

# PRESS RELEASE

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## Dates and themes announced for Amman Design Week 2019

With the continuous support of Her Majesty Queen Rania Al Abdullah, Amman Design Week (ADW) has announced the dates for its third edition taking place from 4 - 12 October 2019 under the theme "Possibilities."

The announcement was made through ADW's online platforms on Wednesday, November 28, 2018, ahead of a call for participation that is announced annually, inviting craftspeople, designers, and creatives from across the region to submit their ideas and stories for a chance to exhibit at Amman Design Week 2019.

Interested candidates are invited to apply to display their work at the Hangar Exhibition, which will be curated by Noura Al Sayeh, an architect and curator who has spent the last ten years working for the Bahrain Authority for Culture and Antiquities. Responsible for commissioning and often curating the Bahrain Pavilion at the Venice Architecture Biennial, and having won the prestigious Golden Lion award in 2010, Al Sayeh brings unique regional perspective and practice to ADW 2019.

The Hangar Exhibition is the largest display venue at Amman Design Week, showcasing large-scale installations and pieces from a variety of disciplines, including furniture, products, fashion pieces, and graphic design.

The open call also invites craftspeople and designers to set up pop-up shops and exhibitions at the Crafts District, which is a display of work that merges cultural heritage with contemporary design practice. The Crafts District also showcases the work done by Amman Design Week in collaboration with communities across Jordan throughout the year.

Finally, ADW 2019 will bring back the student program for a second year, offering Jordanian high-school and university students the opportunity to launch their careers by participating in a six-month mentorship program, culminating in the production of their own work for display at the Student Exhibition during ADW 2019.

Participation in Amman Design Week provides designers the opportunity to express distinctive ideas, develop and exhibit work, and participate in the conversation about design today in Jordan, while preparing them to become active members in the region's contemporary design scene.

The nine-day event, which last took place in October 2017, has grown to become a pivotal event in the region, garnering nearly 90,000 visitors, and showcasing work by 160 designers across 50 spaces in Amman.

Previous participants have highlighted Amman Design Week's impact in providing economic opportunities and worldwide recognition.

"Amman Design Week opens doors for designers to reach the public, both nationally and internationally," said Taghrid Alina Smairat, a participant at the 2017 Hangar Exhibition. "It highlights the benefits of design in everyday life and introduces the audience to hidden talents, empowering local entrepreneurs and small businesses, and enriching the country's design industry."

Amman Design Week is a platform for learning, exchange, and collaboration that came together through the enthusiasm of designers. It consists of a comprehensive program of large-scale curated exhibitions, community

and student programs, workshops, talks, competitions, and cultural events.

The theme of “possibilities” is a reaction to contemporary design practice, which focuses on reactive problem-solving, inviting designers to reimagine the future through design. The theme is expected to bridge the gap between art and design and encourage designers to leave behind worries and constraints, as they aspire to use their practice to dream of a better world.

Following two successful iterations, Amman Design Week reconfirms its commitment to providing community and learning programs that support the design industry by connecting young talents and skills through a network that encourages innovation and strengthens Jordan’s position as a modern hub for creative design.

For more information on how to apply, and to learn more about the programs, please visit [ammandesignweek.com](http://ammandesignweek.com)

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