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Article: **Dubai Design District Opens to Public**



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Creative hub

Dubai Design District opens to public

The opening of D3 was the event of the month and architect firms have already said they will be moving in to its offices and workspaces

Dubai Design District, better known as d3, opened its doors with a programme that consisted of local, regional and international designers, artists, musicians and concept retailers.

D3, the newest of TECOM Investments' freezone business parks, is meant to be a dedicated home for design in Dubai. Already architect firms RMJM, SSH and landscape architecture specialists Cracknell and Desert Group have all agreed to take space in the district, alongside a number of independent firms like Viktor Udzenija and Wanders Wagner Architects.

TECOM Investments has said a total of 220 local and regional designers from various sectors including fashion and luxury brands have agreed to take space in d3 – the first phase of which is



IN NUMBERS

220
Business partners for d3

30,000
Visitors over three days

2019
Opening of community creative centre



↓
Dragon inspired installation was a centrepiece.



↑
Design workspaces available.

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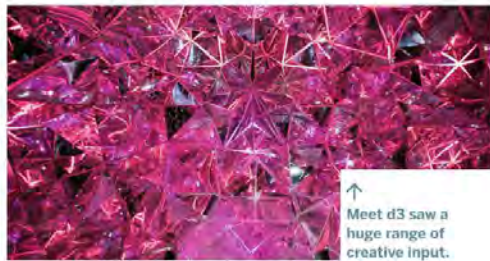
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THE MEET D3 EVENT HAS GENERATED AN UNPRECEDENTED RESPONSE FROM THE CREATIVE COMMUNITY, AND OUR OBJECTIVE IS TO EXPAND THE PROGRAMME TO INCLUDE THE BROADEST CROSS-SECTION OF TALENT POSSIBLE.” – TANITA SANDHU



↑ Light show was a feature of opening event.



↑ Meet d3 saw a huge range of creative input.



↑ Visitor interaction encouraged.



OPENING DAY
Dr Amina Al Rustamani, Group CEO, TECOM Investments, said: “Meet d3’ marks the official opening to the world. Through the culmination of teamwork, community spirit, creative innovation and love for all elements of design, it has been a tremendous success. The feedback from the wider UAE community, who showed their support through an overall attendance of more than 30,000, has been incredibly positive.”

The main buildings that make up d3, which were originally designed by Woods Bagot, consist of tinted glass shaded by perforated metal screens that sit at the various corners of the large windows. The screens are lit up by coloured lights that alternate between various primary colours like blue and red.

Tanita Sandhu, executive director, explains: “Since its inception, the Meet d3 event has generated an unprecedented response from the creative community, and our objective is to expand the programme to include the broadest cross-section of talent possible.”

Once complete, d3’s facilities will include everything from cutting-edge design institutes to residential, hospitality, retail and office spaces. The district itself will consist of various public areas, unique street furniture and walkways.

Lindsey Miller, managing director of d3, said: “ We have created a master plan that includes shared workplaces galleries and workshops to expose emerging talent to the full value chain so they may interact, share and engage with key players from the design.” ●

due to open next year. Tecom Investments’ Group CEO Dr Amina Al Rustamani said: “We are dedicated to ensuring that each and every brand that joins us – ranging from small design start-ups to iconic global brands – is part of a fully-fledged creative community that sits at the heart of Dubai’s design scene.”

Harry Downie, CEO of RMJM said his company saw a chance to expand.

He said: “RMJM is delight-

ed to be moving its Dubai base to d3. This is seen as a great opportunity to benefit from the creative environment developed by Tecom and to allow RMJM to continue its growth.”

Saadia Zahid, programming director said: “We are showcasing the various aspects of fashion, art and design to give the people an experience of what being in a creative community will be like and make the concept of design more accessible.”