



**VENTURA
DUBAI**

HOW TO APPLY

17-19 SEPTEMBER
INDEX DUBAI



VENTURA PROJECTS IN THE MIDDLE EAST

After several exhibitions in major design cities as Milan, New York and Berlin amongst others, Ventura Projects decided it was time to enter a complete new market: the Middle East. Last year we collaborated with dmg events, organisers of INDEX in Dubai, and organised the first edition of **Ventura Dubai**.

INDEX is the Middle East & North Africa's largest gathering for the design community. Every year 1,000+ international and local companies transform the Dubai World Trade Centre into a creative playground for the region's design and fit-out community.

After a successful first edition, Ventura Dubai returns in September 2019 with over 40 European designers showing a variety of contemporary design, curated by Organisation in Design. The exhibition will focus on **high quality** products, **innovation**, craftsmanship and **European design signature**.

Interested in joining? Read this application presentation and start your submission now.

WHY SHOULD YOU CROSS THE DESERT?

There are multiple reasons why you should exhibit at Ventura Dubai during INDEX:

- As a design professional looking to expand your business, your participation at Ventura Dubai will open up the entire **Middle East market**;
- The Middle East is a **growing market** where projects are being carried out across the sector, preparations for the World Expo 2020 are fully up and running, real estate companies are looking to invest and skyscrapers are being built at a massive scale;
- As an exhibitor of Ventura Dubai you'll benefit from a large stand packed full of European contemporary design. European design has a **special appeal** to visitors from the Middle East and together with the other exhibitors you'll attract attention from a professional audience;
- Buyers in the **Middle East** are known for their **sales driven attitude**, which can increase the number of sales and – at the same time - we can learn a lot from;
- INDEX expects to receive **over 30.000 visitors**, consisting of buyers, companies, sales agents and design professionals. INDEX and Ventura Projects are both carrying out an **international PR campaign** in print, online and on social media.
- Lastly, Ventura Dubai charges a **low participation fee**. With minimal expenses, you can reach out to a great new audience.

All of this considered, Organisation in Design believes that this could be the wind in your sail to enter the commercial industry of this young, eager to learn and innovative city.



“It seems that Dubai shares our sustainable ideas regarding energy neutral cities and embraces the beauty we extend to our coloured and textured solar panels. We'll definitely go back home with many leads for potential future business and return to follow up on those leads.”
- Reinier Bosch, Studio Solarix, exhibitor
Ventura Dubai 2018



FACTS & FIGURES VENTURA DUBAI 2018

- 43 EXHIBITORS
- NEARLY 10 DIFFERENT NATIONALITIES
- 1.000m2 EXHIBITION SPACE
- 25.000+ VISITORS
- 2 LIVE ACTION ARTWORKS

INDEX DUBAI 2019

Launched in 1990, INDEX is the Middle East and North Africa's largest gathering for the design community. INDEX 2019 takes place from **17-19 September** at the Dubai World Trade Centre.

At INDEX you'll meet new local brands, trend setting start-ups and the biggest international names in the interior furnishings scene. The main reason visitors are attending INDEX is conducting product research, to source potential suppliers for future projects and to buy products for specific projects.

This edition INDEX will be a part of Middle East Design and Hospitality Week (MEDHW) 2019, which will be the biggest and most important celebration of all things related to Design and Hospitality.

Through seven co-located events across three days, MEDHW will showcase the most important brands from the design and hospitality communities. Visitors attending will not only come from the UAE, but will also include neighbouring GCC countries, India, Russia and East North Africa.

An aerial night photograph of the Dubai skyline, featuring numerous illuminated skyscrapers and a complex highway interchange in the foreground. The city lights create a vibrant, golden glow against the dark sky.

“Ventura Dubai is a perfect opportunity to present in a booming part of the world that’s eager for a contemporary approach to design. Organisation in Design took us there with an innovative exposition which stood out. The professional dedicated audience of INDEX resulted in valuable contacts in the Middle East hotel business which is looking for innovative design.”

- Bert Timmermans, Working Bert, exhibitor Ventura Dubai 2018

PRESENTING AT VENTURA DUBAI

At INDEX Organisation in Design will occupy a 1,000m² space by the name of Ventura Dubai, with 40+ exhibitors. Ventura Dubai presents a mix of emerging designers and renowned labels and brands. Their collections and/or latest projects are shown to the Middle East market and potential buyers.

For the presentation Organisation in Design will provide constructed booths of specific square meters. These booths will include standard lighting and electricity. We can also provide pedestals for presenting your products. You only have to add your own style to the booth and put your products in place!

Besides this, our exhibition area is located very prominent on the exhibition floor and close to the INDEX VIP lounge and the Design Talks stage.

Wondering how to get your products in Dubai? If you deliver and pick up your goods at a location appointed by us in Amsterdam, we can arrange and cover the transport and custom clearance for you from there on.

