



أسبوع عمّان للتصميم
AMMAN DESIGN WEEK
ammandesignweek.com

Press Kit

4 - 12 October 2019

احتمالات

POSSIBILITIES

With the support of Her Majesty Queen Rania Al Abdullah,
Amman Design Week launches its third edition from
4- 12 October 2019. This biggest showcase in the region
celebrates design as a catalyst of dreaming of our city's
future under the slogan "Possibilities".

**The future is makeable,
so what are the possibilities?**

We're not just an event...

We are a curatorial platform dedicated to building connections between designers and innovators in Jordan and the world.

Our platform offers year-round learning programs, direct mentorship, and personalized guidance, working hand-in-hand with aspiring designers and craftspeople to develop new and original products and ideas.

The results and achievements of our programs culminate in Amman Design Week, a nine-day connecting point that occurs biennially.

Our aim is to build an impactful ecosystem that empowers designers to improve lives.

Amman Design Week is an immersive experience in local and regional design and culture, supported by Her Majesty Queen Rania Al Abdullah.

Focused on creating a forum for learning, exchange and collaboration, this platform empowers designers through its comprehensive program of large-scale curated exhibitions, student and community programs, workshops, talks, competitions, and cultural events.

The third edition of Amman Design Week will take place from 4 - 12 October 2019 in Ras El Ain, Jabal Amman and Jabal Al Lweibdeh.

Our Objectives

We support local

We are dedicated to serving local creative communities and celebrating Jordan's diversity and cultural heritage. Our initiative catalyzes local creative industry, entrepreneurship, and economic empowerment.

We provide learning programs

We support talent development and build a learning culture based on collaboration and experimentation. We work from the ground up, empowering communities and developing creative skills from a young age.

We believe in design for social impact

Whether we are working on urban revitalization of our cities, or highlighting design's critical role in the sustainable transformation of communities, we support innovative solutions that build better and healthier lives.

We create connections

We connect those seeking innovation with a global network of creative minds, audiences, opportunities, and the resources necessary for their growth and development.

Why Amman Design Week?

Amman Design Week's activities impact Jordan from an economic perspective as it pertains to industry, tourism, and small-business economy. The marketing aspects of Amman Design Week promote growth of the sector, connect local products to the outside world, and promote Jordan's image as synonymous with cultural prosperity. Finally, the educational and learning aspects of our programs build a generation that is more innovative, creative, and capable of dealing with the world's challenges.

Creative Economy & Building Industry

Job creation

By building recognition for the value of design and creating direct opportunities through our year-round program, the production of Amman Design Week generates employment across several industries; textile, manufacturing, and crafts, as well as service industries of graphics, architecture, and design services.

Job creation also extends to those working in the event services and event production industries.

Early-career integration and entrepreneurship

We offer a gate-way that connects students with job opportunities by promoting their skills.

We search under the radar for the under established creatives, entrepreneurs, and practitioners, providing them the opportunities needed for expansion and recognition.

Rural community development

We work with communities (with particular emphasis on women's communities) in crafts to revive their practice and offer them opportunities to continue to develop and sell their products, connecting them with customers and the regional market at large.

Supporting and promoting local

Our programs allow local practitioners the freedom to maneuver outside of client and financial restrictions to develop and research new products and lines of thought.

Our international participations promote our local designers and offers them new opportunities and new markets to sell their services and products.

Creative Economy & Building Industry

Clustering and creating networks

Our programs connect stakeholders (designers, craftspeople, clients, markets, governments, institutions, support, and educational opportunities) both locally and internationally to create support networks that boost the industry as a whole.

Education and Knowledge Production

Student extra-curricular activities

Our learning programs cover all ages and include introducing children from a young age to design principles .

We provide youth with extra-curricular guidance and mentorship outside the framework of existing educational programs.

Exchange programs with the region and internationally

We offer exchange opportunities that bring international expertise to learn from and engage with local expertise for the purpose of knowledge sharing.

We connect local designers with international opportunities and markets.

Learning programs

Our year round learning programs offer free opportunities for people to engage in skill-building (both tangible and intangible skills) that equip them for the job market and for bettering their production.

Promoting Sustainability Values

Sustainable Development Goals

Our programs equip our youth with the tools and critical thinking necessary to tackle the Sustainable Development Goals (SDGs) put forward by the UNDP.

Our programs promote the use of new technologies in agriculture and new ways of viewing the future of our city and country.

Promoting Jordan

Creative tourism generator

Putting Amman on the map as a hub for creative production and highlighting the tourism opportunities with regards to historical neighborhoods, galleries, museums, and cultural activities.

Amman Design Week attracts international press and international visitors to the nine-day event, and creates spillover to other activities.

International press

Our engagements with international press and collaboration with the Jordan Tourism Board has led to over 50 articles written about Jordan's creative scene in the last two years.

Cultural Production

Building festival infrastructure

Our partnership with the Greater Amman Municipality and dealing with large-scale high-quality event production generates better infrastructure for festival production.

