

COVERAGE REPORT

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Industry and all lovers of design are anxiously counting down the days until the INDEX Design Show 2010 (from November 8-11 at the Dubai World Trade Centre) brings innovative world design to Dubai's doorstep.

With the great support of the UAE Society of Engineers over the years, this year's four-day design extravaganza is set to wow visitors with what organisers dmg :: events is confident will be the best show yet.

Celebrating its 20th Anniversary this year, INDEX 2010 will feature an impressive line-up of leading and global brands, thought-provoking features, inspirational design pieces, focus on kitchen and bathroom companies and new countries to feature. Add to that a host of networking opportunities, educational and interactive events, a full seminar programme of speakers highlighting key industry topics and the show floor at INDEX 2010 is guaranteed to be abuzz, ensuring the 20th INDEX is a truly, extraordinary design event.

A collection of astounding design from over 1,000 exhibitors attending from far and wide across the globe will be complimented by numerous networking opportunities to ensure both cutting-edge design and business prospects at the show are maximised. In 2009 over 25,000 key trade buyers attended INDEX, with independent research showing that 92% of trade visitors had purchasing or specifying responsibility. INDEX has a history of generating up to US\$1.3 billion worth of trade sales



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resulting from the show as testimony that INDEX is a key business platform for the industry in the region.

International markets have been taking extra interest in INDEX this year. As the markets in Europe continue to struggle from the effects of the recession, the market has corrected itself and is offering prosperous outlook - getting the world's design market talking! This is apparent by the large number of interior manufacturers and suppliers turning their attention to the region and the numerous international exhibitors setting up showrooms across the UAE. New exhibiting include Japan, Russia and Sweden creating a show that is more diverse than ever before.

Leading International Brands
INDEX will build on the success from last year, celebrating design in its widest sense. The show will have an impressive line-up of international brands and household names confirmed to attend. The exhibition will showcase contemporary and innovative products that truly inspire.

Leading international exhibitors, many of which have also launched or increased their showroom presence in the region, are:

- Leading German bathroom designer Hansgrohe, which recently opened showrooms in both Dubai and Abu Dhabi will unveil premium collections in the show's new dedicated kitchen and bathroom showcase. Hansgrohe will be exhibiting its beautiful Axor range, developed under a collaboration of renowned



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designers including Patricia Urquiola, Ronan and Erwan Bouroullec, Phoenix Design and Jean-Marie Massaud.

●USA iconic brand Crate&Barrel, which has recently brought its famed brand to the UAE, will place on display a full range of its latest chic collections of much-loved furniture and homewares

●Leading kitchen brand, Poggenpohl, which recently opened showrooms in the UAE in association with Kitchens & beyond, will bring its luxury kitchen ranges to this year's show. Poggenpohl is renowned for producing high-quality modern collections, which range from the 'purist' line, inspired by Le Corbusier and Bauhaus, to its more classical collection which grace premium homes the world over

●Specialising in the design and creation of artificial plants and trees, Preserved Treescap International, which has now been in business for near two decades in supplying events and major projects across the globe, will soon have a permanent presence in Dubai. As one of its latest regional projects, the company has provided its products to the Ferrari Experience in Abu Dhabi and will be using INDEX as its formal launch in to the MENA region

For the industry, by the industry dmj :: events has focused its efforts on working to create a show that caters all round to the needs of the design industry,



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"One touch of nature makes the whole world kin." - Shakespeare

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Creating a show that stirs the imagination of visitors. INDEX has worked closely with some of the region's top names in the industry to help shape this year's show from bringing even more higher-end and inspiring names to the show, to working to creating stimulating seminars, interactive features and competitions. The INDEX Steering Committee was formed with this purpose in mind and consists of highly regarded designers in the region including Isabel Pintado of Godwin Austen Johnson, Deem Al Bassam of Switch Restaurant and Steven Charlton of Artillery.

Youth development

Returning for its second year following the buzz created during last year's event, the Al Habtoor & ISG Student Challenge is aimed at promoting upcoming regional talent. Live on the show floor, students in mixed university teams are set daily interactive

design tasks. Seminars are hosted by industry professionals prior to the task to provide students with insights in to design conceptualising, planning and execution. Students will be required to give a presentation with the ultimate goal of convincing a panel of judges on the business viability of creating the proposed design concepts in commercial reality. Another key youth development initiative at INDEX 2010, the FEKRA Design Competition is run by Al Ahli Holding Group in conjunction with TASMENA. Students will be set a variety of projects about how they would develop Dubai Outlet City from branding to interior design and urban planning. From sketches to scribbles, students will be able to brainstorm and leave their ideas up on display. Both the Al Habtoor & ISG Student Challenge and the FEKRA Design Competition will be set in a new

'Student Zone', which will debut this year. The Student Zone will be a hub for work displayed by students participating in the challenges. The zone will also feature a seated, chill-out zone that will enable students to sit, mingle and exchange their ideas.

As a real talking point of the show, the Contemporary Majlis Competition will again be a core feature this year. Having made its debut in 2009, the competition will see four UAE-based designers compete to design their own contemporary take on a traditional feature of an Arabic home - the majlis. Daily throughout the show, a number of keynote talks and seminars will be held addressing current industry hot topics. Speakers will include Victoria Redshaw of the leading UK based trend-forecasting agency Scarlet Opus, alongside speakers from Saatchi&Saatchi,



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Greenline Yacht Interiors and Majid Al Futtaim-Hospitality. Networking & business opportunities

An important facet of the event is that INDEX is known as one of the best performing events in the world for its quality of visitors. Independent research has shown that 92% of trade visitors had purchasing or specifying responsibility in 2009, with 91% expecting to conduct business directly with INDEX exhibitors which shows the value of attending. INDEX 2010 will be a feast for the eyes for all lovers of design as well as offering a primary platform for business and industry growth. INDEX is very excited by the new show look, feel and content and the organiser's are confident about exceeding visitor expectations. **INDEX evolution**

The organiser's ambition for the future is to raise the profile of



INDEX and develop it into a true networking event for the design industry in the Middle East. There seems to be major potential and lots of interest for such a network and slowly but surely INDEX seems to be laying the foundations for it by working more and more closely with industry leaders. In

addition to a more collaborative design network, the organiser's would ultimately like to see Dubai grow into a design capital such as Paris and Milan where loads of design events would take place around the show. This is not to say that Dubai wishes to compete with Paris or Milan, as it has a distinctively different flavour characterized by its Middle Eastern roots. However INDEX would like to see Dubai firmly established as the design capital for the Middle East, just as Paris and Milan are design capitals for Europe. INDEX has a major role to play in this development and is keen to lead the way. INDEX looks forward to welcoming trade and consumer visitors to the show for the 20th year to celebrate a new decade of design, placing Dubai firmly on the world design calendar.

