

UPDATES FROM

# ITALY @ DOWNTOWN DESIGN 2021

SUNDAY 7 NOVEMBER 2021

## CREATIVITY AND UNIQUE CRAFTSMANSHIP SKILLS TO DISTINGUISH ITALY'S NATIONAL PAVILION AT DOWNTOWN DESIGN

Italy returns to Downtown Design on November 8-12, 2021 with some of the country's finest creations in furniture, dwelling space accessories, stylish acoustic panels, lightings, and many more. The pieces showcased by **32 Italian exhibitors** are true representations of the Italian narrative as a purveyor of culture and design innovation.

Italy's participation at Downtown Design is realised by the Italian Trade Agency, in cooperation with the Embassy of Italy in the UAE; the Consulate General in Dubai; Confartigianato Imprese, the National Confederation of the Craft Sector; the Italian Confederation of Craft Trades and Small and Medium-Sized Enterprises (CNA); the Italian Confederation of Small and Medium Private Industry (CONFAPI); and the Italian Association of Cutlery, Flatware, Hollowware and Cookware Manufacturers (FIAC).

The strong confidence in Italian designed elements for both residential and non-residential use is vivid in the GCC, especially in the UAE, Saudi Arabia, and Qatar. While a general economic slowdown caused by the pandemic has affected the construction industry, Italian exports to the GCC has seen a favourable turn. Total exports to the Gulf have reached **EUR415 million** in 2020 and an uptick in 2021 with end-June results at **EUR231 million**, up by **31%** compared to the first half of 2020.

In 2020, Italy registered a turnover of **EUR39 billion** in the furniture market alone. Total furniture exports reached **EUR15 billion** or a **39% share**. Amongst the product categories that enjoyed the most growth in 2020 are **bedrooms and beds** (+27.4%), **living area** (+9.4%), **sleeping systems** (+9.2%), and **upholstery** (+3.2%).

32

Italian exhibitors at Downtown Design

€ 231 million

Italy's total exports to the Gulf in H1 2021

#1st

Italy is the top supplier for luxury furniture in the UAE

In the UAE, Italy is the **1st supplier for luxury furniture** and **2nd biggest for general furniture**. The first half of year has witnessed a **27% increase** in Italian exports compared to the same period last year.

Products related to **interior design** are expected to result to **EUR 1.4 billion**, followed with **EUR162 million on home lighting**, and **Euro 85 million for outdoor furniture**. Even the residential lighting sector in the UAE has shone brighter in the recent years, taking **53%** of the consumption share in the GCC.

### VISIT US!

8 - 10 November 2021  
12:00 - 19:00

11 - 12 November 2021  
12:00 - 21:00

Dubai Design District d3

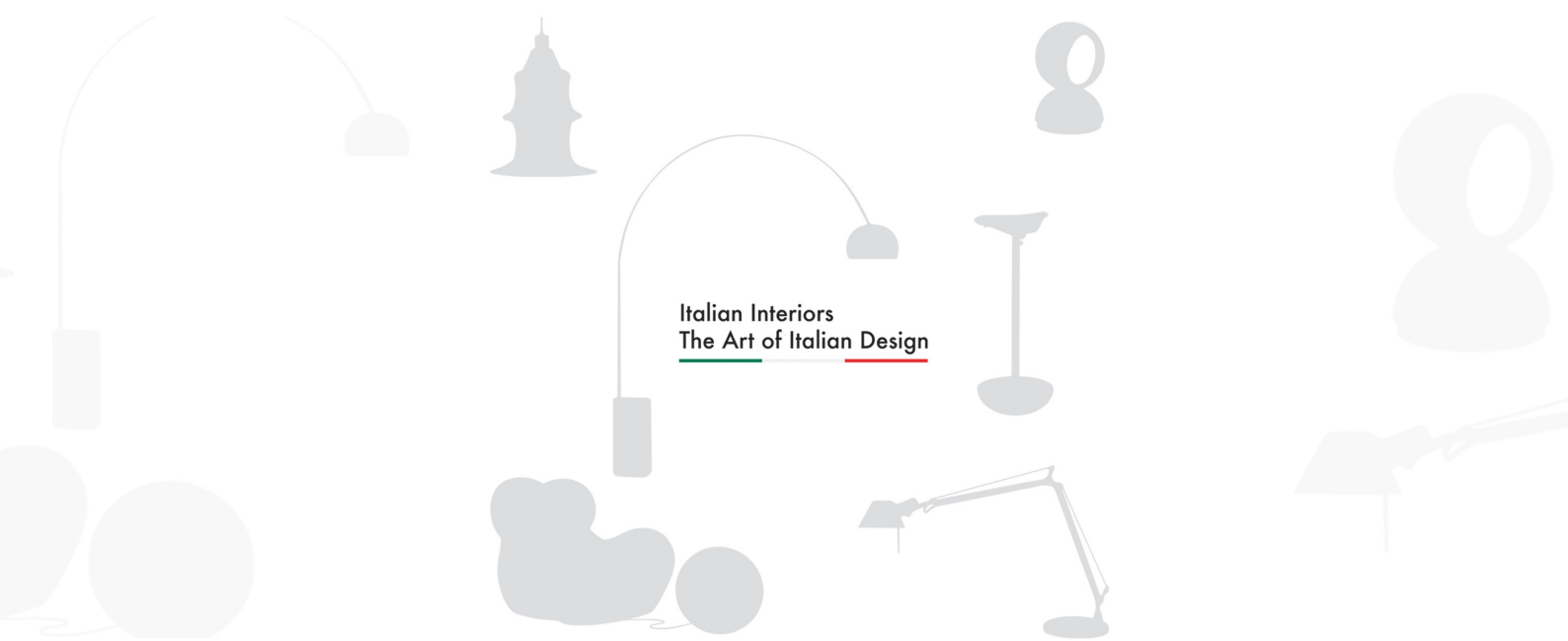
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## GET TO KNOW THE EXHIBITORS AT THE ITALIAN TRADE AGENCY PAVILION