Encouraging cultural development

We offer programs, performances, and experiences that are free and open to the public, encouraging engagement in local food, music, and creative culture.

Re-activation and re-introduction of city spaces

Each year we work to revive derelict spaces and re-introduce audiences to aspects of the city that are underutilized or under appreciated.



Team

Rana Beiruti — Director

Rana Beiruti is the co-founder and director of Amman Design Week, and the founder of platform, a curatorial initiative dedicated to building connections between designers and innovators in Jordan and the world. As an independent curator with a background in architecture and an MBA, she previously held the role of director of The Lab at Darat al Funun – The Khalid Shoman Foundation, where she initiated an active program supporting emerging and established artists, and also championed the organization of Darat al Funun's archive of 30 years of history in art from the Arab World. In 2018, she was shortlisted for the Middle Eastern Architectural Personality of the year (the Mohamed Makiya Prize - Tamayouz Excellence award) for her work and interests, which align curatorial practice and cultural programming with social value.

Our small team of individuals with a specialized expertise in curating, creating, and communicating Amman Design Week have been dedicated to delivering this hallmark event for the past two editions.

The team includes:

Amman Design Week team

Rana Beiruti – Director
Walid Jankhut – Deputy Director
Muna Al Fayez – Exhibitions & Programs
Hala Haddadeen – Programs & Design Coordination
Yara Hindawi – Communications & Marketing
Ahmad Zatari – PR & Media
Rasha Tabbalat – Graphic Design
Machiel Van Nieuwenhove – Production
Mohammed Ata – Office Assistant

Curators

Noura Al Sayeh-Holtrop
Curator of the Hangar Exhibition

Arini (Liyan Jabi, Sara Yaseen, Mohammad Jabi, Heba Najada, and Jafar Jabi)
Curators of the Crafts District

Huda Schmitshuijzen AbiFarès
Curator of Jordan Script Routes

Additional Support

Hareth Tabbalat, Ghalia Al Saheb, Anas Almikhi,
Amani Qaddoumi, Rawan Baybars

Greater Amman Municipality

Lubna Huneiti – Project Director

Graphics and Web

Mothanna Hussein and Saeed
Abujaber (Turbo)
Bassam Barham

Photography & Videography

Labiba Productions

2018/2019 Advisory Circle

We are grateful to our close-knit panel of advisors, made up of individuals who have always been part of Amman Design Week, and supportive in its development from its first beginnings.

Abeer Seikaly/ Ammar Khammash
Lara Zureikat / Lina Asfour Kanafani
Dr. Mohammad Al Asad / Nora Akawi
Sahel Al Hiyari

