



traffic

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CORE FACTS

- ▶ traffic - Middle East's first design gallery opens September 2007 in Dubai.
- ▶ More than 300 avant-garde design objects and furniture pieces by designers including Marcel Wanders and the Bouroullec brothers are for sale in the 7,000 sq ft space.
- ▶ UAE national, Rami Farook is pioneering a new retail format bringing together a retail space, library and an events space.
- ▶ traffic aims to be a key focal point and meeting space for the region's emerging creative classes.
- ▶ Products from Cappellini and Magis are among the dozens of brands exclusively stocked at traffic.
- ▶ Events including book launches, film screenings and art exhibitions will be organized monthly. Bernard Khoury is due to talk at one of the first ones.
- ▶ The UAE's premier public design library is housed at traffic.

MIDDLE EAST'S FIRST DESIGN GALLERY OPENS IN DUBAI

'traffic' offers avant-garde furniture, objets d'art and fashion accessories, as well as a design library and event space

'traffic', the first design gallery in the Middle East, officially opened recently in Dubai featuring a showroom, gift shop, library and event and exhibition space for the display of works and products from world-renowned designers and up-and-coming regional talents.

More than 300 avant-garde products, from furniture and objects for home and office to fashion accessories, are displayed in the unique 7,000-sq-ft space offering a fresh take on the shopping experience and providing an inspiring environment for designers and creative professionals of all disciplines.

MINIMALIST CUTTING-EDGE URBAN DESIGN

"The gallery was designed to inspire visitors as much as the products they find inside," said founder and owner Rami Farook. Floor-to-ceiling windows bathe the space in natural light, while its serendipitous location provides an inspiring view dotted with regional visual icons: palm trees, construction and the Burj al Arab.

The entire floor is made of white epoxy, executed as a single uninterrupted slab of white. Extensive use of reflective glass walls and ceilings of glass and wire mesh enhance the unique environment and allow sun-

light to infuse the entire space. Positioned on an elevated step, the gift shop appears to hover above the rest of the gallery, with recessed white lights adding to the illusion.

“traffic embodies the unique contradiction within design that seeks to harmonize form and function, theory and practice. traffic reflects this by being both a vibrant space and a practical setting where business is conducted,” Rami Farook said. “We have tried to achieve a balance between the traditional and the modern, the local and the global. The result is an atmosphere that challenges, without feeling alien or artificial. One of our most important goals is to provide a platform for the entire design community to meet, learn, grow, exchange ideas and exhibit their work.”

DUBAI'S EMERGING CREATIVE CLASS HAS A NEW HOME

As highlighted at the recent International Design Forum in Dubai, there is a growing design community and an increasingly broader 'creative class' developing in Dubai and the Middle East. However, there are virtually no institutions – whether it be associations or dedicated centers of learning – to serve or support them. traffic helps fill this gap by being the first platform developed specifically for designers.

Showcasing more than 100 designers (Marcel Wanders and the Bouroullec brothers, to name but two), dozens of brands such as Cappellini and Magis, not to mention its own take on interior design, traffic creates a unique retail experience that addresses a rapidly growing market, both in Dubai and the region, for products that allow full expression of individuality with more than 300 handpicked items include seating, storage, lighting, glassware, cutlery, stationery and jewelry.

“We have attempted to bring the best of avant-garde design from around the world to this gallery so that buyers and designers have a place in Dubai to help them create one-of-a-kind interiors, whether for home or office,” Rami Farook said.

TRAFFIC EVENTS: DEBATES / FILM SCREENINGS / WORKSHOPS / BOOK LAUNCHES AND MORE

The event space will feature work from leading international designers and local talents in the fields of interior, fashion, product and graphic design as well as architecture. The inaugural show - The Gathering - is a multi-media installation that depicts the year-long efforts to bring traffic from concept to reality. Other planned events include upcoming book launches, talks and workshops (with Bernard Khoury appearing soon) and film screenings.

THE UAE'S PREMIER DESIGN LIBRARY

The library at traffic houses an extensive collection of design-related books, directories, catalogues and magazines and is open to all visitors including designers looking to show clients a wide variety of project and product options through the many resources at hand.

A low-key space located just a block from the Mall of the Emirates, traffic integrates itself seamlessly into the residential neighborhood. The windows are covered in a semi-reflective silver film that catches the eye from afar, but up close are transparent enough to let you see into the gallery, lending an inviting and intimate feel to the space.

The gallery's opening hours are 10am to 8pm, Saturday through Thursday.

-Ends-

ABOUT TRAFFIC

traffic is a 7,000 sq ft design gallery and showroom, event and exhibition space, gift shop and library located in Al Barsha, Dubai. It is the first design gallery in the Middle East and displays products and works from world-renowned designers and up-and-coming regional talents. traffic seeks to establish itself as a gathering place for the growing design community and broader 'creative class' in Dubai.

More than 300 avant-garde products, from furniture and objects for home and office to fashion accessories, are displayed in a space that creates a unique retail experience and allows for the full expression of individuality. The gallery interior itself was designed to inspire visitors as much as the products found inside, with its white epoxy floors, reflective glass walls, and ceilings of glass and wire metal.

If you would like more information about this release, or are interested in interviewing Rami Farook, please contact Shehab Hamad at +971.50.652.2213 or email shehab@9714.com.

