



# 2018/2019 OVERVIEW

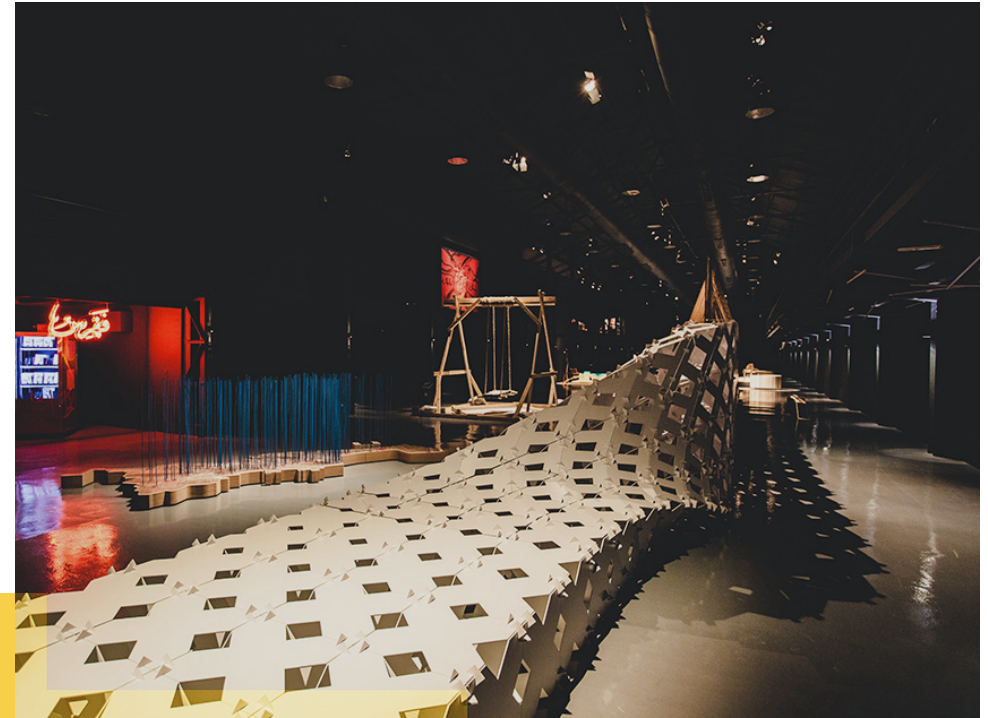


# WHO ARE WE?



## THE PLATFORM

We are a curatorial platform dedicated to building connections between designers and innovators in Jordan and the world. We research and develop learning programs and exchanges for local designers and create discourse that builds a design culture with social value. Our platform runs year-round public programs, residencies, workshops, and events, while also organizing Amman Design Week.



## THE EVENT

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, workshops, talks, and events. **The third edition of Amman Design Week will take place in the autumn of 2019.**



# WHAT DO WE DO?

## 1 WE SUPPORT LOCAL.

We are dedicated to serving local design communities and celebrating Jordan's diversity and cultural heritage.



## 2 WE CREATE CONNECTIONS.

We encourage collaboration and the exchange of ideas, innovation, and inspirations in a global context.





# WHAT DO WE DO?

## 3 WE SUPPORT LEARNING & EDUCATION.

We build knowledge and create growth opportunities through a year-long program with a nine-day focal point.



## 4 WE WORK WITH COMMUNITIES & HAVE A SOCIAL IMPACT.

We value conscious design and highlight design's critical role in finding innovative solutions to build better communities and experiences.









# WHAT'S NEW?

1

## WE'RE DOING MORE

We are moving beyond the nine-day event to provide year-round public programs, events, and conferences that create deeper engagement with our audiences, both in Jordan and abroad.

2

## WE'RE BEING PROACTIVE

We are introducing a chain of continuous support opportunities for learning, exchange, and production that allow designers to know more, collaborate more, and practice more.

3

## IT'S MORE INCLUSIVE

- With the help of a newly formed advisory circle and network of collaborative partners, we are creating more city-wide engagement.
- Amman Design Week will be co-developed at the intersection of multiple platforms and with the engagement of multiple voices.