Sponsors and Partners

Strategic Partner



Sponsors



Supporters



Design Patrons

Mrs. Tala Nuqul

Mrs. Haya Al Fayez-Al Rifai

Mr. Yassin Talhouni

Mr. Khaled Masri

Ms. Zina Jardaneh

Ms. Sirin Masri

Media Partners



2018/19

Collaborators

Ahliyyah&Mutran

Arini

British Council

Creative Art Center Amman

Creative Dialogue

Design Family

Design Institute Amman

ElHarf

FabLab Irbid / Luminus Shamal Start

Goethe Institut-Jordan

Greening the Camps

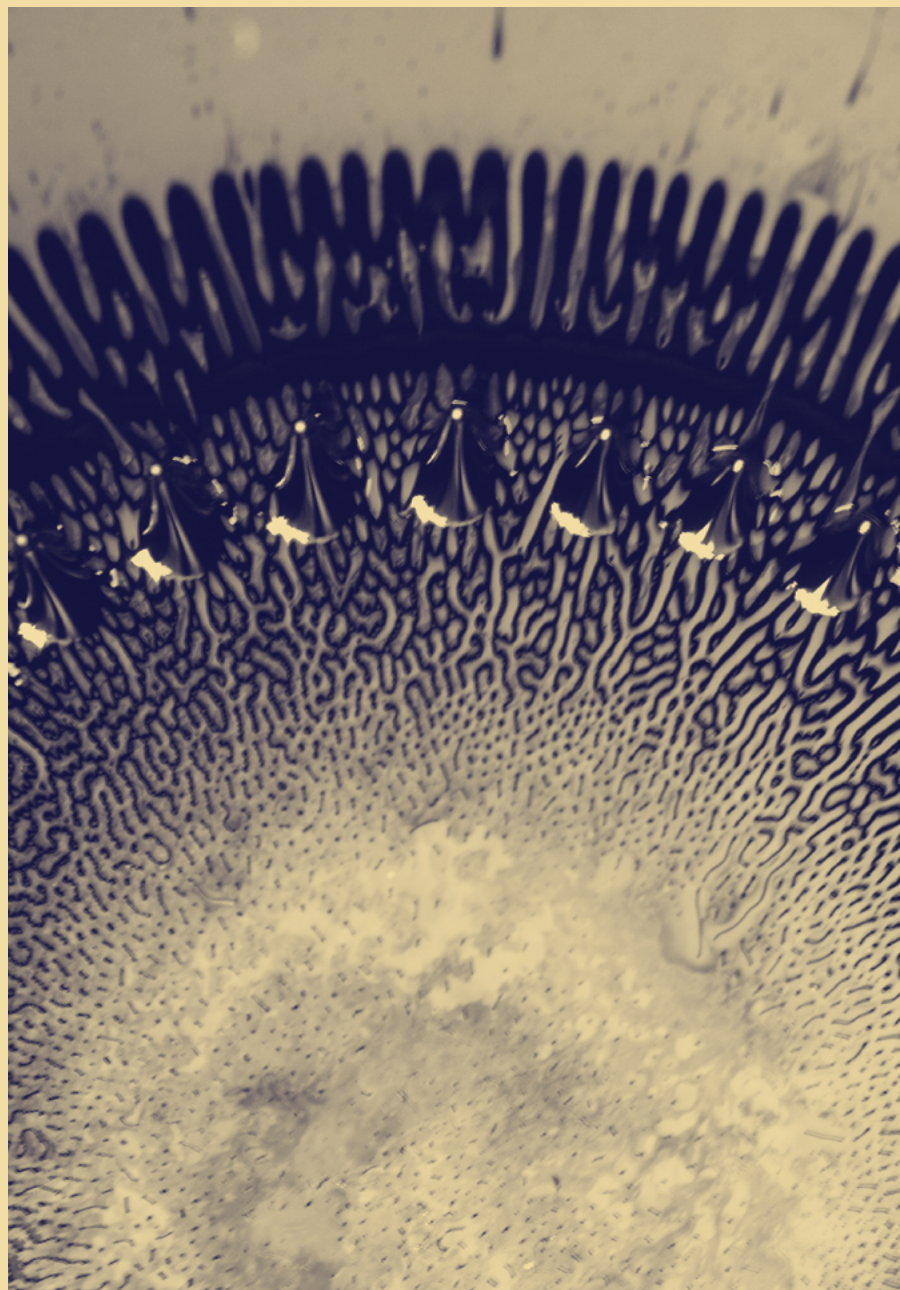
Khatt

Microfund for Women

platform

takween

Techworks



Key Figures 2016 - 2017

Edition	Amman Design Week 2016	Amman Design Week 2017
	First Edition 1-9 September 2016	Second Edition 6 – 14 October 2017
Audience numbers of ADW's main exhibitions (footfall in 9 days)	35,172 visitors	89,234 visitors
Average daily footfall to ADW's main exhibitions	3,908 visitors per day	9,915 visitors per day
Program	<p>Exhibitions & Events</p> <p>3 exhibitions / 89 exhibitors</p> <ol style="list-style-type: none">1. Hangar Exhibition2. Crafts District3. MakerSpace <p>1 private viewing</p> <p>1 networking Event</p> <p>1 press day</p> <p>9 public opening days</p> <p>Total: 11 days</p>	<p>Exhibitions & Events</p> <p>3 exhibitions / 159 exhibitors</p> <ol style="list-style-type: none">1. Hangar Exhibition2. Crafts District3. Student Exhibition <p>1 private viewing</p> <p>1 networking Event</p> <p>1 press day</p> <p>9 public opening days</p> <p>Total: 11 days</p>

Key Figures 2016 - 2017

Edition	Amman Design Week 2016	Amman Design Week 2017
	First Edition 1-9 September 2016	Second Edition 6 – 14 October 2017
Exhibition Participants	The Hangar Exhibition	The Hangar Exhibition
	34 local exhibitors	76 local exhibitors
	16 regional exhibitors (11 participating countries)	24 regional exhibitors 11 international exhibitors (12 participating countries)
	The Crafts District 28 exhibitors	The Crafts District 27 exhibitors
	The MakerSpace 11 exhibitors	The Student Exhibition 21 exhibitors (6 unique schools/universities)
	89 total exhibitors	159 total exhibitors
Community outreach + schools program	645 programmed student visitors	2,171 programmed student visits 28 schools / 3 universities
		Mobile MakerSpace Duration: 18 days 36 workshops 14 public schools 5 governorates 460 students 130 public audience

Key Figures 2016 - 2017

Edition	Amman Design Week 2016	Amman Design Week 2017
	First Edition 1 - 9 September 2016	Second Edition 6 - 14 October 2017
Learning Program	28 workshops (13 for children) 15 talks & discussions (24 speakers)	18 workshops (13 for children) 11 talks & discussions (24 speakers) 10 outbound tours (186 participants) 1 competition (28 entries)
Cultural Program	19 music, performance, live art 108 total unique events (workshops, talks, films, tours, exhibitions, performances)	13 music, performance, live art 4 films 2 food activations 141 total unique events (workshops, talks, films, tours, exhibitions, performances)
City Participation	41 participating spaces	50 participating spaces
International Participation		Dubai Design Week Milan Design Week Beirut Design Week
Social Media	Facebook: 46,770 page likes Instagram: 4,767 fans	Facebook: 56,747 page likes Instagram: 13,533 fans Hashtag reach: 30,365,171

