

# 2018/19 OVERVIEW

Amman Design Week  
4 - 12 October 2019



# AMMAN DESIGN WEEK

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.





# 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.**

# 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 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.

## **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.







# OUR PROGRAMS

Each year, we deliver a well-researched and tightly-focused program that engages an even wider and more diverse audience of designers, students, businesses and the general public.

With 89,000 attendees and over 160 exhibitors and 50 participating spaces, Amman Design Week has become a hallmark event in the region.

**The Hangar Exhibition**

**The Crafts District**

**The Student Exhibition**

**The Student Mentorship Program**

**The Schools Program**

**The Mobile MakerSpace**

**Children's Programs**

**Community Development Initiatives**

**City and Urban Interventions**

**Learning Programs**

**Workshops & Talks**

**Community Building &  
Networking Events**

**Culture & Food**



overview

# AUDIENCE & REACH

89,200

Total Footfall in 2017

500

Participants,  
Partnerships,  
and  
Collaborations

160

Designers

140

Events and  
Programs

50

Spaces



Local,  
regional, and  
international  
visitors



VIP and expert  
visitors

# MEDIA EXPOSURE



Local and international  
press networks and coverage



City-wide billboard,  
bridges, branding  
campaign  
and print circulation



Online Video and  
Graphic Campaigns



57K

Facebook Followers



15K

Instagram Followers



**“THROUGH DESIGN, WE CAN  
CONSTRUCT A WORLD THAT ALIGNS  
WITH OUR GREATEST AMBITIONS.”**

- Her Majesty Queen Rania Al Abdullah





# KEYS TO SUCCESS

Amman Design Week would not be possible without the continuous dedication and support of Her Majesty Queen Rania Al Abdullah, a passionate advocate for design and its ability to transform generations.

## Our Location

Jordan's multifaceted composition creates a cultural hub of diversity, making it the ideal backdrop for the cross-pollination of ideas.

## Our Strategic Partners

The collaboration with the Greater Amman Municipality (GAM) will ensure the creation of an inclusive environment that is accessible to a diverse audience.

## Our Team

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

Rana Beiruti - Director, Co-Founder  
Walid Jankhut - Finance & Administration  
Muna Al Fayez - Exhibitions & Programs  
Ghalia Al Saheb - Events & Logistics  
Hala Haddadin - Design Coordinator  
Yara Hindawi - Communications & Marketing  
Ahmad Zatari - PR & Media  
Rasha Tabbalat - Graphic Design

## Our Advisory Circle

Our advisory circle includes individuals who have been crucial to shaping Amman Design Week from its inception; Abeer Seikaly, Ammar Khammash, Dr. Mohammad Al Asad, Nora Akawi, Lara Zureikat, and Sahel Al Hiyari.