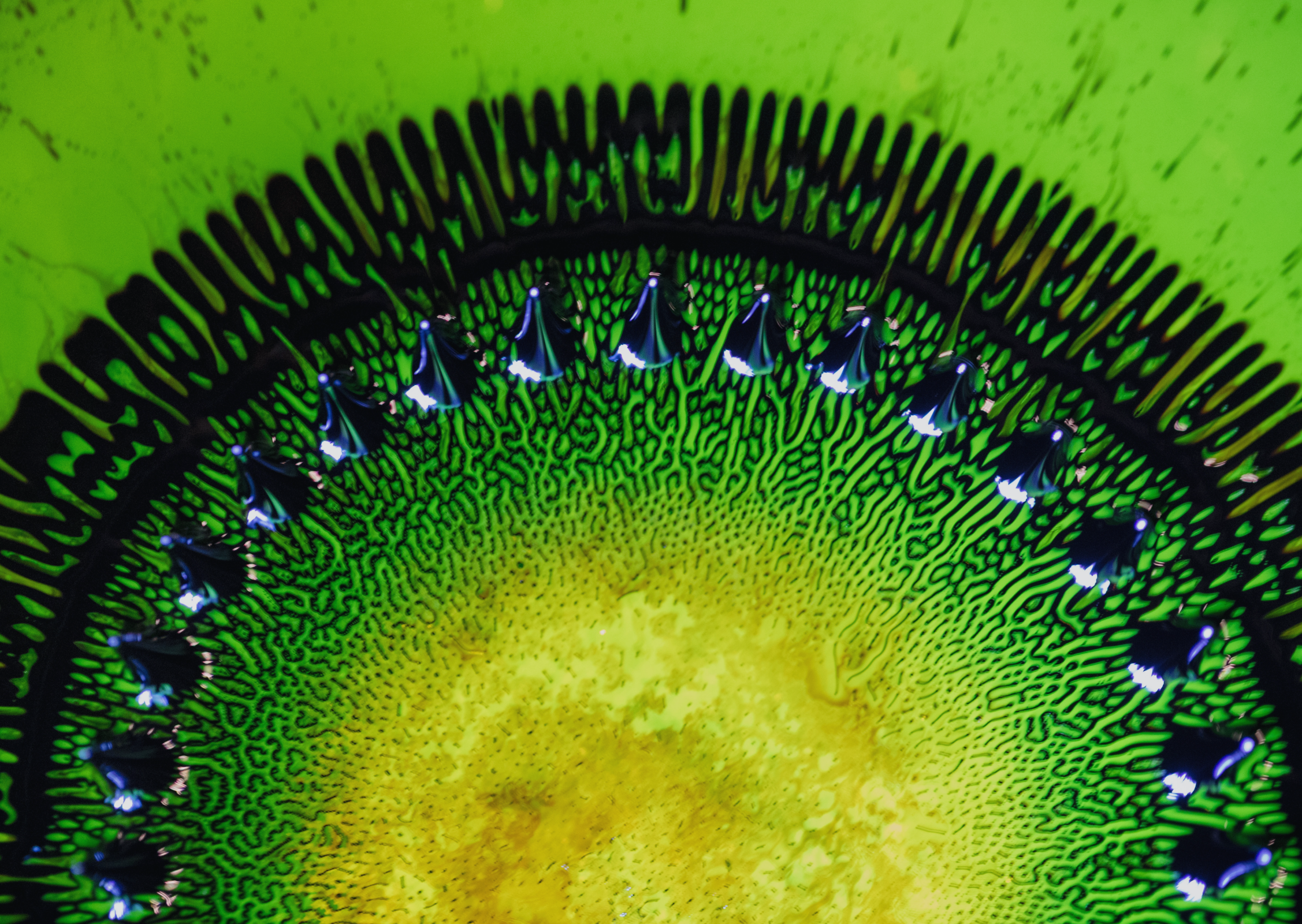
# THE 2018/19 EXPERIENCE

## A YEAR OF POSSIBILITIES

In light of our transformation, our focus is on **re-imagination**, both of who we are, but also of what we can do and the future we can deliver through design and through our platform. We invite designers to join us as we move our conversation to the idea of possibilities.