At Downtown Designs, Italy will demonstrate a global force when it comes to artistic and functional design products, notably furniture, lights, interior panels, ceramics, tiles, stoneware, flooring, to name a few.

1. ADI Associazione per il Disegno Industriale
2. ALTEK ITALIA DESIGN
3. ANDREA BURANA
4. ARCA HORN
5. ARTE VENEZIANA
6. CERAMICHE KEOPE
7. CICLOTTE
8. COCIF
9. CUF MILANO
10. ELICA STUDIO
11. ETRURIA DESIGN
12. FANTINI MOSAICI
13. FLOEMA
14. GSC LIGHTING
15. HORGONIC
16. L'OFFICINA
17. LIU JO LIVING
18. LOMBARDO ITALIAN VILLA DESIGN
19. LYM
20. MARIANTONIA URRU
21. MEZZALUNA RARO
22. MODENESE INTERIORS
23. MOOD06 ARREDO E ARTE
24. OLYMPUS BRASS
25. PINETTI
26. RANIERI PIETRA LAVICA
27. ROSSINI
28. ROU MATERIAAL
29. Skin – A SARGOMMA SKIN DIVISION
30. SODAI
31. TECKELL
32. VETRART



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EXHIBITOR PROFILES

To request a meeting: [dubai@ice.it](mailto:dubai@ice.it)

## SAVE THE DATE



# “Beautiful but sustainable: the Italian way of design”

11 November 2021 | 2:00 pm  
Italy Pavilion Expo 2020 Dubai

### Made in Italy is design!

Among the 27 European Union countries, Italy has the **largest number of design companies**: 34.000 units (15.5% of the total E.U.) with 65.000 professionals which is estimated to generate an added value of 3 bln Euro on each sectorial turnover.

Over the last decade, *Made in Italy* also became **synonymous with sustainable design**. The Italian wood interior decoration industry is 1st in Europe in terms of circular economy: 93% of materials come from recycling; 26 kgs of CO2 emissions per .000 euro produced compared to 43 kgs of the 2nd best country in the same chart.

**Reputation** on foreign markets is undoubtful.

Italy's **furniture and interior decoration** industry counts almost 19.000 companies, 130.000 employees and **23 bln Euro turnover**. Out of which, **39% is exported** all over the world including towards the UAE (average yearly value exported: 200 mln Euro; + 27% 1st semester 2021)

*Made in Italy's* **fashion** turnover reached **62 bln Euro** (42% of the total European turnover). Out of which, **56 bln is exported (90%)**, confirming Italy as the **2nd largest world exporter** of fashion products (6.5% world share).

**Sustainability** is the **new driver**.

The Innovation Talk intends to offer a **focus on bilateral cooperation** on the following:

- Sustainable but beautiful in designing – Massimo Iosa Ghini, designer and architect
- Sustainable fashion and its commitment to a more environmentally responsible and sustainable approach – Antonella Mansi, President Florence Center for Italian Fashion
- Is it truly possible to rethink large events (i.e. Saloni Milano) with sustainability on the display and as their starting point? – Maria Porro, President “Salone del Mobile” Milano

At the event will also participate foreign delegations selected by ITA and the 50 Italian companies exhibiting at Downtown Design <https://www.downtowndesign.com/>. Scan the QR code to get the catalogue of Italian exhibitors:



and **book your seat** to the event. Email to: [p.maggiori.contr@ice.it](mailto:p.maggiori.contr@ice.it)

One more chapter of

