



LOCAL puts Dubai on the global design map

With a launch at Zona Tortona 2010 in Milan, LOCAL flies the flag for regional design

25th April 2010, Dubai - In the middle of the busy street of Via Savona in Milan, at the heart of Zona Tortona, a young brand of furniture and objects launched their debut collection. The venue was a car workshop which was left untouched for the launch, and standing beside heavy machinery, motors and tools were the whimsical pieces from LOCAL.

LOCAL is a line of furniture, clothing and objects from the UAE utilizing collaborations with artists, architects and designers. The idea of movement and collaboration is at the heart of the Local concept. The brand also sees designers and artists create product outside of their usual medium of choice - eg: an architect has designed seating for the line while a media artist has designed product.

Rami Farook, Director of traffic, conceived Local with the goal of stimulating the design scene and economy of the UAE. An avid patron of art and design, and a regular visitor of Zona Tortona, he enjoyed his new place as exhibitor.

“After coming to the Milan Design Week as a visitor & buyer it was nice to come back with works produced by the region for the world. We decided to keep our set up low key, laid back and with no gimmicks.”

The launch collection featured :

- **Dubai Syndrome** by Fadi Sarieddine

Winner of the traffic design competition vol. 1, this piece by Lebanese architect Fadi Sarieddine, wowed the judges with it's stark (yet poetic) view of construction.

- **PRINT** by James Clar

Bookshelf and light object designed by American artist James Clar. The word 'Print' reflects info infinity, commenting on the eternal power of the written word.

The BIDOUN series by Katrin Greiling, featuring a sofa, bench and low table.

This series was born out of a concept for the Bidoun Lounge at Art Dubai 2009 and was developed through out Katrin Greiling's residency at traffic.

- **The MOW Chair** by Fadi Sarieddine

A whimsical piece that acts as a simple wooden bench or unconventional plant pot. The twist? The cushioned seat is actually a bed of fresh grass.

- **Sugarcubes** by James Clar

Decorative light objects by American artist James Clar. These small light cubes come in varying versions - 'Espresso', 'Crystal', 'Pop Rock' and 'Icing'.

- **Cheap and Best** by Rami Farook

Functional light object by Rami Farook that works on a no-frills system. Inspired by construction lighting systems (a regular sight in Dubai).

- **Flashbeam** by Rita Nader

Winner of the traffic design competition vol. 1, this light object is made out of numerous layers of honeycomb acrylic.

The LOCAL team celebrated the launch with a few of the designers present. Rita Nader flew in from Beirut while Fadi Sarieddine flew in from Dubai. Despite a few issues flying out of Milan (due to the eruption of Iceland's volcano) the launch collection is now back in Dubai and will be shown at an exhibition in traffic for 1 week starting Tuesday, May 11.

LOCAL will be displayed in Dubai at traffic, with a launch event on Tuesday, May 11 2010, from 7 pm.

For more information, to request for interviews and hi-res images, or to RSVP to the opening event, contact:

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Notes to Editors

About 'LOCAL'

LOCAL is a line of furniture, clothing and objects that aims to facilitate design in the UAE – via nationals, residents and visiting professionals - but with the option of using the Emirates' resources or those of the designer's nation to produce.

The label officially launched at the Zona Tortona Fair in Milan during Design Week 2010. The launch collection will be shown at an exhibition at traffic, which opens on Tuesday, May 11, 2010.

About traffic

traffic is a Dubai-based multi-disciplinary art and design organization founded in 2007 which includes a store, gallery and studio.