

// PRESS RELEASE

// Wednesday, December 13, 2017

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|| INDEX to host 'Ventura Dubai', the Middle East's first Ventura Project

- Organisation in Design will curate the region's debut hosting of a Ventura event
 - The highly-acclaimed projects have been celebrated features at Milan, New York, London and Berlin interior design festivals for almost a decade
 - Ventura Dubai will take place at INDEX and bring 45 sought-after European designers to show
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One of the international design world's most influential and ground-breaking exhibitions has chosen Dubai's burgeoning design scene for their first foray into the Middle East.

'Ventura Dubai' will be the next Ventura Project curated by Organisation in Design. It will form a central part of the region's biggest interior design exhibition, INDEX, in March next year.



Pictured: Founder and curator of Organisation in Design, Margriet Vollenberg (left, pictured by Claudio Grassi), and a lighting design (right, pictured by Sindayiganza Photography) by Suzanne Graef – who will be attending Ventura Dubai – at Ventura New York 2016

Comprising no less than 45 of Europe's most exciting up-and-coming and renowned designers, Dubai will follow global design capitals Milan, New York, Berlin and London in being selected to host the much-acclaimed Ventura brand, a staple at many of the world's biggest interiors events, with INDEX chosen specifically for its far-reaching Middle Eastern audience.

Founder and curator of Organisation in Design, Margriet Vollenberg, said: "We are thrilled to have our first Ventura Dubai exhibition in 2018. I've known INDEX for a long time and love how the show connects the world with the Middle East

design community. The fact that INDEX thinks about making the event appeal to an audience well beyond their own borders really speaks to me.”

As a graduated designer, but most of all an entrepreneur, Margriet is always curious about entering new markets. She continued: “What is particularly interesting for us is the fact that INDEX explicitly asked for high-quality products to be presented at the fair through Ventura Dubai. Answering to this need, we are determined to bring innovative design projects with a particular focus on signature, quality and content to INDEX 2018.

“As a company involved in organising all aspects of design, Organisation in Design believes that our quality of life can be improved through design. We see it as the cradle from which new products, ideas, and even new ways of thinking arise. Instead of just looking for an interesting visual, we value simple solutions to real problems. With Ventura Projects in particular we wish to challenge the vision of the public and shift their focus to create new perspectives on different aspects of life, dedicating each exhibition to showcasing the latest in contemporary design.”

Ventura Projects play an integral part in that objective, and since forming in 2005 the firm has worked with more than 7,500 designers worldwide. The design body was inundated with requests from more than 100 European designers keen to take part in Ventura Dubai. A total of 45 different brands have been selected, and will be exhibited across more than 1,000sqm of space at INDEX.

Now in its 28th year, INDEX takes place March 26-29 at the Dubai World Trade Center. It is expected to welcome close to 1,000 international exhibitors of furniture, furnishings, interior pieces and décor to its show floor, which will also be brought to life with a host of live features and expert-led talks, and runs alongside workspace and Surface Design.

Event director Samantha Kane-Macdonald commented: “Organisation in Design’s Ventura Projects have led the way in bringing exceptional, untapped European design to the forefront of the international market for almost a decade. The Ventura Projects in Milan have set the standard during the city’s design season, with their New York, Berlin and London outings again laying the benchmark for forward-thinking design and innovation. To be able to play host to their first Middle Eastern venture is a huge honour for INDEX, and equally as exciting.”

Quizzed about what Ventura Dubai will bring to the region, Margriet said: “We hope to come to the Middle East with a vision on design that relies on the quality of products, but also leaves room for the stories and concepts behind them. On the one hand there will be projects giving rise to discussions I think we should all be involved in, but on the other hand I am looking forward to exhibiting visually stunning designs as we always have.

“When it comes to choosing designers to work with, my preference goes out to those who position themselves in the best way to deliver designs that will remain relevant across our rapidly changing industry landscape.”

For more information, visit www.indexexhibition.com | www.venturaprojects.com

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INDEX is the largest and longest running collection of interior, design and trend exhibitions in the Middle East. Established in 1990, INDEX is organised by dmg events Middle East, Asia & Africa.

About dmg events

An international exhibition and publishing company, dmg events produces market-leading exhibitions and conferences for the global energy, construction, coatings, hospitality and interior design industries.

dmg events is a wholly-owned subsidiary of the Daily Mail and General Trust plc (DMGT) an international portfolio of information, media and events businesses listed on the London stock exchange.

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Founded in 1989, dmg events has operated in the Middle East since 1995 and owns many leading brands including The Big 5 portfolio of construction events, INDEX – the Middle East's largest event for the interior design industry and The Hotel Show, the longest running and most important event for the hospitality industry.

Headquartered in Dubai, UAE and with satellite offices in India, South Africa and the UK, dmg events Middle East, Asia & Africa organizes over 45 events across the Middle East, Africa, Asia, North America and Europe. For more information visit www.dmgeventsme.com

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