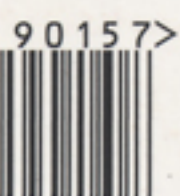


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**DUBAI & ABU DHABI  
DESIGN ART  
ARCHITECTURE  
ECOPROGETTO  
MADE IN BELGIUM  
CESAR  
GIAN VITTORIO PLAZZOGNI**



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**Detamobili, design italiano per casa e contract, espone la collezione Metamorfosi (nell'immagine un dettaglio della libreria).**

**Detamobili, Italian design for home and contract, exhibits the Metamorfosi collection (in the picture a detail of the bookcase).**

projects in Dubai will be completed. The supply of homes and offices will equal the demand, necessarily reducing prices and as a consequence the revenue of buildings. In fact government estimates for the year 2009 predict a 10-15% decline in prices. Kaled Ad Kadma – director of the giant Dubai Islamic Bank – which has always financed the major developers, stated: be prepared to pay more, real-estate will suffer and the great projects will be revised. For the moment Sheik Al Maktoum is reassuring the markets and revitalizing the great building investment plans. On their part, the Italian investors do not seem to fear the crisis and continue to have faith in the development potential for the area: Dubai remains one of the most interesting areas to invest in.

Last December, from the 3rd to the 7th, the 8th edition of Index Dubai was held at the world Trade center. The largest furniture fair from the Middle Eastern and Asian markets, has had to deal with this general scenario and even with the unfortunate decision to schedule the event during a popular holiday season. Nevertheless, a highly qualified delegation of international companies from 60 countries, deemed the market in Dubai and

the Emirates to be essential to opening or confirming a strategic position in a market that continues to offer significant opportunities.

The formula adopted by Index, perfected by the organizers of DMG World Media Dubai, has been enriched with additions such as the “Red Dot Award” exhibition which, along with a perhaps excessive prevalence of German design, presented a very few prestigious Italian projects, by brands such as I Guzzini and Tonon. An appreciable effort by the organizers drew attention to young design in the Emirates, stimulated by the competition “Al Habtoor Interiors Young Designer Awards”; the winners featured several interesting projects for hotel suites, designed by teams of students from the American University of Sharjah and Ajman University. Projects dedicated to the development of the hotel suite typology, respectively on the theme of the Oasis, focused on comfortable living in the desert, and on futuristic scenarios, in a high tech key, for the optimization of space. Within Index, Federlegno-Arredo, the association representing the wood-furniture industry, presented an area entitled “Abitare Italia”, full of ideas for both the contract and

domestic market. Approximately 110 companies presented every type of decorative typology, from classical to modern to design, the entire range of Italian Creativity which is already achieving excellent results in the Emirates and in the Middle East. The taste in this prevalently classical market is shifting markedly in younger customers towards modern and design furniture.

In fashion, this trend is becoming very obvious, as demonstrated by the cult status of the Giorgio Armani brand – “Sant’Armani di Milano”, jokes an Italian in Dubai. It may be seen in the opening of new transversal retail stores, such as the fresh Boutique 1, which mixes fashion, design, art, wellness and food in a beautiful space recently opened along The Walk at the Jumeirah Beach Residence. This is the second showroom to open in Dubai, based on a formula which rests on the conviction that the same customers who buy trendy fashion brands are also looking for avant-garde design, they read books and aspire in general to improve the quality of their lifestyle, mostly according to western standards. Tourism in Dubai also plays a key role in bringing wealthy Russian, European and Arab tourists into town, along with