The 2019 Experience

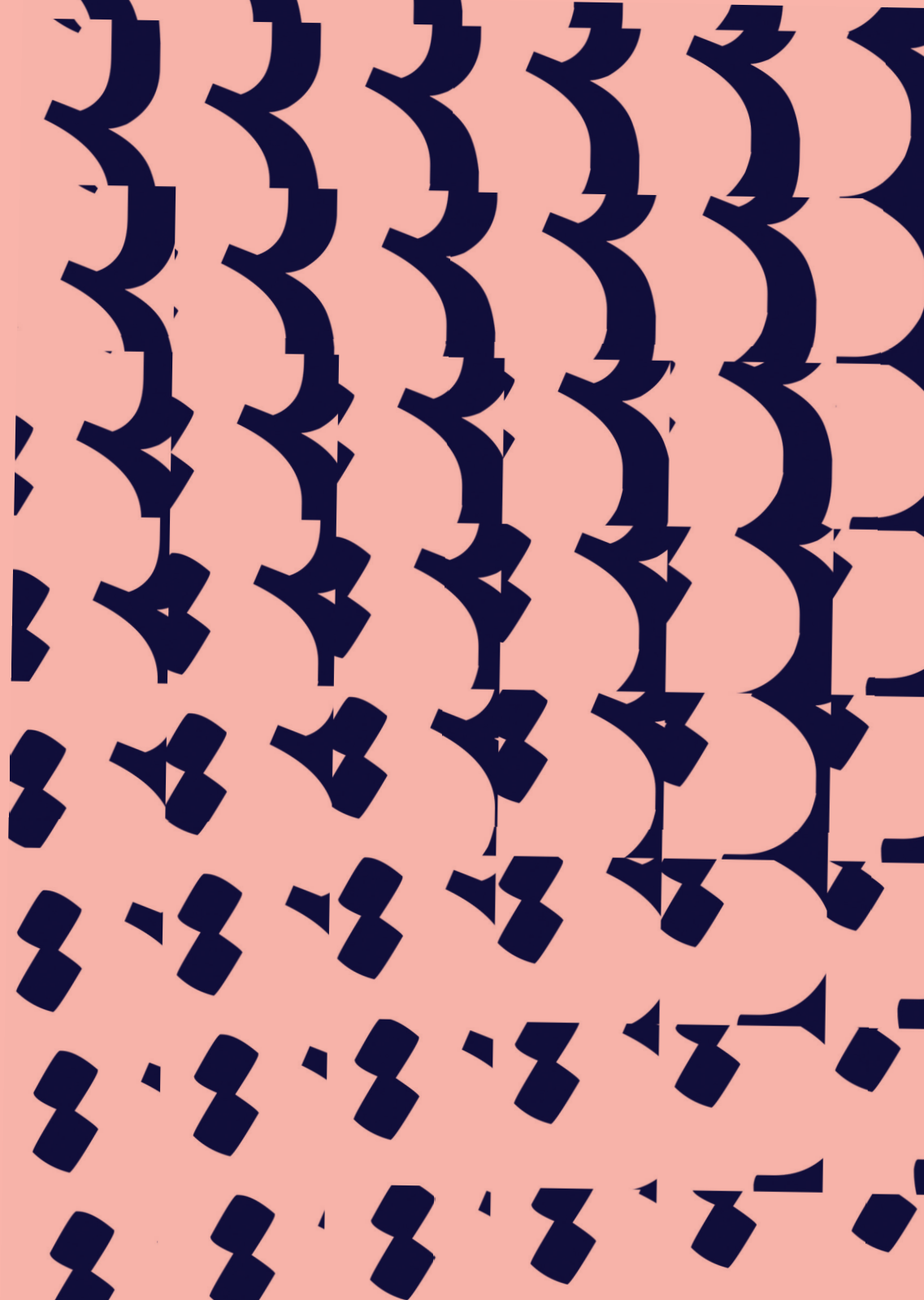
# A YEAR OF POSSIBILITIES

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 invite designers to engage with us in a process of **re-imagining** the future we can deliver through design. We hope to collectively embark on a journey of self-awareness and discovery, to leave behind what is, and imagine **what could be**.

**Possibilities** is a celebration of the fictional, incomplete, and unsolved. It invites 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.

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







## The 2019 Experience

# WHAT CAN YOU EXPECT AT AMMAN DESIGN WEEK 2019?

**This year's event is bigger than ever.** Taking place in three districts across the city, Amman Design Week 2019 offers programming in Jabal Amman, Jabal al Lweibdeh, and Ras El Ain.

Amman Design Week 2019 offers new ways to participate, with multiple large-scale showcases addressing various topics and themes, and many new activities spread across the city.



# THE MAIN EXHIBITION

The main exhibition of Amman Design Week will take place at the old electricity Hangar in Ras El Ain.

It is a curated exhibition showcasing diverse work by local and regional designers from across disciplines; architecture, product, fashion, furniture, and graphic design.

In 2017, the exhibition attracted 89,000 visitors, who came to see works by over 100 participating designers.





# THE CRAFTS DISTRICT

The Crafts District consists of a series of exhibitions, pop-up shops, installations, and programs that support craftspeople and makers from across the country.

The Crafts District embodies the concept of 'craftivism' by empowering and giving a platform to craftspeople, particularly women, to share their stories and achieve economic independence while practicing their craft.

