

Press Release: Celebrating a Decade of Design Innovation at Design Week Addis Ababa 2025

FOR IMMEDIATE RELEASE

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The 10th edition of **Design Week Addis Ababa (DWAA)** has come to a successful close, leaving an indelible mark as East Africa's premier platform for creativity and innovation. This milestone event, held from January 9-12 at the stunning **Signature Residence** in Bole, not only highlighted Ethiopia's burgeoning creative economy but also positioned Addis Ababa as a global hub for design, innovation, and cultural exchange.

A Transformative Milestone for Ethiopia's Creative Economy

This year's event showcased the dynamic intersection of **tradition and innovation**, offering an immersive celebration of art, fashion, technology, food, interior design, architecture, and more. Over four days, participants explored Ethiopia's rich artistic heritage and bold visions for the future, reinforcing DWAA's role as an essential catalyst for creative entrepreneurship and global market access for **Made in Ethiopia** goods.

"Reflecting on our 10-year journey, I am incredibly proud of how DWAA has evolved into a movement connecting creators, entrepreneurs, and global audiences," said **Metasebia Yoseph**, Founder of Design Week Addis Ababa. "This year, our partnership with Signature Residence perfectly embodied the ethos we've championed—a seamless blend of art, design, and the art of fine living."

Global Reach and Local Impact

DWAA 2025 also underscored the potential for Ethiopia's creative industries to boost tourism and create transformative opportunities for the country's **real estate** and **design sectors**. By featuring partnerships with notable brands such as **Chapa**, **YANGO**, **ice addis**, **Keste Damena**, **Belgotex**, and **Marathon Spirits**, the event elevated Ethiopia's position as a destination for cultural tourism and innovation.

Key highlights included:

- **Exhibitions:** Showcasing groundbreaking work from local and international designers across multiple disciplines.
- **Panels & Workshops:** Engaging conversations with thought leaders on topics ranging from design innovation to sustainable development.
- **Networking Opportunities:** Bringing together cultural leaders, innovators, and entrepreneurs to forge meaningful collaborations.

The event also received amplification from **D!NK TV**, which spotlighted the creators and entrepreneurs behind this year's standout projects, ensuring their stories reached a global audience.

A Call for Future Partnerships

As DWAA looks toward the next decade, opportunities abound for partners to align with this transformative platform. With Ethiopia emerging as a critical player in the global creative economy, **Mastercard Foundation, Afreximbank, Safaricom, and Ethiopian Airlines** are among the key players invited to help fuel this growth.

"DWAA has proven itself as not just a cultural event but a driver of innovation, entrepreneurship, and global collaboration," added Yoseph. "With the right partnerships, we can further amplify the impact of Ethiopia's creative economy and connect even more communities around the world."

Join Us for the Next Chapter

With its unparalleled focus on fostering creativity, collaboration, and cultural impact, Design Week Addis Ababa is poised to continue shaping a brighter future for Ethiopian and global design.

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