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|| Ventura Dubai exhibitors unveiled as acclaimed design project readies for INDEX

- Organisation in Design will curate the Middle East's debut hosting of a Ventura Project
- The highly-acclaimed international events have been celebrated features at Milan, New York, London and Berlin interior design festivals for almost a decade
- Ventura Dubai will take place at INDEX and bring 43 sought-after European designers to show

Organisation in Design has revealed the list of European exhibitors taking part in next month's INDEX's hosting of the debut Ventura Dubai.

No less than 43 up-and-coming and renowned designers will form the much-acclaimed international showcase, being held in the Middle East for the first time.

Together, they will display a huge range of products and furnishings, including lighting, furniture and tableware.



Curator Organisation in Design was inundated with requests from more than 100 European designers keen to take part in Ventura Dubai. More than 40 designers will exhibit across more than 1,000sqm of space at March's INDEX event

Founder and curator of Organisation in Design, Margriet Vollenberg, explained: "Of the at least 100 applications we received, we will bring a total of 43 exhibitors to Ventura Dubai. This indicates that our selection process is well-thought-out and pertaining to a number of mixed criteria involving both quality and content.

"I have no doubt that the project will be visually stunning and, by extension, draw attention to the unique perspectives represented by the various designers. In the end I hope to come to Dubai with an ensemble that appeals to a broad, design-oriented audience and makes them reconsider what they think they know about the industry landscape.

"I'm confident that our exhibitors will awe and surprise the audience during INDEX. Our selected designers bring together different crafts, materials, cultures and artistic currents in balanced presentations. Ventura Dubai will have the air of a different atmosphere. We want people to really experience the designs, so obviously we will do what we can to make them stand out as such.

"Ventura Dubai is part of INDEX. We hope visitors will be in awe of the designs, which are to be brought to them by internationally acclaimed designers who in many cases have not been to Dubai before. That's one of our Ventura Projects' most important criteria: we always want both sides to benefit from introduction to the other. The Ventura premise is always to help creatives make meaningful connections, and we see INDEX as a great platform to bring all of this about."

The full list of Ventura Dubai exhibitors is as follows:

- Daniel de Bruin / special project
- Gijs Van Bon / special project
- Pablo Lucker / special project
- Ecopixel – Atelier Mendini / special project
- Thomas Eyck
- Studio Solarix
- Liqui Group
- Marc De Groot
- Puik design
- Creative Chef
- Furot Art Design
- Studio Sarah-Linda Forrer
- ANIMA S.r.l.
- Aliko van der Kruijs
- CABSDESIGN
- atelier arnout visser
- Frederike Top Design
- Isaac Monte
- John Green
- Naz Yologlu
- Eduardooterorodriguez
- Carina Wagenaar
- Susanne de Graef
- CLETO MUNARI DESIGN ASSOCIATI SRL
- Studio Rik ten Velden
- Atelier Jungblut
- Werner Neumann
- Wet
- Bert Schoeren
- Studio JKL
- Siba Sahabi
- WHITE CUBES
- Studio Birgit Severin
- RENATE VOS product & interior design
- workingbert & Paul Selet
- Daniel van Dijck
- Chris Ruhe Meubelkunst
- Erik Griffioen Furniture Design
- ATELIERS ZELIJ
- Josephine Visser Design
- Studio Jeroen Wand
- VANTOT
- PeLiDesign

INDEX event director Samantha Kane-Macdonald said: "Organisation in Design's Ventura Projects have led the way in bringing exceptional, untapped European design to the forefront of the international market for almost a decade. The Ventura Projects in Milan have set the standard during the city's design season, with their New York, Berlin and London outings again laying the benchmark for forward-thinking design and innovation.

"To be able to play host to their first Middle Eastern venture is a huge honour for INDEX, and equally as exciting. The designs selected are simply incredible."

Since forming in 2005, Organisation in Design has worked with more than 7,500 designers worldwide on their various Ventura Projects. Those selected to take part in their first Dubai showcase will be exhibited across more than 1,000sqm of space at INDEX.

Margriet added: "Organisation in Design believes that our quality of life can be improved through design. We see it as the cradle from which new products, ideas, and even new ways of thinking arise. Instead of just looking for an interesting visual, we value simple solutions to real problems. With Ventura Projects in particular we wish to challenge the vision of the public and shift their focus to create new perspectives on different aspects of life, dedicating each exhibition to showcasing the latest in contemporary design."

Ventura Dubai will take place at INDEX, running March 26-29, at the Dubai World Trade Center.

For more information, visit www.indexexhibition.com or www.venturaprojects.com



Pictured: Dubai will follow global design capitals Milan, New York, Berlin and London in hosting the much-acclaimed Ventura brand, with INDEX chosen by Organisation in Design founder Margriet Vollenberg (pictured by Claudio Grassi) for its far-reaching Middle Eastern audience

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[FOR FULL VENTURA DUBAI EXHIBITOR IMAGES, CLICK HERE](#)

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INDEX is the largest and longest running collection of interior, design and trend exhibitions in the Middle East. Established in 1990, INDEX is organised by dmg events Middle East, Asia & Africa.

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An international exhibition and publishing company, dmg events produces market-leading exhibitions and conferences for the global energy, construction, coatings, hospitality and interior design industries.

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Founded in 1989, dmg events has operated in the Middle East since 1995 and owns many leading brands including The Big 5 portfolio of construction events, INDEX – the Middle East's largest event for the interior design industry and The Hotel Show, the longest running and most important event for the hospitality industry.

Headquartered in Dubai, UAE and with satellite offices in India, South Africa and the UK, dmg events Middle East, Asia & Africa organizes over 45 events across the Middle East, Africa, Asia, North America and Europe. For more information visit www.dmgeventsme.com

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