

PRESS RELEASE

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Amman Design Week kicks off its second year with a broader and more diverse program

Amman 8 October 2017 - Offering a more expansive and varied program, Amman Design Week (ADW) opened its doors to the public on October 6, marking the beginning a nine-day event filled with striking exhibitions, workshops, talks, discussions, cultural activations and networking opportunities.

While last year explored the presence of design amongst us and within us, ADW 2017 explores the theme of 'movement' under the 2017 slogan 'Design Moves Life Moves Design'.

"By focusing on the theme of movement, the week has had a unique kinetic element, offering visitors an all-encompassing exploration of Jordan's design landscape as well as a wide array of events that elevate the appreciation of principles of design and its ability to shape the future," commented ADW Co-Founder Rana Beiruti.

Taking place largely in Ras El Ain, ADW 2017 has seen the return of the Hangar Exhibition, featuring the works of more than 100 local and regional designers, as well as the highly acclaimed Crafts District, a hub of pop-up shops, demonstration booths, and outdoor installations.

The MakerSpace, established last year to celebrate Jordan's makers' movement, has been adapted in line with this year's theme. The Mobile MakerSpace is a van that traveled across Jordan throughout September 2017 to engage public school students in design workshops, pop-up events and demonstration sessions. The van will be parked in the Ras El Ain area throughout the duration of the week.

During ADW 2017, a series of informative and interactive events across Amman will also tackle the primary theme of movement in design. On October 8 and 9, Arabic typographer Huda Abi Fares will lead a two-day workshop at the Ras El Ain Gallery titled 'Nomadic Traces: The Craft of Type Design Research.'

Additionally, Editor of Crafts Magazine Grant Gibson will moderate a discussion panel on crafts' ability to move communities at the Al Hussein Cultural Center today, inviting speakers from Disarming Design from Palestine, the Jordan River Foundation, and the Princess Taghrid Foundation. Renowned architect Faysal Tabbarah will also host a talk titled 'Making Almost Natural Things.'

Tomorrow, Italian fashion designer Caterina Filice will discuss socially-responsible design in a talk at the Hussein Cultural Center.

Meanwhile, as part of ADW 2017's tour program, street-style photographer Yvan Rodic, from the famous online portal called Facehunter, will accompany participants of Darat Al

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Tasweer's 'Capturing Moments' tour to explore combining design and photography in order to create truly memorable results.

ADW 2017 will also see the launch of several exhibitions, including 'Relics' by Adel Abidin at Karim Gallery and 'Pure Felt' and 'A Chair Tale' at the Jordan National Gallery of Fine Arts.

More information on the times, locations and descriptions of ADW 2017 events can be found on the official website, www.ammandesignweek.com.

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