

# PRESS RELEASE

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## Amman Design Week's Crafts District pays homage to local heritage by focusing on craft-making

**Amman 10 October 2017** - Amman Design Week 2017 (ADW), which opened on the 6th and is ongoing until the 14th of October, presents a diverse program aimed at highlighting the important role played by design, particularly when it comes to honoring and preserving Jordan's rich heritage. ADW 2017 continues to pay homage to Jordanian culture by highlighting the social, performative, and critical discourse in design, crafts and craft-making.

The Crafts District, launched as a social and interactive space that advocates for the revival of crafts and a return to the handmade, continues to support craftspeople by offering audiences a unique insight and experience in traditional and contemporary techniques, materials, innovations, and artistic directions.

This year's pop-up Crafts District takes place in a temporary open-air structure designed by architect Dina Haddadin. Entitled "The Stream", the structure houses a series of pop-up shops showcasing work by various crafts communities across the country, and an interactive food experience entitled 'Mouneh', celebrating the art of food preservation in local culture.

The Crafts District continues in the Al Hussein Cultural Center where it includes a cultural spaces for food, performance, and immersion in local culture. The center features a curated interactive program entitled "The Crafts of Making," curated by Shermine Sawalha and designed to empower crafts-makers to share their stories.

"Looking deeply into Jordan's rich history, we quickly see that craft-making helped shape many of the venerated elements of our heritage, including our identity, mythology and connection to land and nature," commented Shermine Sawalha, curator of the program. "As an homage to local heritage, 'The Craft of Making' highlights the importance of building a thriving creative economy, and the enduring human drive to create things with our own hands."

The program gives audiences the chance to experience first-hand crafts makers at work, bringing them closer to crafts such as basket weaving, arabesque and mosaics, felt-making, glass blowing, carpet weaving, and dagger-making.

The 2016 Crafts District was set up as a reactivation of the Raghadan Tourist Terminal, a space which was idle for nearly a decade. This year, the Crafts District spurs a new conversation on urban public space, while also playing host to a series of talks in the Al Hussein Cultural Center plaza. Architect Ayman Zuaiter, the architect of the Raghadan Tourist Terminal, will speak on the 11th of October alongside urban designer Leen Fakhoury, Engineer Nemeh Qatanani from the Greater Amman Municipality, and design-activist Mohammad Zakaria, who make up three out of the five judges of ADW 2017's Urban Park Competition launched in May.

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The competition, which received participations from 28 applicants, invited architects and urban designers to send proposals to expand and revitalize the Samir Al Rifai Park, and transform it into a functional, recreational space. The winner of the competition will be announced at the talk.

Alongside the Crafts District, the Mobile MakerSpace can be seen parked at the Al Hussein Cultural Center plaza and hosting a number of workshops throughout the week. Taking place today, 10th of October, is a workshop by Mixed Dimensions titled "Introduction to 3D Printing". Today also features an exhibition opening of "In Turbo" at Turbo and Basel Naouri's "Sounds of Design", at the Duke's Design Center - both located in Downtown.

More information on the times, locations and descriptions of events taking place can be found at the official website, [www.ammandesignweek.com](http://www.ammandesignweek.com).

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