Key Figures 2016 - 2017

Edition	Amman Design Week 2016 First Edition 1 - 9 September 2016	Amman Design Week 2017 Second Edition 6 - 14 October 2017
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ADW in the press	Radio & TV 24 radio mentions 7 radio interviews 18 television Interviews	Radio & TV 276 radio Mentions 1200 radio Ad Spots 3 radio Interviews 4 radio Stations 2 podcasts 6 television interviews 17 television interviews
	Press Engagement 1 press conference / 25 attendees 1 press tour 14 press releases 43 online articles	Press Engagement 1 press conference / 31 attendees 3 press tours / 26 local / 20 international attendees
		International Media Coverage 30 press releases 48 feature articles
	Local Press Coverage 157 newspaper articles 19 magazines 86 online portals	Local Press Coverage 78 newspaper mentions 292 online articles
	International Press Coverage 20 magazines & online publications 7 online Portals 11 television	International Press Coverage 8 newspaper mentions 253 online articles 9 print features

عنت

POSSIE





Possibilities

Design is often cited as a discipline that has the potential to solve many of the world's problems, with designers assigned the vast responsibility of refining and improving every aspect of our daily lives. With a future that is unpredictable and unclear, the question often becomes 'what can design do for ----(refugees, the environment, water, food)---?'.

In the world of design, new ideas are germinating, and the understanding and expectations of design are being redefined and reassessed.

In 2019, we are looking at design as a catalyst for dreaming; the act of imagining what can be different from the way it is today, and moving towards it. We are shifting the conversation from the reactive act of problem-solving to the bridging of dreams and reality.

We invite designers to engage with us in a process of re-imagination, both of who we are, but also of what we can do, and the future we can deliver through design. We hope to collectively embark on a journey of discovery – to leave behind what is, and imagine what could be.

"Possibilities" is a celebration of the fictional, incomplete, and unsolved. It invites the creation of scenarios and storytelling, narrations by the makers through the act of making. In the spirit of speculative design, it is more about asking questions than finding the answers.

We are not in search of one all-inclusive utopia, but a celebration of the plurality of all that is possible; the many utopias that can be created by the mind that uses design as a tool for reinterpreting possible pasts, redesigning possible presents, and reimagining possible futures.

**The future is makeable,
so what are the possibilities?**

The 2019 Experience

This year's program features exhibitions, talks, workshops, tours, and events taking place across three districts in Amman; Ras El Ain, Jabal Amman, and Jabal Al Lweibdeh.

Main features include:

Ras El Ain Exhibitions

The Hangar Exhibition,
curated by Noura Al-Sayeh Holtrop
Future Food / Future City
The Student Exhibition & Mentorship Program
Pop-up Series

Jabal Amman Exhibitions

The Crafts District
Material Innovation
Jordan Script Routes
Innovative Crafts Lab

Jabal Al Lweibdeh

Participating Spaces

Additional programs

Talks & workshops
Children's activities
Musical performances
Guided tours

Key Figures 2019

Edition	Amman Design Week 2019 Third Edition 4 - 12 October 2019
Expected Audience Numbers	100,000+ footfall
Program	<div>Exhibitions & Events</div> <div>Exhibitions</div> <div><div><div>1. Hangar Exhibition</div><div>2. Crafts District including Material Innovation, Innovative Crafts Lab, and Jordan Script Routes Exhibitions</div><div>3. Future Food/Future City</div><div>4. Student Exhibition</div><div>5. Pop-up exhibitions</div></div><div><div>1 Private viewing</div><div>1 Networking event</div><div>1 press day</div></div><div>9 public opening days</div><div>Total: 11 days</div></div>

Key Figures ²⁰¹⁹

Edition

Amman Design Week 2019

Third Edition

4 - 12 October 2019

Exhibition Participants

The Hangar Exhibition

40 local exhibitors

38 regional/international exhibitors

The Crafts District

37 exhibitors

Future Food / Future City

13 exhibitors

Student Exhibition

33 students

(13 unique schools/universities)

4 pop up exhibitions

45 additional participants

206 total exhibitors

13 participating countries

Jordan, Palestine, Bahrain, UAE, Lebanon, Egypt, UK,
Turkey, Morocco, Italy, France, Germany, and Kuwait

Community Outreach and Schools program

2200

programmed student visitors

Learning Program

17 talks & discussions (50 speakers)

Key Figures 2019

Edition

Amman Design Week 2019
Third Edition
4 - 12 October 2019

Cultural Program

19 Music, performance, live art
142 total unique events
(workshops, talks, films, tours, exhibitions, performances)

City Participation

55 participating spaces

International Participation

Dubai Design Week 2018
Fantasmeem 2019
Tasmeem Doha 2019

Social Media

Facebook: 57K page likes
Instagram: 17.2K followers

ADW in the press

International Invited Press
Frame Magazine, Wallpaper*, Artribune, Dwell Magazine,
Daily Star (Beirut), Deco Magazine, Yanko Design, JDEED
magazine, Icon Design

International Media Partners
Universes in Universe, DAMN, design milk, Dezeen,
designboom, Architectural Digest, Commercial Interior
Design, Harpers Bazaar Interiors, Harpers Bazaar Art,
Middle East Architect.

