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|| Survey: Two-thirds of UAE residents would trust their partners to decorate their home



**MEDIA RELEASE Dubai, UAE 19<sup>th</sup> March 2018:** It's a sure-fire way to divide a household: choosing how to decorate your home.

From an alternative take on layout, to polar opposite opinions on furniture and wallpaper, cue hours of argument, tantrum and strife before a huff-fuelled trudge round the packed shelves of IKEA...again.

For the residents of the UAE, however, it seems to be an entirely different – and all together more friendly – affair.

A survey carried out by the organisers of INDEX – the Middle East's biggest interior design event, which starts a week today in Dubai – found that two-thirds of people would trust their partner explicitly when it came to decorating their shared home.

More than 2,000 nationals and expats questioned in the poll of 3,000 admitted that they would hold absolutely no reservations in allowing their partner to have complete control to decorate their home as they saw fit.

Not only that, but they conceded that they'd expect to be happy with the finished article.

Samantha Kane-Macdonald, INDEX event director, said: "For most people, the design and decoration of their home is a really big deal. Not only do they seek a space to live in that's comfortable and catered

to their living patterns and lifestyles, but they want a home that is a reflection of themselves as people – a means of illustrating who they are as people.

“To give that power and responsibility over to another person is usually considered a very daunting prospect, given the costs involved and the fact that any home decor is chosen and brought in for the long-haul. So to us, the results of our survey are really eye-opening and suggest that not only do the residents of the UAE have genuine faith in their partners, but consider them savvy designers too!

“Maybe we attract partners who have similar tastes to us in interior design.”

It is that expressive nature of design that INDEX will explore when it gets underway next week, with the four-day festival of interiors running under the theme Design for Expression.

Co-located with office-furniture showcase WORKSPACE and SURFACE Design Middle East, the region’s premier surface solutions event, INDEX will host close to 1,000 exhibitors and welcome more than 25,000 visitors.

Samantha Kane-Macdonald added: “Expression and individuality has become an integral part of how we think about an interior space. Our Design for Expression theme is not just about individuals – it could be for a couple or a family to think about design inspiration through their combined experiences and adventures.”

As well as its vast pool of exhibiting design firms, INDEX will host a number of new features for its 28th anniversary edition. At the centre of the show will be Ventura Dubai – a highly-acclaimed pool of 45 of Europe’s most exciting up-and-coming designers. It is the first Ventura Project to take place in the Middle East, allowing Dubai to follow in the footsteps of the likes of Berlin, Milan, London and New York.

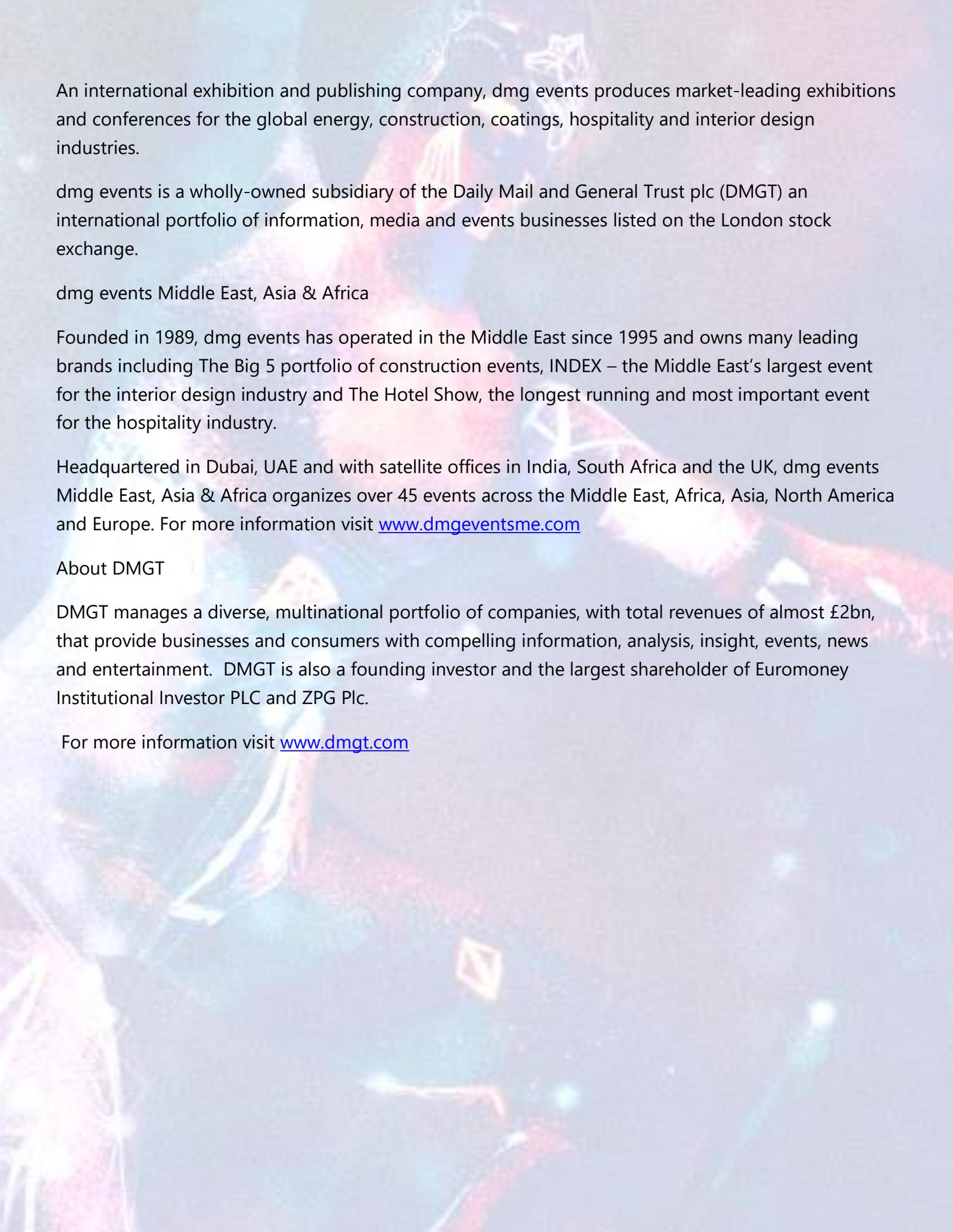
Find out more about INDEX Dubai 2018 and register to attend the event for free at: [www.indexexhibition.com](http://www.indexexhibition.com)

## **ENDS**

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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.

About dmg events



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](http://www.dmgeventsme.com)

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