Company Profile

Creative — Dialogue

Creative Dialogue is a creative agency for design, contemporary crafts, and cultural projects. Operating globally with special focus in the Middle East and the GCC region, the agency is led by founder and director Samer Yamani.

Creative Dialogue

We specialize in the creative direction and curation of design collections, exhibitions, programs, and content creation. Our core strength lies in our deep understanding of local culture and narratives. We have a demonstrated track record to integrate this cultural richness into our design and innovation projects for design organizations, brands, designers and cultural institutions alike.





Founded in Barcelona, the agency has a global outlook, with projects spanning over 40 cities worldwide across the Middle East, North Africa, Europe, Latin America, and the South Caucasus – and a particular focus on the Arabian Gulf region.

Services



Areas of activity

Design curation **Cultural Consultancy** Design Services [™] Content Creation Creative Direction Management & Creative Production

- We define and develop creative projects

We specialize in developing and curating bespoke creative projects – from conceptualization to execution. Our focus is on delivering transformative experiences that captivate audiences and leave a lasting impression. We provide creative consultancy to design brands, design galleries and design organizations as well as to both establishing and emerging designers. We facilitate collaborations that maximize value for our Clients.

 Reach out to your desired communities & audiences
 We actively engage with communities, organizations, and stakeholders to create meaningful impact. Through experiential workshops, outreach programs, and community-driven initiatives, we foster connections and inspire positive change through the power of design and creativity.

- We believe in the power of narrative

Through creative consultancy and curation, we unlock the full potential of our clients by giving guidance, inspiration, and innovative solutions. We collaborate closely with our Clients to develop projects rooted in design and creativity – always aligned with their narrative and story, goals, drive innovation, and overcome challenges.

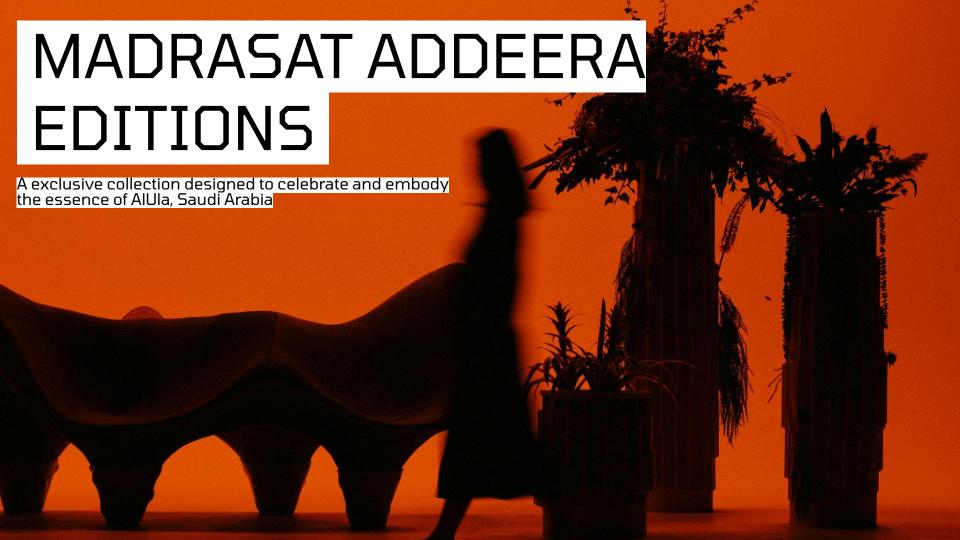
- We take care of your creative productions

Our meticulous project management ensures smooth execution and timely delivery of any project. We handle local and international productions: logistics, budgeting, resource allocation, and stakeholder coordination, allowing our clients to focus on their vision while we handle the details.



Our Projects: Collections

We develop and curate unique bespoke collections with a refined awareness of design, heritage and tradition. Frequently taking inspiration from local culture and history, we explore new directions for craftsmanship to evolve, incorporating ground-breaking techniques along with some of the most creative minds, on a global scale.



Madrasat Addeera Editions is a collectible design collection by Saudi and international designers and artisans. The collection draws inspiration from the rich local culture and narratives from ALUIa, blending traditional arts with modern innovative techniques and sustainable materials.

Categories: Curation, Creative Direction, Project Development

Designers Madrasat Addeera Editions: Zahrah Alghamdi, Cristián Mohaded, TAKK (Mireia Luzárraga and Alejandro Muiño), TECNOCrafts

Designers Retail Collection: Micaela Clubourg STUDIO CUMBRE, Laia Amigó Ayats, Anas Rifi-Zinati ESPAI ALFAR, Miguel Álvarez Hausmann

HAUSMANN, Ikram Maymouni ABHA STUDIO, Júlia Ventura Rosa BROT JEWELLERY

Client: Royal Commission for AlUla Countries: AlUla, Saudi Arabia Curator & Creative Director: Samer Yamani









Creative Dialogue









RETAIL COLLECTION

It is the local craftsmanship that truly encapsulates the essence of the region's distinct scenery, landscape, colors, and textures. The Retail Collection, designed and produced by the local artisans at Madrasat Addeera, comprises 16 unique design pieces that span a wide range of materials. The Retail Collection is a fusion of traditional ancestral crafts, reimagined to create captivating products that captivate visitors. Each item has been designed to be not only visually appealing but also easily portable, as cherished physical memories of a visit to AlUla.