Local Media Partners
hers khazeen, Artmejo, A Minute Marvel

Radio Partners
Bliss FM, Hala FM, Farah Al Nas, Hawa Amman FM





The Hangar Exhibition

The Hangar Exhibition of Amman Design Week 2019 is taking place at the old electricity Hangar in Ras El Ain, and is curated by Noura Al Sayeh-Holtrop. The exhibition showcases diverse work by local and regional designers from across disciplines; architecture, product, fashion, furniture, and graphic design.

Noura Al Sayeh-Holtrop **Curator of the Hangar Exhibition**

Noura Al Sayeh-Holtrop is an architect and curator currently working at the Bahrain Authority for Culture and Antiquities (BACA) as Head of Architectural Affairs, where she is responsible for overseeing the planning and implementation of cultural institutions and museums, as well as the creation of an active agenda of exhibitions. She holds a Master's Degree in Architecture from the École Polytechnique Fédérale de Lausanne.

Noura was the co-curator of 'Reclaim', Bahrain's first participation at the 12th Venice Architecture Biennale in 2010 that was awarded a Golden Lion, and the Deputy Commissioner General for 'Archaeologies of Green', Bahrain's National Pavilion at the Expo Milan 2015, awarded a Silver Medal for Best Architecture and Landscape. Since 2015, she heads the 'Pearling, Testimony of an Island Economy' UNESCO World Heritage project, which has been shortlisted as part of the revitalization of Muharraq for the 2019 cycle of the Aga Khan Award for Architecture.

Hangar Exhibition

AAU ANASTAS

**Civil Architecture
x studiolibani**

Foundland Collective

Abbas Bassam al-Faouri

Cluster Labs

Garage

Abeer Seikaly

Crossroads Collective

Georgia Mchaileh

after two

Dana Alami

Hadeel Ayed Mohammad

Al Zahra'a Al Omari

Dima Srouji

Hala Kaiksow

Amina Agueznay

Esna Su

**Ibrahim Firas Alzoubi,
Mohammad Alhamadi**

Atlal Collective

Fadi Zumot

**Ila Bêka and
Louise Lemoine**

Aymen Azzam

Faissal El-Malak

bahraini–danish

Fanzeen

**insect. in collaboration
with rasha jarrar**

Bassam Huneidi

Farflung Studio

Ishraq Zraikat

Bisher Tabbaa

Farida Khaled

Joan Baz

Jude Abu El Ghanam

Noureddine Amir

Taghlib Oweis

**Kais Al-Rawi &
Julia Koerner**

Omar Sartawi

TokTok Magazine

Khalid/Norma

**Ramses Wissa Wassef
Art Centre**

Twelve Degrees

kutleh

Rasem Kamal

Yasmeen Hamouda

Lena Kassicieh

Saba Innab

Zina Hammad

Mariam Ibrahim

Sahel Alhiyari

**MORPH
X DESIGN STUDIO**

Samandal

MRM

Skefkef

**Nadine Zaza and
Sama El Saket**

Sosthen Hennekam

Najla El Zein

**Square One Lab
& Eman Alshawaf**

Studio Anne Holtrop

The Crafts District

As the most popular exhibition at Amman Design Week, the Crafts District is a celebration of the act of making; both traditional and contemporary. Taking place in a new location each year, this pop-up experience combines design installations, exhibitions, shops, and cultural programs that offer craftspeople and makers from across the country a chance to share their ideas and stories.

From weaving and embroidery to ceramics and pottery, craftspeople have kept their methods, traditions and aesthetic values alive, offering us a strong link to our national and cultural heritage. As the pioneers of design and making, craftspeople have informed the vernacular of design in Jordan, and continue to inspire contemporary design practices today.

Arini

Curators of the Crafts District

Founded in 2011, Arini is a research and design office that works at the intersection of scholarly research with a focus on design activism, architectural pedagogy, and the predicaments of urbanization and the built environment in Jordan. Their research is developed using anthropological, sociological and humanitarian interdisciplinary methods and is explored through various mediums, from workshops and design and curatorial projects to publications. Arini participated with installations in previous editions of Amman Design Week, and is curating, designing, and producing the 2019 Crafts District.

Basbous

Daniel + Qusai

Fadi Zumot

Lena Kassicieh

Ghadeer Najjar

Microfund for Women

in doi

najla'a

**Iraq Al-Amir Women's
Co-op**

**Omar Qubain and
Hussein Beydoun**

Sakeb

Sama El Saket

Irth Collective

Paradigm DH

Sulafa Embroidery Centre

Kaarim Design District

Petra National Trust

**Tasmeem I ll amani
tabaza**

Ruba Asi

Turabi

Safi Crafts

Turquoise Mountain

Yazeed Balqar

Innovative Crafts Lab

The innovative crafts lab invited designers to experiment with the crafts of clay and glassblowing. The workshop was led under the guidance and mentorship of Samer Yamani, the Creative Director of CreaCities, and Matteo Silvero, a glassblowing expert from Murano Italy. It was sponsored by EUNIC, and production was supported by Creative Art Center Amman and Techworks.

