

PRESS RELEASE

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FOR IMMEDIATE RELEASE:

DESIGN WEEK ADDIS ABABA PRESENTS ACTUEL URBAN LIVING AND JOMO DESIGN FURNITURE TO REPRESENT ETHIOPIA AT DOWNTOWN DESIGN IN DUBAI (OCTOBER 25 -28)

Design Week Addis Ababa (DWAA), Ethiopia's premier design and innovation platform will be presenting two designers to represent the country as a part of Downtown Design's 2016 "Destinations" exhibition in Dubai this October 25-28. DWAA will feature Actuel Urban Living and Jomo Design Furniture, which offer a vibrant mix of traditional and modern pieces, from handcrafted chairs and stools inspired by Ethiopian artifacts, to mid-century modern style silhouettes with bold colors.

Downtown Design is held under the patronage of Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, in strategic partnership with the Dubai Design District (d3) and supported by the Dubai Culture and Arts Authority. Downtown Design returns this October (25-28) for its fourth edition as the commercial centrepiece of Dubai Design Week. Hosted in d3, the creative heart of the city, it will bring together over 100 brands from 28 countries.

The Downtown Design fair, which takes place during Dubai Design Week (October 24-29) has become the key entry point into the worldwide design scene and the best way to discover the local and international talents of tomorrow. "Destination" returns to Downtown Design for the second year with five international design weeks from around the world, and their featured brands. Design Week Addis Ababa, was identified as an essential platform for emerging designers and innovators in East Africa with a fresh perspective. Other participating design weeks invited to participate in the 2016 Destination exhibition include: Barcelona, Beirut, Reykjavik and Taipei. Each presents a curated selection of the most exciting new brands, offering visitors the chance to discover design products from all over the world.

Rue Kothari, Fair Director of Downtown Design stated: "We are thrilled to bring such a diverse mix of design weeks to the fair. Each will represent the spirit of their city; showcasing lighting, furniture and textiles, expressed with indigenous materials, traditional craftsmanship and a strong contemporary aesthetic that will both broaden the diversity of the fair, and provide a breath of inspiration for all visitors."

Design Week Addis Ababa's presence in this world renowned event is sure to raise Addis Ababa's profile as a global design capital while championing the power of Ethiopian innovation and product design.

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Notes to Editors

For more information about Design Week Addis Ababa (DWAA), visit, www.designweekaa.org
Stay up to date on the latest DWAA happenings on social media:
[@designweek_aa](#) #DWAA17

For press inquiries, contact
info@designweekaa.org

About Design Week Addis Ababa

Design Week Addis Ababa (DWAA) is a multi-disciplinary event, which has been endorsed by UNESCO for being a key promotional and commercial platform for Ethiopia's creative economies. The festival advocates "development by design" initiatives that incorporate a design-centered approach to development challenges. Since launching in December of 2015, Design Week Addis Ababa (DWAA) has become the most anticipated design event in East Africa. It offers a distinctly collaborative platform for creative, cultural, and commercial opportunities. The annual festivity celebrates the best innovations in Architecture / Urban Planning, Industrial Design/ Interiors, Technology, Food & Gastronomy, Fashion, Visual Communication, Art / Multimedia, and more.

DWAA partners with industry leaders, both locally and internationally, to serve as a global brand ambassador for the creative industries in Ethiopia and present the most innovative concepts, products, and services to the public. Design Week Addis Ababa has become the ultimate measure of the country's cultural and creative pulse.

About Actuel Urban Living

Actuel Urban Living is a creative furniture design house with a vision to become the #1 contemporary urban lifestyle brand in Ethiopia and beyond. It designs and creates products that are functional, emotion inspiring and filled with a passion for beauty and quality. Actuel interiors bring together designers, architects, artisans and artists to re-imagine exciting and unique contemporary design identities inspired by the best of African contemporary art and pop culture.

Actuel is committed to reviving and modernizing the traditional artisanal sector, which has been fledgling over the past few decades. Their aim is to make beautiful, sustainable furniture in Ethiopia and break the dependence on substandard imports.

www.actuelinteriors.com

About Jomo Design Furniture

Furniture designer Jomo Tariku has been designing and innovating centuries old African utilitarian design into his contemporary furniture lines for the last 20 years. Finding inspiration in African hand carvings, centuries-old buildings, body art, pottery and baskets, hair design patterns and tradition woven textiles Jomo has designed a series of renowned contemporary African furniture lines.

Jomo studied Industrial Design at University of Kansas. His design thesis focused on the viability of Contemporary African Furniture in filling the gap that exists in the marketplace dominated by American, Italian, Scandinavian, and Asian styles. His work has been displayed at the Museum of Science and Industry, as well as, featured in various design magazines such as Architectural Record and Homes of Color. Recently, he was featured in the book Contemporary Design Africa, which highlights the works of designers from the continent.

www.jomofurniture.com



For more information on Downtown Design visit: <http://www.downtowndesign.com/exhibitors/exhibitors-2016/>
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For more information on Dubai Design District visit: <http://www.dubaidesigndistrict.com/>



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