Our conversation is no longer a reactive one – shifting from the idea of solving problems, to drawing out alternative realities and limitless possibilities for the future – not about what it currently is, but about **what could be**.









## —1— LEARNING PROGRAMS

Our platform offers year-round learning opportunities that range from introductory level sessions for the general public to intensive learning experiences targeted at designers wishing to hone their skills.

Through long-term **residencies, exchange programs, workshops, and a public program**, our learning programs bring together local, regional, and international designers to showcase and develop new work, concepts, and ideas.

### THE 2018/19 EXPERIENCE

## —2— STUDENT PROGRAMS

Building on recent partnerships and activities engaging schools and universities, we open up specialized events, **career support**, and learning opportunities to students. We invite local high-school and university students to partake in **mentorship programs** that result in a cross-disciplinary and cross-university **student exhibition** during Amman Design Week.

Our student program also includes organized school tours and work with community trainers who travel the country planting seeds at schools through the **children's programs**.





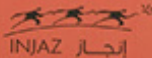
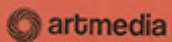
# مساحة الصنّاع المتنقلة MOBILE MAKERSPACE

أسبوع عمان للتصميم  
AMMAN DESIGN WEEK

6 - 14 October 2017 14 تشرين الأول  
في الهنجر/راس العين Hangar/Ras El Ain

#أسبوع\_عمان\_للتصميم  
#ADW2017

ammandesignweek.com



## —3— COMMUNITY OUTREACH

Working with marginalized communities in rural and urban areas across Jordan, we work to foster an inclusive creative economy, with emphasis on the economic development of **crafts communities**, women empowerment, and preservation of cultural heritage and tourism.

## —4— CITY INTERVENTIONS

Through our partnership with the Greater Amman Municipality, we engage in the **revitalization** and renovation of abandoned or underutilized spaces or neighborhoods in Amman, and create programs that engage designers in planning for their future.

We also invite audiences to engage with design in the city through our **tours program** as well as our **open spaces** program which invites audiences to engage in independent programs also taking place during Amman Design Week at designer studios, concept stores, galleries, museums, and institutions.

## THE 2018/19 EXPERIENCE



## —5— EXHIBITIONS & EVENTS

Amman Design Week's **large-scale curated exhibitions** invite local and regional designers to showcase original work, and offer an opportunity for the exchange of ideas, approaches, and perspectives on design.

The nine-day event offers a holistic experience in design, with an adjacent **cultural program** of carefully curated cultural experiences in urban cuisine, music, and performance.