Andre Mcheileh

Paola Farran

Safieh Hatough

Material Innovation

There has been a recent upsurge of interest by fashion designers, architects, artisans, and craftspeople working with textiles to preserve, collect, and take inspiration from tradition in an attempt to redesign and create a contemporary understanding of textile – both in aesthetics, and in the sustainability of its production and distribution.

The Material Innovation exhibition introduces new processes in which sustainable and alternative materials can be produced and used in textile applications. It showcases works by designers who have experimented with merging the traditional techniques of natural dyeing, paper-making, embroidery, and weaving, with new experimental methods and materials such as bioplastics and kombucha leather growing.

Material Innovation is an exhibition showcasing the results of a research workshop entitled 'Textile Innovation Lab I - Material Innovation' that took place in December 2018, organized by Amman Design Week and the Goethe Institut-Jordan, and under the facilitation and mentorship of German textile designer Annette Fauvel. Production of the works has been supported by the Goethe Institut-Jordan.

Textile Innovation Lab I - Material Innovation was the first in a series of workshops and programs that explore innovative solutions and ideas within the textile industry. Each workshop of the series will explore a specific theme related to any of the broad aspects of the textile industry; from materials, processes and techniques, to applications and uses.

Annette Fauvel

Katja Lonzeck

Sama Shahrouri

Christin Mannewitz

Lisa Schreiber

Twelve Degrees

Jordan Script Routes

Human civilizations are defined by the legacy left behind by their respective ancestors. Identity politics are a major concern to people around the globe today. In this context we need to look back at our complex cultural heritage and present a positive image of tolerance and inclusiveness. Jordan has been for millennia a crossroad of many cultures, religions and ethnicities that have blended into what constitutes contemporary Jordanian culture. Jordan Script Routes is an exploratory and playful series of installations that feature the history of Jordan in relation to its neighbors, presented through the various writing systems and alphabets that have passed through or were invented in this fertile cultural melting pot. It celebrates thousands of years of written and material culture, and poetically links ancient artifacts to contemporary design. The three sections of the exhibition place letters in relation to other valuable artifacts and are subtitled Of Letters & Coins, Of Letters & Silk, and Of Letters & Stones.

Hussein Alazaat

Milia Maroun

Margherita Abi Hanna

Dr. Huda Smitshuijzen AbiFarès

Curator of Jordan Script Routes

Dr. Huda Smitshuijzen AbiFarès is the Founding Director of the Khatt Foundation and Khatt Books publishers. She holds degrees in graphic design and design history from Leiden University, Yale University, and the Rhode Island School of Design (RISD). She is a member of Alliance Typographique Internationale (AGI). She specializes in typography and design research. She has curated exhibitions and published on design from the Arab World since 2001.



Future Food/ Future City

Lying at the intersection of science, technology, invention, and design; Amman Design Week 2019 brings designers together with farmers to present new ways of looking at the future of food.

Future Food/Future City is an open-air demonstration of possibility; an imagined future for the city's public spaces, and a re-examined illustration of how our rooftops, gardens, streets, and schools could be transformed into green spaces that bring communities together and transform livelihoods. It introduces a holistic approach that tackles different parts of the food chain; the way food is grown, processed, transported, consumed, reused, and recycled.

The swiftly evolving food technologies of hydroponics, aquaponics, and aeroponics are revolutionizing the way we produce our food and utilize and interpret our cities and countrysides. The exhibition engages audiences in a leap into the future with the use of digital tools, as well as a return to past artisanal rituals, common resources, and agricultural practices of organic farming and permaculture.

Under the pressures of population growth and the current climate crisis, food security and food safety have become issues of great concern. With the production of agricultural goods growing to opaque industrial and factory-scale proportions, the exhibition is presented as a moment of counter-consideration and introspection. While it highlights home-based and urban innovations and practices implemented in Jordan, it also invites a reflection on human nature and the values we want to embody in light of our salute to "possibilities". These include the value of being conscious of the effect our food consumption and patterns have on the environment, economy, health and society, the value of self-reliance and our right to wholesome living, the value of resilience in the face of a changing world, and the value of a deeper connection to the Earth within our city, within our communities, and within our bodies through the food we consume.

Greening the Camps

Ban and Zeid Edilbi

COLLECTIVE STUDIO

Donna Taha

Meezan Sustainable Development

FabLab Irbid

Nathalie Harb

Junktion;

Seba Basel Al Diri

Karim Sawalha

**Svenja Binz, Julia Mira Brennauer,
Phil-Torben von Lueder**

TAYYUN Research Studio

The Green Hub

Student Exhibition & Program

Back for a second edition, Amman Design Week's Student Exhibition is a connecting point for students from all educational institutions in Jordan. As the only cross-university and cross-disciplinary showcase in Jordan, the Student Exhibition offers all students enrolled in Jordanian high-schools and universities across the country a chance to kick-start their careers by joining a mentorship program and showcasing their work to our audiences.

