

PRESS RELEASE

Publication date: 13 October 2017



In its Final Days, Amman Design Week Continues to Inspire, Motivate, and Educate

Amman 13 October 2017 - As Amman Design Week (ADW) 2017 prepares to wrap up its activities on Saturday, October 14, the citywide event continues to serve as a vibrant and diverse platform for local designers to showcase their potential.

"This year's program has effectively built on the success of ADW's pilot year, offering a more comprehensive, inclusive, and diverse experience," said ADW Co-Founder Abeer Seikaly. "By focusing on the theme of movement, the week has had a unique kinetic element, offering visitors a wide array of events conceived to elevate their understanding of design and its ability to shape the future."

The final days of ADW 2017 will be replete with informative and inspirational cultural events, including an assortment of workshops, exhibitions, performances and talks aimed at raising awareness about the power of design to move the world around us.

Jordan's growing animation industry was highlighted during an in-depth talk held at the Al Hussein Cultural Plaza on October 12. The conversation provided a detailed overview of the various achievements of local animators in recent years.

Musical events were featured heavily during the week's remaining program. On the 12th, the University of Jordan Arab Music Ensemble explored modern interpretations of classical Arabic music in a live performance at the ADW Hub, while 'A Collision of Design, Music and Space', a unique exhibition at SADDA Studio, infused design with music for an exceptional multimedia event.

The week's program will also continue to strive to inspire social progress, presenting a series of events designed to raise awareness on critical social issues. A screening of Amal Madanat's documentary 'With Myself I Started' will tackle the essential subject of recycling and environmental preservation, highlighting the importance of positive choices made on the individual level.

Progressive architecture will also be discussed in a workshop titled 'Resilience by Design', which aims to give the next generation of architects, landscapers, and urban designers and planners the tools to embrace principles of resilience as a central tenant of design. Furthermore, Wadi Finan Art Gallery will be launching new exhibitions by designers Nuwa Creations and Amalgamate.

"Our contributors have truly outdone themselves this year," Beiruti explained. "We set out to create a complete platform that not only empowers local designers but also sows the seeds of a growing movement through awareness sessions and educational workshops. We are truly grateful to each and every designer and contributor who has helped make ADW 2017 a breakthrough milestone in Jordan's history," she added.

END

P.O.Box 140141
Amman 11814, Jordan

@ammandesignweek
ammandesignweek.com