

PRESS RELEASE

Publication date: 10 September 2017



With the support of Her Majesty Queen Rania Al Abdullah Amman Design Week returns in 2017 with 'Movement' as its Theme

(Amman, 10 September 2017) – Following a successful run in 2016, Amman Design Week (ADW) is returning in 2017, with the support of Her Majesty Queen Rania Al Abdullah.

Taking place in Ras El Ain with a broader and more diverse program, ADW 2017 explores the theme of 'movement' under the 2017 slogan 'Design Moves Life Moves Design'. The program was announced during a press conference held on Sunday in Amman, where the event's organizers highlighted many of the elements debuting this year, which are set to empower designers by creating a forum for learning, exchange and collaboration.

The joint press conference was given by ADW Co-Directors Rana Beirut and Abeer Seikaly, Ahmad Humeid, the curator of ADW 2017's Hangar Exhibition and CEO of Syntax, and Dina Haddadin, ADW's Principal Designer. Speakers also included Ahmad Hanandeh, the CEO of Zain, ADW's Platinum Sponsor, and Lubna Huneiti from the Greater Amman Municipality, ADW's Strategic Partner, who spoke to an audience of local and regional media representatives and social media influencers.

Running from the 6th to the 14th of October, ADW 2017 offers a rich and innovative program that strives to unveil the inherent potential of Jordan's design landscape and create a dynamic platform for exploring the strong and often unnoticeable impact design has on life. Aside from the activities taking place in Ras El Ain, ADW features more than fifty participating spaces including galleries, shops, institutions, universities, and public spaces around the city.

"Last year, we explored the launch of the conversation on design in the city, highlighting the importance of design amongst us and within us, and its importance in improving our communities" said ADW Co-Founder Rana Beirut. "This year, we are tackling the theme of movement – how design has the capacity to move life and vice versa."

Co-Founder Abeer Seikaly also added that "Amman Design Week embodies the active spirit of a movement – one that gains momentum with the participation of many, and serves to empower people to take control, make an impact, and rise up to challenge the status quo."

2017 witnesses the return of the **Hangar Exhibition**, curated this year by Ahmad Humeid, the CEO and founder of SYNTAX. The exhibition features works by over one hundred key local and regional designers from the UAE, Palestine, Lebanon, Morocco, Iraq, Egypt, Saudi Arabia, Kuwait, India, Germany, France, and the USA.

Additionally, a series of demonstration booths, pop-up shops, cultural activities and food will be featured at the ADW 2017 pop-up **Crafts District**, which will be taking place in an open-air structure designed by Dina Haddadin, and at the Al Hussein Cultural Center.

P.O.Box 140141
Amman 11814, Jordan

@ammandesignweek
ammandesignweek.com

Learning will continue to be the core focus of Amman Design Week, and this year hosts its first **Student Exhibition** – the result of a year long mentorship program – as well as a diverse series of **workshops, talks and discussion panels** geared toward raising awareness on the elements of design and the impact it creates over our daily lives.

In order to embody the concept of movement, this year's edition of ADW expands its reach to focus on programs that engage schools in governorates beyond Amman and works with communities nationwide to offer a glimpse into the power of design. With a wide array of tours, mobile experiences, and the traveling **Mobile MakerSpace**, the kinetic nature of this year's edition will be perceptible throughout the month of September.

Contributing to the success of ADW in its second year are its other sponsors and partners including Zain as a Platinum Sponsor, Art Media and the Abdel Hamid Shoman Foundation as Silver Sponsors, and the King Abdullah II Design and Development Bureau, Jordan Tourism Board and Aramex as Bronze Sponsors, as well all as the Greater Amman Municipality as the Strategic Partner.

On his part, Zain Jordan CEO Ahmad Hanandeh said that Zain is proud and honored to sponsor ADW for the second year in a row, as this stems from their active role in the long-term development of the local community.

“Our goal is to help cultivate the national economy by supporting innovation and design, particularly given the fact that the Kingdom possesses a solid IT and telecoms infrastructure that facilitates creativity and provides a healthy foundation for new ideas” Hanandeh added. “This sponsorship also falls in line with Zain’s strategy to encourage the adoption of different education disciplines, particularly those that focus on harnessing inherent talents and broadening the imagination.”

“Such initiatives help reinforce Jordan’s presence on the global design landscape, as ADW has become a remarkable platform for designers worldwide to showcase their skills and creations, in addition to serving as a vital tool for raising awareness on the importance of design and providing a wide array of opportunities for designers to broaden their capacities” Hanandeh concluded.

Additional information about ADW, its program and designers is available on www.ammandesignweek.com.

END

About Amman Design Week

Amman Design Week is an annual event focusing on local and regional design and culture, supported by Her Majesty Queen Rania Al Abdullah. Dedicated to creating a forum for learning, exchange and collaboration, this platform empowers designers through its comprehensive program of large-scale curated exhibitions, workshops, talks, and events. The second edition of the nine-day event will take place from 6 - 14 October 2017.