is no specific style: the intention is to allow the user enough space for individual interpretation. All pieces have been designed to be used, contrary to the trend in recent years. Cappellini offer completes itself with limited edition products, to increase the value of image and the cultural solidity of its realizations, but also to preserve a pinch of healthy fun. www.cappellini.it




CYKNO  This product is the dream of Bruno Greppi in collaboration with Luca Scopel. The dream is realized thanks to the union with Gianpietro Vigorelli. Cykno is composed of a monocoque frame, radial spoked wheels and front forks, made from carbon fibre and stainless steel tubing. The seat is suspended on a stainless steel blade and along with the handlebars and various other parts are upholstered with leather. The motor uses a lithium polymer battery with high energy density. Each vehicle offers customizable upholstery, thanks to a choice of fabrics ranging from silk velvet, to various types of leather or Hermes fabrics. www.cykno.com



EMECO  The company's skilled craftsmen are the guardians of what is considered a lost art, dedicating both their time and talent to the manufacture of an enduring product that is guaranteed to last a lifetime. The creative process behind the development of Emeco products is one that is loose and organic, intuitive, and explorative. The philosophy is rooted in the fact that the search for good design is as much part of the development process as is the forming, welding, and hand finishing of its products. All Emeco chairs are LEED™ compliant. The aluminum chairs have an estimated lifespan of 150 years and a lifetime guarantee. This, combined with the chairs' classic styling, eliminates the need for recycling. www.emeco.net



CASSINA  Founded by Cesare and Umberto Cassina in 1927, launched industrial design in Italy during the 50s. In the rich and complex turmoil of that era, the company was pioneering in the way it showed a striking inclination for research and innovation, working side by side with important architects and designers with differing backgrounds and encouraging them to envision fresh designs, a characteristic that still distinguishes the company today. Cassina's identity lies in an innovative fusion that closely links technological skill with traditional craftsmanship. True to this identity, the company preserves its traditional passion for carpentry for which it is known worldwide and that is still the hub around which its designs are centered. www.cassina.com



PRECIOSA Using the latest technologies and innovative combinations – this is the direction in which PRECIOSA LIGHTING, the leading provider of complex lighting solutions, has set its sails. The Czech Preciosa presents a unique set of innovations. LEDs and printed circuit boards are nothing new per se. However, in a world first, Preciosa designers came up with the concept of using the best that these technologies have to offer together in a single lighting product. The result was lighting fixture Element. The atypical, custom-built LED panels, thanks to which the beautifully cut décor on the arms pops; use a printed circuit board as their source of electricity. www.preciosalighting.com



SERRALUNGA These eye-catching furnishings whether sculptural planter, geometric table or minimal sun-bed are conceived to be highly functional as well as beautiful, and attest to the firm's supreme mastery of new synthetic polymers and cutting-edge molding processes. Significantly, these high-quality weather-resistant designs enable a natural and almost seamless visual progression from indoor to outdoor spaces, thereby considerably extending our living environments. Serralunga's products are marked by a rare sense of harmony that enables them to be grouped together into intriguing and often quite dramatic arrangements. Their strong sculptural presence also helps provide a characterful identity to the environments in which they are placed. www.serralunga.com




DISCIPLINE All about sharing design, finding solutions to problems, interpreting behavior, bringing discipline into projects, everyday simplicity, real values, today's luxuries, excite, not forgetting to smile, energy, good feelings, in harmony, emotional experiences, long lasting, natural materials, beauty, awareness, rediscovering common sense. Flexibility, cross-cutting environments, clean shapes yet cheerfulness in the contents and language. All the Discipline collection features aesthetic surprises and technical innovations with an eye on the essence of things. Discipline is surrounded by valuable partners who interpret and perform their research through guaranteed industrial experience, by jointly carrying out sustainable productive strategies finalized at interpreting the creativity of their designers. www.discipline.eu




DE VECCHI Founded by Piero De Vecchi in 1935, a sculptor and engraver who participated in Futurism. Gabriele, Piero's son, succeed his father and started on a new creative path with silver, based on the reflective qualities and on the relationship between the object and the environment. Since 2000, De Vecchi has been involved in the creative process of some of the most important interior designers in the world such as Bouroullec, Palomba, Urquiola, Massaud, Dordoni, Dixon, Ferreri, Crasset and Grcic. The historical De Vecchi collection will consist of vases, candlesticks, trays and other items and some of the new articles created by new young designers that have collaborated with De Vecchi. www.devecchi.com



POLTRONA FRAU  Backed by a great history and tradition but living in the present. Interpreters of timeless beauty, the company believes in the designs and materials that guarantee wellbeing. Furnishing the home, office, public space and travel. Being Poltrona Frau means taking the values of true 'Made in Italy', its culture and history, throughout the world. It means looking to the future, aware of what has been. Poltrona Frau quality was created with the company and has always been an intrinsic part of the culture of beauty that animates each and every creation. Every single aspect has been designed to guarantee maximum comfort to our customers. www.poltronafrau.com



GAIA & GINO  Founded in 2004 and is headquartered in Istanbul, Turkey. Gaye Cevikel is the creative person who combines her strategic mind with the talents of the designer, to bring out the outstanding GAIA&GINO collections. Having distinguished itself with poetic, inventive and storytelling products, the company earned a reputation as one of the international design scene's most promising luxury interior accessories brand. Besides the company's commitment to excellent design to integrating fresh concepts into everyday home life and to creating eye-catching objects within a traditional context, has resulted in successful partnerships with some of the world's foremost designers. The line combines contemporary design with a Turkish sensibility by asking design luminaries to incorporate handcraft techniques into innovative objects. www.gaiagino.com