

Dubai Design Week,
8-11 November 2023

“LOCAL CULTURES IN GLOBAL SETTINGS”: Iris Ceramica Group’s journey exploring the world of design and multiculturalism, with an international contest and a cycle of events, comes to Dubai for the Dubai Design Week.

After the events in Milan, Dubai and London, the “LOCAL CULTURES IN GLOBAL SETTINGS” project launched last April at the Salone del Mobile returns to Dubai for its final leg. For the week devoted to Design, Iris Ceramica Group presents the winning work of the international contest through the “**BIG CHALLENGE**”: an entertaining interactive installation.

The "Local Cultures in Global Settings" project reaches its climax at the **Dubai Design Week** with the presentation of an extremely engaging and entertaining interactive installation entitled "**BIG CHALLENGE**".

The name of the installation is in itself an invitation to take part, and the work becomes a playground: the ceramic slab made with Iris Ceramica Group materials is customised with the geometric decoration that won the “Local Cultures in Global Settings” contest.

With the patented digital printing technology **Design Your Slabs**, ceramic surfaces become a blank canvas for creating any original illustration or image.

The design "**DRIFT**" by **Niko Kapa**, the winner of the contest launched in Milan during the Salone de Mobile, customises the ceramic slabs which, for the occasion, become a **huge ping-pong table** that can host several players at the same time, engaging visitors to the Dubai Design Week in exciting matches and tournaments.

Niko Kapa’s "DRIFT" interprets the concept of the international contest “Local Cultures in Global Settings” marvellously: the celebration of individual cultural identities in the globalised world, recalling the style of Burle Marx’s decorations.

The "DRIFT" pattern is inspired by the natural landscape, combining elements of contemporary design and traditional handicrafts and capturing the essence and distinctive identity of the location. The linear motif of the panels recalls the geometric patterns of Islamic culture and the crests of the sand dunes, the waves on the sea and textured fabrics. The effect is obtained using curved and parabolic lines inspired by the topography of the local landscape. The inspiration for this special design lies in Dubai’s unique geography, where the dunes in the desert and the contours of the land sculpted by the wind bear witness to the interplay of human action and the passing of time. The lines highlight the common roots and profound connection with the earth, the sea and craftsmanship as a symbol of local cultures, underlining the relationship between the shape and the material they are made of. Craftsmanship thus becomes a visual expression of the creative process, preserving the memory of primordial matter in the design of ceramic slabs.

The Dubai Design Week will also host an interesting **All-Female Talk** between **Federica Minozzi**, CEO of Iris Ceramica Group, the architect **Sumaya Dabbagh** founder of *Dabbagh Architects* and the trend forecaster **Lidewij Edelkoort**, on the topic of globalisation and its repercussions on the production processes born from natural raw materials, as well as architectural design. The speakers will also

discuss and analyse how creative communities can respond to the growing demand for identifying elements in the expressions of globalised lifestyles.

At the same time, design students will have the chance to take part in a **workshop** focusing entirely on the phases of the creative process; from the initial idea and inspiration to its elaboration and concrete application to design objects.

The last leg of this project, spanning almost one year, concretely combines design, identity, creativity, research and technological solutions, opening up to multicultural dialogue in an edifying, high-value debate among professionals, students and experts.

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