Fibers, yarns, wood, and silver – all artfully transformed into an array of home decorative elements, from cushions and wall pieces, to vases, fruit bowls, and men's and women's jewelry. Every piece in the collection is created by master craftsmen who only employ traditional techniques – natural dyes, intricate embroideries, clay, silver, wood, khouse (the palm fronds), and cotton robes. Through this dialogue between materials and techniques, the collection seeks to capture the magical spirit of AlUla, its crafts and stories.



Terminal G is a design collection by Iwan Maktabi, the leading brand of modern and antique carpets and textile art.

The project created their first curated collection of contemporary carpets designed by creatives from the Gulf region, telling local stories.

Categories: Curation, Creative Direction

Designers: Architects Independent, Aseel AlYaqoub, Bahraini-Danish, Ibrahim Al-Jaidah, Sheikha Bin Dhaher, Sultan Bin Fahad

Client: Iwan Maktabi

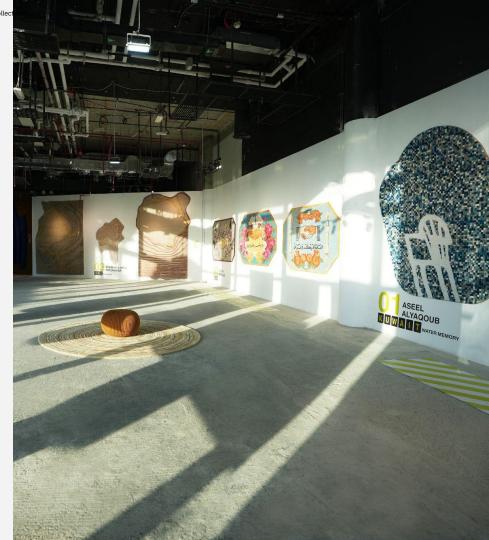
Countries: UAE, Bahrain, Saudi Arabia, Kuwait, Qatar Curator & Creative Director: Samer Yamani



Creative Dialogue Co

We developed the collection under the title of Terminal G, with G for Gulf. Terminal G represents a journey around the region through a contemporary lens and sparks a dialogue around topics such as water desalination, travelling rituals, local topography, the relationship between a city and its dwellers, nostalgia and tradition, among others.

The main concept focuses on the art of weaving with inspiration from the GCC culture while introducing a new narrative of diverse local stories with their subtle nuances.











Featuring designers from five countries of the Gulf region, each creative was assigned a technique, visual reference and topic to guide their conceptualisation. Designers are:

Sheikha Bin Dhaher from the UAE presenting the Taghrouda collection; Aseel AlYaqoub from Kuwait presenting the Water Memory collection; Bahraini-Danish from Bahrain presenting the Barasti collection; Ibrahim Al-Jaidah from Qatar presenting Al Thumama collection; Architects Independent from Qatar presenting the Forgotten Spaces collection; Sultan Bin Fahad from KSA presenting the Delights Collection.

A special campaign was created for this collection, first launched at Dubai Design Week 2022, to start the regional tour of the most important design and crafts fairs in the region, from Kuwait to Jeddah, Doha and beyond.







Craft Stories is a series of seven collections presented in MENASA – Emirati Design Platform, within the framework of Expo 2020 Dubai. In this showcase, designers and artisans from 11 countries came together with a common purpose: to portray Emirati lives, beliefs and rituals by merging the excellence of handicrafts with the innovation of avantgarde technologies.

Emirati artisans stand as a living testimony to these geographical and cultural realms. Their innate excellence as storytellers guides us through an emotional exploration of local culture via stories, materials and landscapes. Local crafts such as clay, Safeefah, Talli and Sadu, and traditions such as pearl diving and coffee making inspired these collections, a multi-layered journey reflecting the Emirati landscape and lifestyle: the sand of the desert oasis, the hypnotic green of palm trees, Arabic hospitality and the blue waters of the Gulf.









IMG_UU

To revive all these tales, Brazilian duo the Campana Brothers, Lebanese fashion designer Nicolas Jebran and Indian artistic lighting studio KLOVE collaborated with local artisans, artists and organisations, such as the IRTHI Contemporary Crafts Council, House of Artisans and Asateer, creating limited editions of excellent artworks.



