



**creative
dialogue**



BD Barcelona Design hosts Arab creativity

International creative collaboration between BD Barcelona Design and five Arab designers from the Gulf region.

Barcelona, September 6, 2017

BD Barcelona Design is celebrating creativity from the Arab world through the PostCraft Collection, a special design collection and exhibition curated by Samer Yamani, a Syrian / Spanish designer based in Barcelona.

The collection is designed by five designers from five countries within the Gulf Cooperation Council (GCC). BD Barcelona Design and Design establishments from Jeddah - Saudi Arabia, Dubai - United Arab Emirates, Kuwait, Qatar and Bahrain support five local talents to develop and produce a design piece under the name of PostCraft Collection. Following the launch at BD Barcelona Design's London Showroom on October 13th 2017, the PostCraft Collection exhibition will tour these cities in the GCC during 2017 and 2018.

PostCraft's Curator, Samer Yamani explains the relevance this project has in supporting the creative talents from GCC:

"The design market in general and the Arab Design market in particular is awash with designs and products that reflect the local culture and crafts in a superficial way. PostCraft is an attempt to highlight design talent from the Arab world whilst being presented according to international standards. It will act as a platform to expose the work of artists and designers to an international market, giving them the visibility they deserve."

"BD Barcelona Design have consistently supported emerging talent to enter the design market, with many pursuing successful careers in contemporary design, such as Jaime Hayon, Neri & Hu, and Färg & Blanche. We all are glad that our project is initiated from Barcelona by BD, especially at this time, where more creative voices should be heard and more cultural bridges should be built, feeding our yearning for cross-cultural relationships, inspiration and mutual understanding."

Ramón Úbeda, Art Director for BD Barcelona Design explains

"The design world is geographically badly distributed. It focuses on a few European capitals that take over all the media, and what happens outside of this scenario does not seem to exist. There is also creative life and a lot of talent in the rest of the world, but still needs to be in the showcase of Europe to become known internationally.

BD is a privileged company because it has its main headquarters in Barcelona, as well as a showroom in London, two cities that are part of the circuit. It is not the first time that it opens its doors to collaborations with designers also working on other continents. The mixture of cultures has always enriched us and when the possibility was considered, that of being part of this adventure, we did not think twice, because the artistic character of the project, also has the collaboration of art galleries in the Gulf region.

We feel very comfortable in the art design territory, and we have put all our experience and the best craftsmen in the Barcelona area to the service of these five Arab designers - it is necessary to emphasise that four are women. The result is an encounter between East and West where each contributes the best without losing identity.”

About PostCraft:

PostCraft, Design, Culture, Heritage:

Artists and designers have long been considered the creators and record keepers of our world, charting and challenging the evolution of culture, politics, the environment and society. Inspired by the value of local talent and artisanal skills, PostCraft merges design and heritage, innovation and tradition to present contemporary, high quality designs that nourish contemporary design archives with remarkable works.

PostCraft - PostOil:

Politicians and economists in the GCC are turning their attention to shaping a post-oil era, through strengthening local resources, technology, and building infrastructures to assure economic diversification and sustainability. Artists and creators in the GCC have an opportunity to lead an evolution of local creativity, representing a major shift in a region of the world distinguished by its local identity and cultural resources.

The design scene in the Middle East and North Africa (MENA), and the GCC in particular is flourishing, with new design galleries, exhibitions, conferences, events and art districts opening yearly. In the Middle East and North Africa, the design industry’s market value stood at \$100 billion in 2014, contributing 1.5% to the region’s gross domestic product (GDP), as shown in a study commissioned by the Dubai Design and Fashion Council (DDFC).

Local designers are getting more visibility and gaining recognition, whilst the demand for high quality local design is increasing. Emerging local talent and production methods are, however, still competing with established international brands and standards.

In this active and promising design scene, it’s crucial to embrace local designers and highlight their work not only in the local marketplace, but internationally, cultivating a diverse and varied design industry.

We see before us a future favouring simplicity, quality, unique and varied local design trends that will not only preserve local values, but feed the global desire for diversity and limited editions in a climate of mass production and superficiality.

PostCraft brings BD Barcelona Design together with art and design establishments from the Gulf for this collaborative exhibition. The Odd Piece in Dubai, Alriwaq Art Space in Bahrain, CAP- Contemporary Art Platform in Kuwait and the Athar Gallery in Jeddah, will each support a local designer to develop and produce a piece, based on a curatorial brief.

The Curator, Creative and Technical Directors from the BD Barcelona Design team will collaborate with each local designer to develop their work for the PostCraft Collection Exhibition that contains the work of H.E. Shk. Hind Majid Al Qassimi from Sharjah, UAE; Architect Maysam Al Nasser from Bahrain; Interior Designer Loula Al Radwan from Kuwait; Artist Aisha Al Sowaidi from Qatar; and Architects the Gazzaz Brothers from Jeddah, who will also feature alongside five remarkable pieces from Barcelona Design's permanent collection of Salvador Dali, Antonio Gaudi and Jaime Hayon among others."

PostCraft Credits:

Supported by:

BD Barcelona Design

In partnership with:

The Odd Piece - Dubai

Alriwaq Art Space - Bahrain

CAP- Contemporary Art Platform - Kuwait

Athar Gallery - Jeddah

Curator and Concept:

Samer Yamani

Art Director - BD:

Ramón Úbeda

Management Agency:

Creative Dialogue

Designers:

H.E. Shk. Hind Majid Al qassimi - UAE.

Maysam Al Nasser - Bahrain

Loula Al Radwan - Kuwait

Aisha Al Sowaidi - Qatar

Gazzaz Brothers - KSA

Graphic Design:

Tarek Atrissi

Photography:

Miquel Arnal

Video:

Infocus

More info:

BD - Barcelona Design:

BD, where “Design meets Art”, is an atypical design company brought to life in 1972. Its founders (and still owners) came from an architectural background rather than a business one, resulting in a distinct orientation towards design based on the aesthetics of beauty, rather than simple functionality.

Their designs consistently prioritise artisanal processes over mass production, showing a closer proximity to art than industrial design. BD’s work is characterised by superior quality, short-series productions (and on occasion limited editions), and uniquely crafted pieces.

In the 80’s, BD was responsible for curating the furniture of Gaudí’s famous buildings, and in the early 90’s, they introduced an exclusive first collection of furniture and lamps designed by Salvador Dalí. Recent collections feature designers with accentuated artistic profiles, such as Jaime Hayon and Doshi Levien, who continue to address the point where design and art meet.

www.bdbarcelona.com

Creative Dialogue

Creative Dialogue, an agency based in Barcelona which aims to cultivate cross-cultural understanding and multidisciplinary innovation through a variety of art, culture and design focused programs and platforms around the world.

Sharing skills and highlighting talent through international events and exhibitions, research and consultancy services, as well as professional acceleration programs - Creative Dialogue puts local creatives on the global stage, and has reached more than 25 cities in the Middle East, North Africa, South Caucasus, EU and Latin America.

www.creativedialogue.net

Samer Yamani

Founder of Creative Dialogue

Curator of Post Craft

Coming from design background and experience, Samer was responsible for designing, curating and implementing exhibitions, educational programs, seminars and talks, research, publications and consultancy services related to the creative industries in general and Design in particular, throughout Europe, Latin America, South Caucasus and the MENA region.

www.creativedialogue.net