**THE 2018/19 EXPERIENCE**





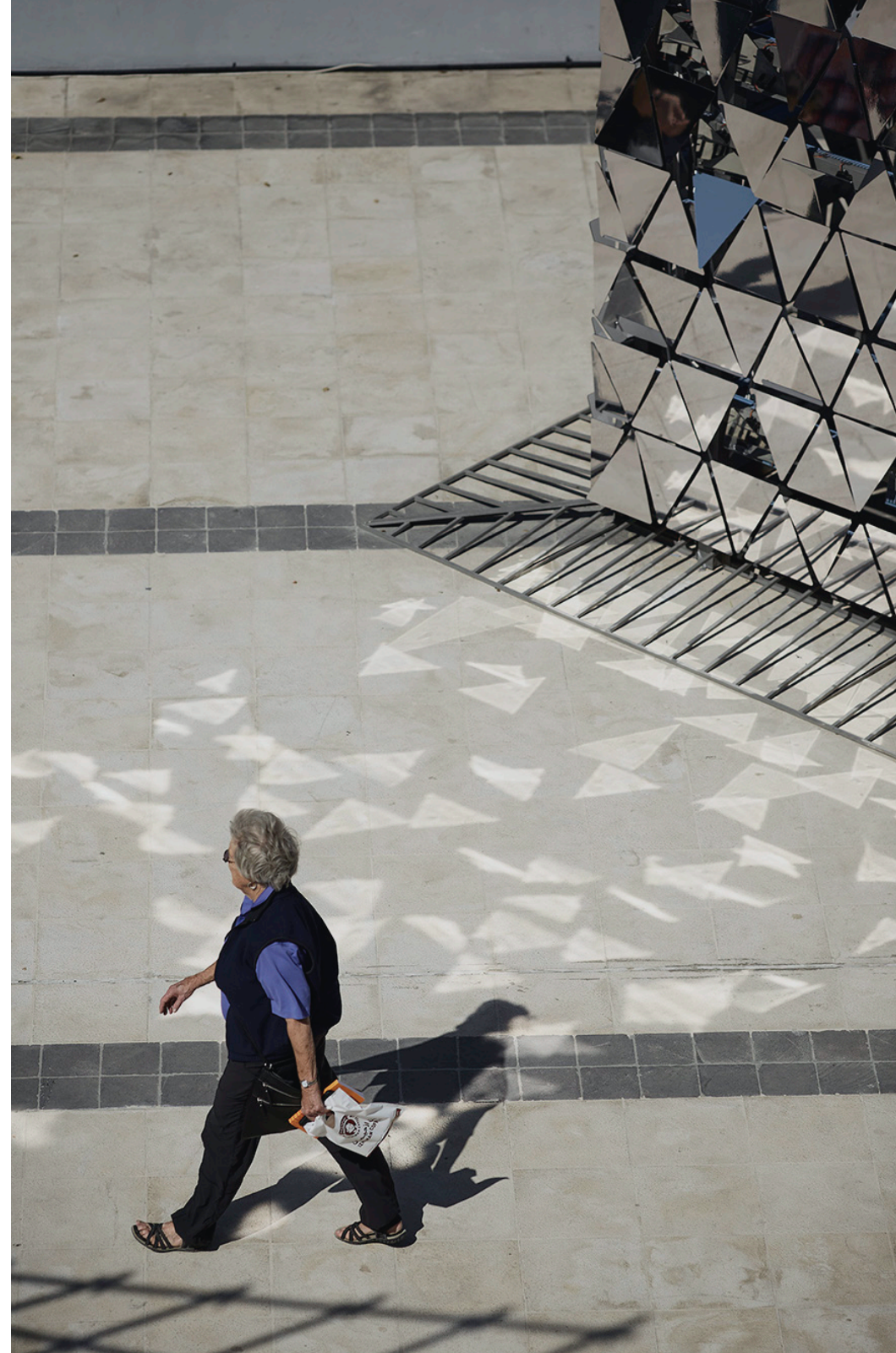
# A SUCCESSFUL FORMULA

## ► OUR PARTNERS

- The support of Her Majesty Queen Rania Al Abdullah and her dedication to building a design culture in Jordan is central to the success of Amman Design Week.
- The collaboration with the Greater Amman Municipality will ensure the creation of an inclusive environment that is accessible to a diverse audience.
- Our network of collaborating partners ensure a program that makes design accessible to all audiences.

## ► OUR NETWORKS

- Research institutions and universities will foster a learning environment and expand our educational outreach.
- Plugging into global Design Week networks and partnerships will extend our reach to international audiences.
- Media networks will maximize our exposure to the general public in local and regional markets.





## ► OUR LOCATION

- Jordan's multifaceted composition creates a cultural hub of diversity, making it the ideal backdrop for the cross-pollination of ideas from across Jordan and the region.
- As the capital of Jordan, Amman draws numerous visitors from other governorates during its festival season.
- The peace and stability of Jordan makes it an attractive destination for international tourists and visitors.

A SUCCESSFUL  
FORMULA



## ► OUR ADVISORY CIRCLE

This year we announce a close-knit panel of advisors, made up of individuals who have always been integral to the promotion of the vision of Amman Design Week, and supportive in its development from its first beginnings. The advisory circle includes Ammar Khammash, Sahel Al Hiyari, Dr. Mohammad Al Asad, Nora Akawi, Lara Zureikat, and Abeer Seikaly.

