

# MODERN MASTERS

**DOWNTOWN DESIGN PRESENTS:**

## **MODERN MASTERS** **EXPLORING CRAFTSMANSHIP IN COMMERCIAL DESIGN**

*Ahead of the fair, Rue Kothari, Fair Director of Downtown Design celebrates its fifth anniversary with a selection of the iconic brands on show.*

The Middle East's only industry event dedicated to high quality, original design returns for a ground breaking new edition in November. There is a lot to celebrate this year; not only is the fair double the size of last year's presentation, an unprecedented participation of international and regional brands underscores the fair's repute as an international platform from which to access the design elite.

The 150 brands on show will represent the very best of modern design from 23 countries. 72 brands make their regional debut at Downtown Design and 8 regional brands elevate the Middle East from its positioning as a consumer of quality design to being its' source.

Fair Director Rue Kothari sets the mood for the November fair with a jewelry box of pioneering brands, presented at AR Gallery, the new home for progressive design at Dubai Design District.

"This year we celebrate five years of Downtown Design, and so we felt it was important to highlight the originality and craftsmanship behind the success of the brands we represent each year at the fair," she says. "For Modern Masters, we have worked with each of the exhibiting brands to showcase a unique piece that will not be displayed at this year's fair. The objects best represent each brand's individual craft, skill and aesthetic vision, and together characterize the spirit and value of contemporary commercial design."

The featured brands are:

CC-TAPIS  
KETTAL  
MELOGRANOBLU  
MERIDIANI  
MOROSO  
STUDIO A



[CC-Tapis](#) produces contemporary rugs which are entirely hand knotted by expert Tibetan artisans in Nepal. Undyed raw materials, innovative weaving patterns and techniques lend new visual language to traditional rug making crafts.

[Ketta](#) is the final word on high design, high quality outdoor furniture. The Spanish brand works with the most important names in international design - Patricia Urquiola, Jasper Morrison, Ronan and Erwan Bouroullec amongst others, to provide solutions to the emerging needs of modern living.

[Melogranoblu](#), the interior lighting company was established in 1997. Since then, this Italian brand has created veritable spectacles of light, focusing on the sensory and emotional effect of light through glass.

[Meridiani](#) interprets classic themes and tradition with contemporary style. The pure lines and a constant research for new textures and finishes suggest a new idea of luxury, a sophisticated yet natural and relaxed way of living. The Italian brand is presented in the UAE by Caspaiou.

[Moroso](#) has been at the forefront of avant-garde, luxury sofas and seating since 1952. Its ability to offer unique products is bolstered by collaborations with leading designers such as Daniel Libeskind, Ron Arad and Doshi Levien, and the combined talent of in-house master craftsmen.

[Studio A](#) by Ahmad Bazazo is a Beirut based multidisciplinary design practice. Focused on creating unique spaces and pieces, the studio challenges notions of traditional design by pushing the boundaries of material experimentation in order to create objects of exceptional quality.

“This collaboration with Downtown Design is a natural partnership as we both share in values of excellence, originality and innovation,” says Amrish Patel, Founder, AR Gallery and Apical Reform. “Each of these brands elevate the human experience and highlight innovations in craftsmanship within the modern context.”

#### SHOW TIMING:

Exhibition opening event: **By Invitation Only**

10th October 2017 6pm - 8pm

11th October - 5th November 2017

11am - 7pm Saturday - Thursday

#### **AR.Gallery, Dubai Design District, Building 6, Ground Floor**

For more information write to [info@argallery.ae](mailto:info@argallery.ae) or call +971 (0) 4244 0100.

Please download high-res images [here](#).

## Note to Editor

### About AR Gallery

A blank canvas for innovation in design and creative arts, AR Gallery is more than your usual sales point for high art and design. The Gallery provides infrastructural assistance to established and emerging designers – both regional and international – with the ultimate aim of presenting their works to the global design market.

Conceived by Amrish Patel, Founder of [Apical Reform](#), AR Gallery's vision is backed by industry knowledge, high-tech production capabilities and an intention to build bridges between talent, opportunity and audience.

Fostering an environment that is geared to nurture and promote, AR Gallery at building 6, Dubai Design District, UAE, offers the following services – Collaboration, Mentoring, Design Development, Production and Marketing.

*@argallerydxb*

### About the Curator

London born Rue Kothari has built a considerable local knowledge over a decade of living in the UAE. She has worked in consumer publishing across a range of branded titles before becoming Editor-in-Chief of Harper's Bazaar Interiors, also creating and launching the first edition of HBI Design Awards.

As the current Fair Director of Downtown Design, she has grown the fair by over 350% to include a greater diversity of design brands from around the world.

*@ruekothari*

### About Downtown Design

[Downtown Design](#) is the only platform in the Middle East for the region's trade professionals to discover original, high quality design from all over the world. In its fifth edition, the Fair will take place at the Dubai Design District and present a carefully edited roster of established and emerging brands across a range of product categories; including furniture, lighting, bathrooms, kitchens, textiles and accessories.

Fostering greater interaction, connectivity and commercial opportunity, Downtown Design is dedicated to providing a dynamic environment for buyers and brands to do business easily and efficiently.

Downtown Design will run from 14th till the 17th of November 2017 as the commercial centrepiece of Dubai Design Week.

*@downtowndesignd*