

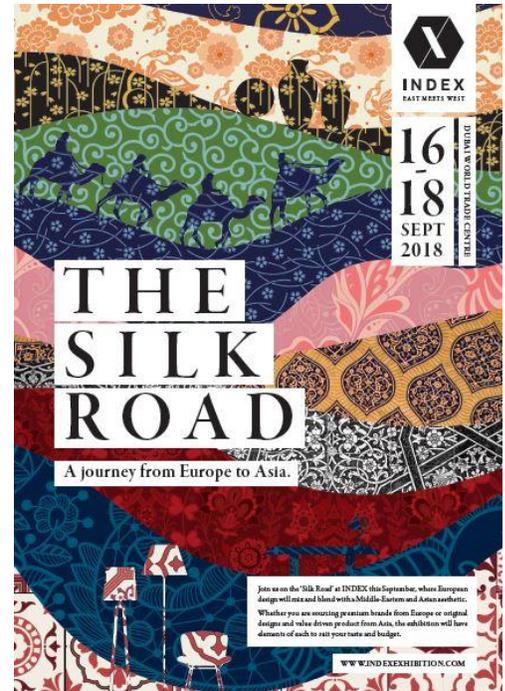
Where East meets West: Silk Road theme announced for second INDEX design event of 2018

INDEX – the Middle East’s largest interiors exhibition – is set to host a compact edition of its design showcase in September, where a Silk Road theme will bring value-driven products and premium brands together in Dubai.

Following on from March’s annual flagship event, autumn’s INDEX will offer a show different to its usual buyer experience as it explores one of the most significant historical design routes of all time.

With a focus on East meets West, the show is presenting itself as a modern-day Silk Road; the famous cross-continental design pathway that opened-up new markets for Asian and European design philosophies.

It is set to welcome 400 furniture and décor design and supply companies from across the continents, all specialising in fit-out and interior products for commercial, hospitality, retail and residential design projects.



Samantha Macdonald, INDEX Event Director explained: “The Silk Road started over 2,000 years ago, and through its many routes became the first way that Europe and the West was introduced to the likes of silk, dyes, precious stones, porcelain, spices and perfumes. In return, the route took western goods like glassware, woollen textiles, rugs, carpets animal furs and skins to a new market in the East, making it the world’s first and then premiere trade route – at the heart of which was design and creativity.

“Its path ventured through the deserts of the Middle East. Two millennia on and the region – the UAE especially – plays equally as central a role now as being the hub between the two continents.



Following on from March’s annual flagship event (pictured above), September’s INDEX will offer a show that is all about East meets West (top right)

“INDEX September will focus on individual designs and value driven products from Asia, sat alongside premium products from Europe. Together, they will allow the show to present a wide selection of interior products to suit the taste and budgets of all our visitors, covering every buyer’s needs as the design industry heads into the final quarter of the year.”

On site, the show will come alive with the colours, patterns and textures that encapsulated The Silk Road when it was its most densely trodden.

This more compact INDEX, which takes place alongside organiser dmg events' latest exhibition, FIM – dedicated to showcasing materials, fittings and technology used to manufacture interior products – follows March's lead event, which gathered more than 27,000 creative minds together for four-days of interior design exhibiting and networking.

That full inspirational INDEX experience will return in September 2019 as the show in its entirety sits alongside The Hotel Show Dubai, together offering a complete insight into the Middle East's surging design and hospitality industry.

To find out more about September's INDEX, taking place from the 16th – 18th, visit www.indexexhibition.com

ENDS

For high-resolution images and video of March's INDEX to accompany the story, click here:

https://www.dropbox.com/sh/jzi7ndqjro1jrk4/AAAQGnl_8A61ItiTQi7HvJ4ya?dl=0

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About dmg events

dmg events is a leading organiser of face-to-face events and a publisher of trade magazines

We aim to keep businesses informed and connect them with relevant communities to create vibrant marketplaces and to accelerate their business across multiple platforms.

dmg events organises more than 80 events across 25 countries, attracting over 350,000 attendees and delegates every year. The company's portfolio of products includes many industry leading events such as the Big 5 construction shows and the ADIPEC and GASTECH energy events.

Founded in 1989, the company is headquartered in Dubai, UAE, and is a wholly-owned subsidiary of the Daily Mail and General Trust plc (DMGT, www.dmgmt.co.uk), one of the largest media companies in the United Kingdom.

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