## ► OUR TEAM

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

Rana Beiruti - Director, Co-Founder

Sataan Al Hassan - Exhibitions & Programs

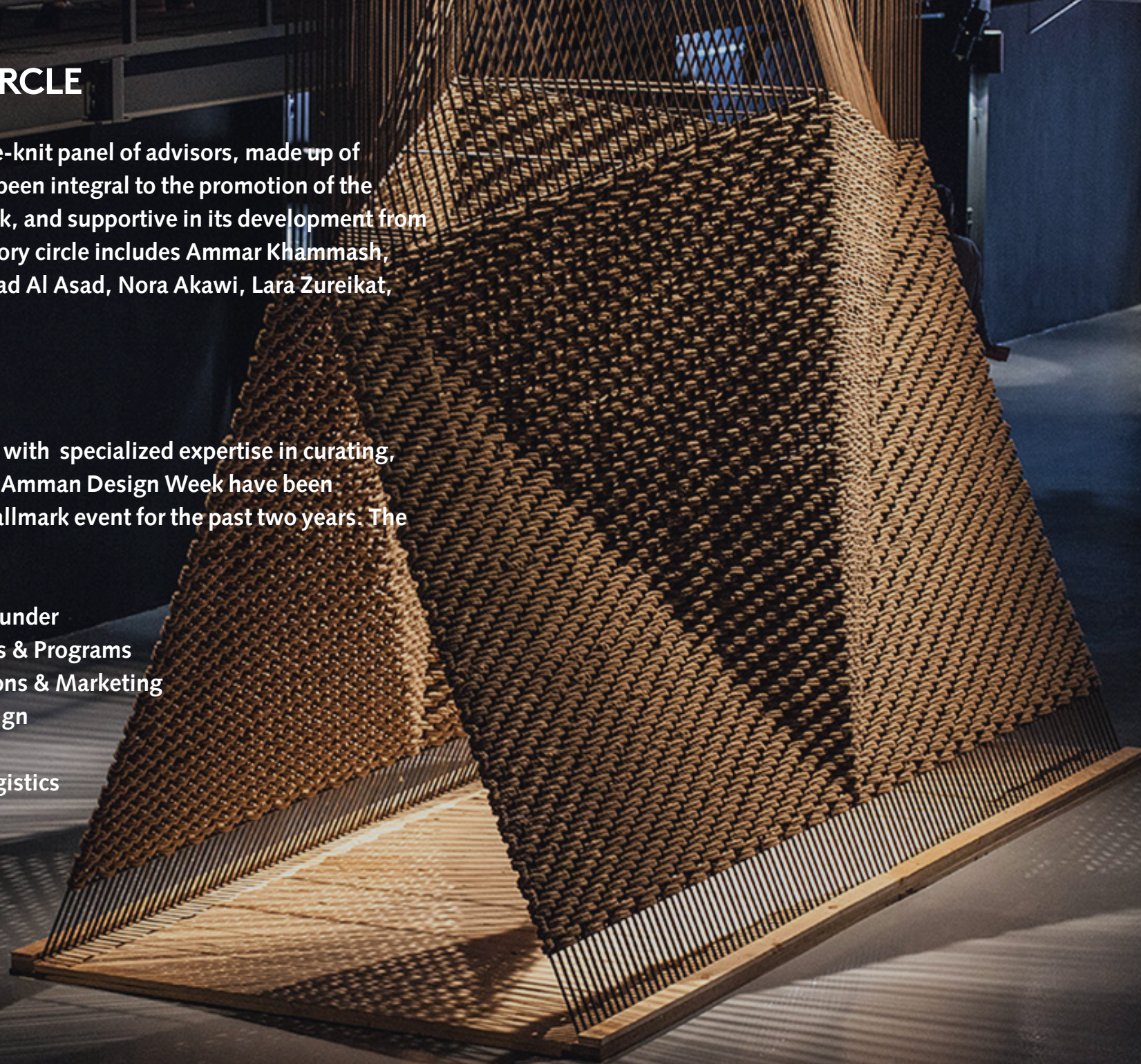
Yara Hindawi - Communications & Marketing

Rasha Tabbalat - Graphic Design

Ghalia Al Saheb - Events

Walid Jankhut - Finance & Logistics

**A SUCCESSFUL  
FORMULA**







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مهرجان التصميم  
AMMAN DESIGN WEEK