This year's Crafts District will take place in Jabal Amman, and be a celebration of cultural heritage.

## **In previous years, the Crafts District has supported and worked with the following communities:**

- Iraq Al Amir Women's Association
- Ghor el Safi Women Association for Social Development
- Kufranja Women's Association
- Ajloun Women's Association
- Northern Bayouda Association for Social Development
- Beneficiaries of the Microfund for Women
- Northern Marka Women
- Gaza Camp
- Madaba Women's Charity Association



# THE MAKERSPACE & CHILDREN'S PROGRAM

A woman with long brown hair, wearing a white t-shirt and sunglasses hanging from her neck, is leaning over a table, assisting three children. The children are sitting at the table, focused on their work. The child on the left is a girl with dark hair, wearing a blue and white striped shirt. The child in the middle is a girl with brown hair in a ponytail, wearing a white t-shirt with a cartoon character. The child on the right is a girl with brown hair in a ponytail, wearing a pink shirt. They are all using yellow pencils to draw on a large sheet of paper. There are various art supplies on the table, including a container of pens and pencils, and a small box of markers. The background shows a wall with several posters or drawings pinned to it.

The MakerSpace is a program and showcase that runs over the duration of a month, reviving the human connection with tactile making, while also introducing digital fabrication technology to children aged 11 - 18 in public schools around the country.

Last year's MakerSpace targeted five governorates and offered workshops to 460 students.

## CHILDREN'S PROGRAM

We offer specialized hands-on activities and crafts workshops for children and youth, which are focused on the exploration of different materials and tools to help spark an early interest in design.



# THE STUDENT EXHIBITION & PROGRAM

Amman Design Week is a platform for learning and talent development. Our core focus is support for emerging and aspiring designers, who we support through our student program.

High-school and university students across the country have the chance to receive a grant to develop work through a mentorship program. The results are showcased at a unique cross-institutional and merit-based Student Exhibition at Amman Design Week.

## The student program consists of

- **MENTORSHIP PROGRAMS:**

An opportunity for designers to exercise their minds and create connections with established practitioners and experts who offer real life experiences in the field.

- **CAREER SUPPORT:**

A database leading to job placements or internship opportunities for students alongside training programs that offer job advice to aspiring designers.

- **STUDENT EXHIBITION:**

An exhibition that invites high-school and university students to showcase their work to a larger audience for the first time, and kick-start their careers.

- **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.





# EXCLUSIVE EXHIBITIONS

## Urban Agriculture and Food Technology

Under the theme of possibilities, Amman Design Week 2019 tackles the issue of food scarcity and food waste during Amman Design Week. Through design solutions for home-based or urban agriculture, as well as solutions for educational tools, we re-imagine bringing gardens and greens back into our cities and homes, as they become hubs for growing food and minimizing food waste.

## Arab Type Routes

Arab Type Routes is a research project that bridges contemporary design and designers with academics and experts in cultural heritage and archaeology. The program invites designers into the world of epigraphy and ancient scripts, and proposes a reimagination of modern type design in order to create a uniquely “Jordanian” font. The project is led in collaboration with Khatt Foundation and ElHarf House.

## City Interventions

Each year, we engage urban designers and architects in research and discussions on how design week can give back to the city and make improvements. Through our partnership with the Greater Amman Municipality, we work to map, revitalize and renovate abandoned or underutilized spaces or neighborhoods.



# LEARNING PROGRAMS

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.





# SUPPORTING THE CREATIVES

## Community Building & Networking Events

Creating connections between designers and business opportunities, collaborators, partners, sponsors, and participants through networking events and exclusive viewings.

## Music, Performance, & Culture

We believe in a holistic experience during Amman Design Week, which includes a carefully curated experience in urban cuisine, hospitality, and culture.

Our stage supports young emerging local artists and groups, musicians, and performers.

## Designer Support

Each year, Amman Design Week supports designers-in-need with grants and seed money that allow them to realize their projects and kick-start their businesses. Experimentation is rewarded above commercial viability, in order to give designers the chance to innovate away from financial consideration.