The mentorship program offers students an extracurricular learning experience by matching them with industry practitioners who will act as mentors that assist them in realizing and producing their designs. Participating students are also given the chance to take part in a competition that offers a cash reward to one distinctive entry, and other participation prizes.

This year's student exhibition and mentorship program is supported by takween, a pilot program launched this year as a collaboration between platform and the Goethe-Institut Jordanien. The program supports designers and creative entrepreneurs in Jordan through a series of learning opportunities and community-building initiatives, and provided seed grants of 500 JOD to each student participating in the program.

The Student Exhibition will showcase work resulting from the mentorship program, and highlight the research and work done by students across Jordan.

Students

Amman Academy

Fawaz Alkhreisha
Zeighn Abutteen

Amman Baccalaureate School

Jana Tantash
Mansour Tabbaa
Zaina Banihani

Amman National School

Abd al Hameed Abu
Rumman

American University of Madaba

Lujain Hattar

Applied Science Private University

Sarah Sunna

German Jordanian University

Hamzeh Za'balawi
Samer Dababneh
Rami Sukkar
Nagham Khader
Nour Mujahed

International Academy - Amman

Al-Anoud Shannak
Nadine Cubeisy
Mamoun Khasawneh
Zara Madanat
Basem Tash
Jude Ajaj

Jordan University of Science and Technology

Hala Wedyan

Modern Montessori School

Omar Mughrabi

Middle East University

Radwan Beshr
Dina Tha'er

Petra University

Salma Alhaj Mohammed
Ahmad Bader

Princess Sumaya University for Technology

May Darweesh

University of Jordan

Dana Sadeddin
Farah Yameen
Dema Mosleh
Sarah al Atari
Hanin Bayomi and
Mohammed Arafah

Yarmouk University

Fares abu Mahfouz

Mentors

Dina Fawakhiri
Edelina Joyce Issa
eyen
Hussein Alazaat
Jude Afana
Nour Nsheiwat
Samar Dudin
Suliman Innab
Twelve Degrees

School Tours

A learning program that invites students and children of all ages to engage in workshops on-site and to tour the exhibitions, and meet the designers and curators of Amman Design Week.

Workshops, Talks and Tours

Learning is about creating connections; hearing new ideas and sparking conversations between the general public and local, regional, and international designers showcasing work and ideas.

Our learning program ranges from introductory level sessions for the general public to intensive learning experiences targeted at designers wishing to hone their skills.

Long-term residencies and exchange programs:

An incubator that allows for designers to work closely with the curatorial team and our partners to gather, discuss, build and innovate new products and concepts.

Talks:

An introductory series that sparks conversations between the general public and local, regional, and international designers showcasing work and ideas.

Workshops:

A series of learning opportunities with topics that address issues of design practice, process, theory, management and technique.

Tours:

Amman Design Week offers guided tours and walking trails to encourage audiences to discover art and design spaces, historical homes, and other hidden gems in its three districts including Jabal Amman, Jabal Al Lweibdeh, and Ras El Ain.

Working around the year

In early 2018, we announced that Amman Design Week will take place biennially rather than annually, in order to allow for a wider programming throughout the year, focused on learning opportunities, workshops, and community projects for designers and makers in Jordan and abroad.

Course:

Curating Contemporary Design in the Middle East

Residency:

MIT Future Heritage Lab

Talk:

Design for the Real World Across Scales

Student Program:

Microfund for Women

Residency:

Food and Agritech Maker Residency

Workshop:

Innovative Crafts Lab

Conference:

Nuqat Creative Industries

Below are a few programs that took place in 2018 and 2019, which led to results exhibited at Amman Design Week this year:

Workshop:

Microfund for Women - Creative Skill Building

International Participation:

Dubai Design Week 2018

Workshop:

Textile Innovation Lab I:
Material Innovation

Residency:

Dwelling on Possibility -
the Outpost in Amman

Student Program:

Mentorship Program

Takween:

Learning Program and Residency

برنامج أسبوع عمّان للتصميم Amman Design Week Program

8 - 10 pm daily

جبل عمّان

Jabal Amman

Open ليلة مفتوحة: 5 تشرين الأول
Night: 5 October 2019

المعارض

Exhibitions

4 - 12 تشرين الأول

10 ص - 10 م يومياً ما عدا الجمعة
(12 ظ - 10 م)

4 - 12 October

10 am - 10 pm daily except
Fridays (12 pm - 10 pm)

