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16-18 SEPTEMBER 2018
DUBAI WORLD TRADE CENTRE

PRESS RELEASE

Waterfall, Vertical Garden, and Flexible Leather Sofa Stand Out on the INDEX Must See List

Dubai, September 06 2018: You are walking through halls that encapsulate the Silk Road, taking in the impressive array of interior design products and components from the East and Middle East as well as premium design offerings from the West. The venue is abuzz with discussions on the dynamic sector. As you purposefully stroll along absorbing the art and science of the displays, and talks defining industry trends, making mental notes, and exchanging cards your pace quickens to get a closer look at this remarkable, life-size waterfall nestled in the midst of the Show.

To be precise, a waterfall made out of 100 kilograms of wool and cascading over leather rocks! One that you can take your shoes off and walk into. The only thing you won't be able to do is to take a dip.

The INDEX autumn edition, taking place from 16th to 18th September at Dubai World Trade Center, will be home to the woolen waterfall designed and made by renowned textile designer Ronel Jordaan in collaboration with Lawton Yarns and Boxmark Leathers.

The Show will see the return of the immensely popular Design Hub which will showcase products and host talks under the timely theme Micro-Living. The theme is relevant for present times when people, worldwide, are living in or moving to urban areas where space and cost are major considerations, and the need for smaller living spaces and smarter, multi-purpose and/or flexible furniture is increasing.

A key exhibit at the Design Hub will be Veritable, a vertical salad and herb garden, from Paris, France. The unit mimics the sun (heat, light and time), is self-watering and requires no maintenance. The popularity of this low-maintenance, vertical garden is growing among people, worldwide, opting to be vegans and vegetarians.

INDEX will host the world debut of premium, high-quality, flexible leather sofa with textures and metallic finishes that have never before been seen on the material. UK based designer Matthew Pope and leather manufacturer Boxmark have collaborated to produce this functional, must-own piece.



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The seminar area will have an engaging and relevant line-up of speakers covering topics such as Future Design Trends, Experiential Design, Biophilic Design, and Mall Retail Merchandising besides a dedicated slot featuring experts from UAE's pioneering art organization Tashkeel.

Event Director, Samantha Kane-Macdonald said, "Personally, I am keen to walk through the waterfall made of wool. The upcoming show is a soft launch of the new dateline for INDEX and it has received an overwhelming response from exhibitors both globally and the Middle East. We have a stellar three days lined up for visitors and participants, and I hope everyone takes back significant information, experience, and connections that will enable the Middle East's interior design industry to go full steam ahead".

For more details on INDEX, taking place from September 16th – 18th, visit www.indexexhibition.com

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