MARKETING & PR HIGHLIGHTS INDEX

INDEX continually engages with their community of more than 200.000+ design and architecture professionals. A few highlights from the 2018 campaign include:

- E-mails sent to INDEX database of 270.000+ design industry professionals;
- A targeted advertising campaign generating 6.000.000+ impressions;
- Coverage in the UAE's 5 biggest newspapers during the show – including 1 front page story;
- The overall campaign reaches an international audience of more than 65 million people;
- A Social Media Campaign via the official INDEX social media channels

PR & COMMUNICATION PACKAGE

Within your participation at Ventura Dubai a dedicated VP Communication Package* is included. It will consist of:

- Press mailings sent to over 25.000 international contacts;
- A mention in one of the press releases;
- A mention on Ventura Projects social media accounts;
- Listed in the line-up of Ventura Dubai on the website of Ventura Projects;
- Ventura Dubai information desk at our stand;
- Included in the Ventura Dubai flyer, distributed from the information desk;
- Personalised folder on our digital press page;
- INDEX communication package.

*Organisation in Design always beholds the right to freely decide about all contents of PR expressions.



“Getting the chance to dive into a new market and meeting many interesting potential clients is something I couldn’t have done alone. One moment you are conversing with an interior designer showing interest in your works for hotel projects, the other moment you are speaking with a Saudi prince.”

- Jan Koen Lomans, Studio JKL, exhibitor
Ventura Dubai 2018

PRICING

The cost for participating at Ventura Dubai 2019 are:

a stand of 6 m2	=	€ 1.500,- excl. vat
a stand of 12 m2	=	€ 2.000,- excl. vat
a stand of 18 m2	=	€ 2.500,- excl. vat
a stand of 18+m2	=	Prices on request

The Participation Package includes:

- Rental of the space;
- Facilities (standard constructed booths, lighting, electricity, cleaning);
- Access to Wi-Fi;
- General PR and Communication Package by INDEX;
- Ventura Projects PR and Communication Package;
- Assistance and coordination by Organisation in Design;
- Retour transport and custom clearance of goods from the Netherlands to Dubai via transport company DB Schenker*;

**The transport will be covered for exhibitors who follow our terms of transport only. The transport will be shipped via sea freight from Amsterdam to Dubai and vice versa. Since shipment via sea freight is going to take 8-10 weeks from the moment the boat is leaving the harbor please be aware that your products are away for quite a while. Transport will leave in the beginning of July, so keep in mind that your products are finished on time. In case you can't miss your products for multiple months or if you would like to ship, your goods via air freight you can arrange your own shipment. The costs involved with your individual shipment will not be covered by Organisation in Design and also cannot be deducted from the participation fee.*

Please note: OiD beholds the right to obtain the overview about the transport. This means there is a possibility we will decline extreme/ exceptional transport.

APPLY NOW

Are you in? You can apply [here](#). In order to complete your application you will be required to provide the following information:

- Concept of the project you are planning to show;
- A product data sheet;
- Visuals/sketches of the project or, if not available yet, of your latest works
- Photos of previous exhibitions/presentations
- Preferred m2, please understand spaces are limited

Note: If you participated with Ventura Project before, then you probably already have an account which you can use for this exhibition again. Forgot your account details (e-mail address and/or password)? Just send us an email to:
apply@organisationindesign.com

After the submission of your application, we will review it and inform you about the selection within 2 weeks after the closing of the call for entries the latest. When selected, we will assign you a space and start preparing together your participation.

PREVIOUS EXHIBITORS

ANIMA S.R.L.	LIQUI GROUP
ATELIER ARNOUT VISSER	MARC DE GROOT
ATELIERS ZELIJ	MAX JUNGBLUT
ALIKI VAN DER KRUIJS	NAAZ
CABSDESIGN	PABLO LUCKER
CLETO MUNARI DESIGN	PELIDESIGN
CARINA WAGENAAR	PUIK
CHRIS RUHE	RENAME VOS
CREATIVE CHEF	STUDIO BIRGIT SEVERIN
DANIEL DE BRUIN	STUDIO JAN KOEN LOMANS
DANIEL VAN DIJCK	STUDIO RIK TEN VELDEN
ECOPIXEL & ATELIER MENDINI	STUDIO SARAH-LINDA FORRER
ERIK GRIFFIOEN	STUDIO SOLARIX
FREDERIKE TOP	STUDIO SUSANNE DE GRAEF
FUROT ART DESIGN	THOMAS EYCK
GIJS VAN BON	VANTOT
INSANE DESIGN	WHITE CUBES
ISAAC MONTÉ	WERNER NEUMANN
JOHN GREEN	WET
JOSEPHINE VISSER	WORKING BERT & PAUL SALET

CONTACT

The Organisation in Design team will be glad to assist you with any enquiries about participation, applying, locations, logistics etc. Just send an email (in English) to:

apply@organisationindesign.com.

To get all the news and background information about this Dubai adventure, you can follow us on social media: [Facebook](#), [Twitter](#) and [Instagram](#).

You can also sign up for our [mailing list](#) to stay updated about our events and receive all our press releases.

Already sure of applying? Just [click here](#) and apply.

The team of Organisation in Design
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