حي الحرف

The Crafts District

مختبر الحرف الابتكاري

Innovative Crafts Lab

ابتكار المواد

Material Innovation

مسارات الأردن الحروفية

Jordan Script Routes

محل معهد التصميم عمّان المؤقت
Design Institute Amman pop-up

محل ديزاين المؤقت
Dezain pop-up

محل تكوين المؤقت
takween pop-up

لقاءات

Talks

5 - 12 تشرين الأول

6:30 - 8 م يومياً

5 - 12 October

6:30 - 8 pm daily

الحفلات الموسيقيّة

Musical

Performances

4 - 12 تشرين الأول

10 - 8 م يومياً

4 - 12 October

راس العين

Ras El Ain

ليلة مفتوحة: 4 تشرين الأول
Night: 4 October

المعارض

Exhibitions

4 - 12 تشرين الأول

10 ص - 10 م يومياً
ما عدا الجمعة (12 ظ - 10 م)

4 - 12 October

10 am - 10 pm daily
except Fridays (12 pm - 10 pm)

معرض الهنجر

The Hangar Exhibition

معرض الطلاب

The Student Exhibition

غذاء المستقبل / مدينة المستقبل

Future Food / Future City

جبل اللوييدة وحول
المدينة
Jabal Al Lweibdeh
and Around the City

Open ليلة مفتوحة: 6 تشرين الأول
Night: 6 October 2019

جولات
Tours

5 - 11 تشرين الأول
4 - 7 م

5 - 11 October
4 - 7 pm

الحفلات الموسيقيّة
Musical
Performances

4, 6 - 12 تشرين الأول
8 - 10 م يومياً
5 تشرين الأول
7 - 9 م

4, 6 - 12 October
8 - 10 pm daily
5 October
7 - 9 pm

ورشات تعليم
الموسيقى
Music Workshops

6 - 12 تشرين الأول
6 - 7:30 م يومياً

6 - 12 October
6 - 7:30 pm daily

جبل عمان
Jabal Amman

المدرسة الأممية للفنون Almilyah School for Gifts (ASG)	مركز تنمية الحرف الأدائية - أليوي Alayot Craft Center	مركز Baraka Destinations	محمد الصمصم عقّان Design Institute Amman	مقايي الحوار الأماني / Dialogpunkt / The German Lounge	مناخ للسجاد والأنتيك Farah Carpets and Antiques	الجامعة الأردنية الأردنية (SABE) German Jordanian University SABE	هاني Hunaya	عائلي جاكراندا Jacaranda Images	جدة JED	قرية الكارتي Kabarti Village	نكوين takween	
مدرسة المطران للفنون The Bishop's School for Arts	محمّد ومخلوف أبو غزالة The MIMAG Foundation	تركوان تونين Turquoise Mountain	تيرين غرين تاي بار Turtle Green Tea Bar	مركز أودن Udon Shop	عائلي ودي فنانين Wadi Fnan Art Gallery	مركز بيئة الأذن Wild Jordan Center	معهد سجل Sijal Institute	ماتيس Mabbas	عائلي نينس Naad Art Gallery	پاندازيلا Pandazilla	المنصة platform	شمس عقّان Shams Amman

جبل اللويطة
Jabal Al Lweibdeh

المصمم almammar	الجمعية الوطنية للحفاظ على التراث Petra National Trust	صحي تصميم وبناء SADDA design and build	استديو تانيا جورج Tania George Studio	البيت: مساحة فنية ثقافية The House Artistic and Cultural Space	فنية أوولندا في مزارقة The Orenda Tribe at Manara
إيثان ديزاينز abnodesigns	دار الأندري Dar Al-Anda Gallery	دارة الفنون Darat al Funun	دارة التصوير Darat AlTasweer	بيت الحرف Eltharf	جمعية أصدقاء الولاية الثقافية Friends of Iweilbeh Cultural Association (FOLCA)
Jordan Interior Design Association	المتحف الوطني للفنون الحديثة Jordan National Gallery of Fine Arts	مزارقة - فن وثقافة Manara - Arts and Culture	بيت الثقافة - محطري را House of Culture - Rana's Atelier	جمعية التصميم الداخلي الأردني Jordan Interior Design Association	
تراث الخصوصية للمستشفيات URATH: Architecture and Urban Design Consultants					

حول المدينة
Around the city

مدرسة البكالوريا عقّان Amman Baccalaureate School	مركز التليدات للتربية الخاصة Bunayal Center for Special Education	مركز الدوق للمصمم Duke's Design Centre	مركز الدوق للتسويق Duke's Mosaic Centre	مؤسسة الخط الحديدي الحجازي الاردني Jordan Hijaz Railway	مساحة كورنر الفنتا The Corner Art Space	طراز: بيت حداد قصور للآلات الحزني Tiraz: Widad Kawar Home for Arab Dress	تيربو Turbo	جامعة البترا University of Petra
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المتحف الوطني الأردني للفنون الجميلة
Jordan National Gallery of Fine Arts

مسجد الشريعة
Al Sharia Mosque

جوار باريس
Paris Circle

الدوار الثالث
Third Circle

الدوار الثاني
Second Circle

الدوار الأول
First Circle

جبل القلعة
The Citadel

جبل عمان
Jabal Amman

غذاء المستقبل/مدينة المستقبل
Future Food/Future City

معرض الطلاب
The Student Exhibition

معرض الحفر
The Hangar Exhibition

راس العين
Ras El Ain

حي الحرف
The Crafts District