

MEDIA ALERT

DUBAI HOME FESTIVAL CONTINUES TO INSPIRE DESIGN STUDENTS

Dubai, United Arab Emirates, 24 April 2019: As the first edition of Dubai Home Festival (DHF) continues, Dubai Festivals and Retail Establishment (DFRE) highlights how the inaugural two-week event is supporting local young designers showcase their design career aspirations.



The festival has given students many opportunities to promote their work through the Dubai Institute of Design and Innovation (DIDI), who have partnered with Silsal Design House to create a trio of beautiful Arabic coffee cups which are available to purchase (until stocks last) at the boutique in Dubai Design District and online on the Silsal website. The collaboration celebrates creativity in the Middle East and is

Silsal Design House's contribution to the design community in Dubai and the city's youth - the next generation of designers, artists and makers.



The three design students, who collaborated with Silsal Design House to design the coffee cups, commented on the opportunity:



- **19-year-old Rafif Alhassen, commented:** “The ripples of Dubai’s sea and sand inspired my design for the cup, which I am so grateful to be showcasing and selling throughout Dubai Home Festival alongside my fellow students. The collaboration between the university and Silsal Design House has created an incredible opportunity for us.”



- **18-year-old Abdelrahman Al Hamadi, said:** “What an opportunity this has been for me! As an artist, I am always inspired by the rituals and habits of animals and this is portrayed in my design, where I've merged organic forms with angular elements. Knowing our artwork is being sold across Dubai during Dubai Home Festival is very special.”



- **18-year-old Humaira Aziz, commented:** “My motivation comes from the industrial edge of contemporary architecture, which I have used in my design, playing with light and shadow in a dramatic way. As students, opportunities like this don’t come around that often, so we’re very grateful and excited about what Dubai Home Festival will bring us each year.”

Dubai Institute of Design and Innovation (DIDI) is also helping future local designers establish themselves in the homeware sector with a Young Designers Exhibition at Mall of the Emirates; which showcases an array of creative work projects from its students until 1 May.

Celebrating the very best of the emirate’s homeware offering, Dubai Home Festival (DHF), organised by Dubai Festivals and Retail Establishment (DFRE), runs until Wednesday 1 May 2019 and gives interiors fans the perfect opportunity to shop. Showcasing Dubai as the hub of homeware in the Middle East, the

citywide event features an array of unmissable home furnishing sales, exclusive promotions and events throughout the festival.

For full details of Dubai Home Festival in Dubai's retail calendar of promotions and events, please visit www.dubaihomefestival.com.

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About Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism)

With the ultimate vision of positioning Dubai as the world's leading tourism destination and commercial hub, Dubai Tourism's mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate. Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai's tourism sector. It markets and promotes the Emirate's commerce sector and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Business Events, Dubai Calendar, and Dubai Festivals and Retail Establishment.

About Dubai Festivals and Retail Establishment

The Dubai Festivals and Retail Establishment (DFRE), an agency of Dubai's Department of Tourism and Commerce Marketing, is responsible for developing Dubai's retail and festival sectors and supporting the positioning of Dubai as a world-class tourism destination with year-round family entertainment, shopping and events.

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