



For Immediate Release  
November 14, 2018

**TOURISM ETHIOPIA TO COLLABORATE WITH DESIGN WEEK ADDIS  
ABABA,  
Feb. 11-17<sup>th</sup> 2019**



**ADDIS ABABA, ETHIOPIA – Monday, November 12, 2018** – In an effort to showcase Ethiopian innovation and design, Tourism Ethiopia will collaborate closely with Design Week Addis Ababa (DWAA) as a destination event.

The second weekend of February (11<sup>th</sup>-17<sup>th</sup>, 2019) will mark the 4<sup>th</sup> installment of the annual Design Week Addis Ababa festival, a multi-disciplinary event that celebrates innovation across a variety of industries, including *technology, fashion and textiles, food and gastronomy, architecture and urban planning, industrial design and interiors, visual communication*, as well as, *art and multi-media*.

Founded by author and creative director Metasebia Yoseph in 2014, DWAA was established in an effort to provide an international platform both emerging and established creatives, artists, and designers of all kinds, while promoting Addis Ababa as a global design capital. It also advocates for the implementation of projects that incorporate a design-centered approach to Ethiopia's development challenges, which Yoseph describes as, "development by design."

"The incredible ideas and talents exhibited throughout this festival does an excellent job of promoting the multitude of creative perspectives our country has to offer," states Lensa



# Tourism Ethiopia

Mekonnen, CEO of Tourism Ethiopia. “This event does a great job of activating the city with a mix of rich programming, as well as, an excellent opportunity for visitors to get a taste of Ethiopia while providing a platform for local and international presenters to engage. With so many activities and events, it presents tourists a fresh options to travel to the country outside of peak seasons.”

DWAA aims to develop programs that strengthen local innovation and creative economies through lectures, workshops, trainings, and events that enhance the true potential of African ingenuity. Design Week Addis Ababa is made possible through cooperative partnerships with both local and international organizations.



## To learn more about the event

Visit <http://designweekaa.org/>.

Follow @designweek\_aa on Twitter and Instagram for live updates.

Find the Design Week Addis Ababa page on Facebook or

contact [designweekaa@gmail.com](mailto:designweekaa@gmail.com) for additional information.