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Craft Dialogue aimed to create four limited-edition collections marrying the Emirati crafts of Talli (intricate handwoven braids), Safeefah (palm frond weaves) and pottery, with delicate Italian Murano glass and fine Spanish leather in a way that each collection represents a cultural and artistic dialogue, aiming to introduce these crafts to innovative contexts and standards.

Categories: Curation, Creative Direction, Project Development

Designers: Abdallah Al Mulla, Adrian Salvador Candela, Fatima Al Zaabi, Ghaya Bin Mesmar,

rs: Abdallan Al Mulla, Adrian Salvador Candela, Fatima Al Zaabi, Gnaya Bin Mesmal Matteo Silverio Mermelada Estudio, Pepa Reverter, Shaikha bin Dhaher

Curator and Creative Director: Samer Yamani

Countries: UAE, Italy, Spain

Client: Irthi Contemporary Crafts Council (Irthi) – an affiliate of NAMA Women Advancement Establishment (NAMA) – Sharjah, UAE

Creative Director.

Launched November 2018 in Italy, in the presence of Her Highness Sheikha Jawaher bint Mohammed Al Qasimi, Wife of His Highness the Ruler of Sharjah, Chairperson of NAMA, Founder and Royal Patron of Irthi, H.H Sheikha Hind Majed AlQassimi and Samer Yamani,











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Crafts Dialogue represents a new milestone in Irthi's efforts to make traditional crafts relevant to present-day products and offer Emirati artisans new avenues of expression. Through this project, local and international designers met with Emirati female artisans who are part of Irthi's Bidwa Social Development Programme in Dibba Al Hisn, and familiarised themselves with the centre's vocational training courses and its leading projects and initiatives, geared towards preserving and modernising traditional handicrafts by incorporating them into fashion and contemporary designs and products. Crafts Dialogue was officially launched at London Design Festival 2019 and Dubai Design Week 2019.



MG 008

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Ten designers from the UAE, Italy and Spain worked together to bring the first collections to life of the 'Crafts Dialogue' project. Matteo Silverio and Fatima Al Zaabi collaborated to create the Murano-Clay collection from Italian Murano glass and Emirati clay, while Ghaya Bin Mesmar and Mermelada Estudio's designers delicately combined Talli and Safeefah. Pepa Reverter and Abdallah Al Mulla masterfully incorporated Emirati Safeefah and clay; and finally, Adrian Salvador Candela and Shaikha bin Dhaher combined their artistic sensibilities for a collection which will see Spanish leather adorned with intricate Talli weaves. The female artisans of Irthi's Bidwa Social Development Programme contributed all Talli and Safeefah elements of the collections, while the Murano glass was produced in Murano, Italy and the leather produced in Valencia, Spain.





PostCraft Collection by BD Barcelona Design is the first collection designed by Arab designers from the Gulf region for the prestigious Spanish brand. The designers from Kuwait, Qatar, Bahrain and Saudi Arabia designed an exclusive and limited edition of art / design pieces.

Categories: Curation, Creative Direction, Project Development

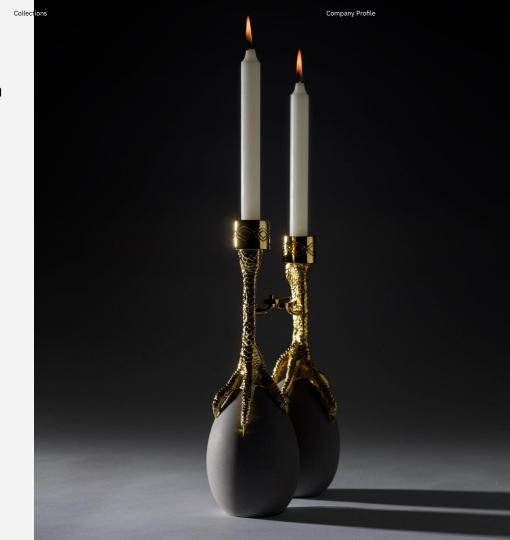
Designers: Aisha Al Sowaidi, Gazzaz Brothers Hind, Majid Al Qassim, Loulwa Al Radwan, Maysam Al Nasser

Curator and Creative Director: Samer Yamani

Venues: London – BD Showroom, Dubai – Design Week 2017, Bahrain – The Nest Festival, Kuwait – CAP Gallery, Jeddah – 21,39 Art Fair, Milan – Salone Del Mobile 2018, Barcelona – Design Week 2018 **Client:** BD Barcelona in collaboration with: Athr Gallery, CAP Gallery, The Odd Piece, Al Riwag



PostCraft Collection by BD Barcelona Design is the first collection designed by Arab Designers from the Gulf region for the prestigious Spanish brand. The designers from Kuwait, Qatar, Bahrain and Saudi Arabia were selected to create an exclusive and limited edition of Art / Design pieces.













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The project developed by Creative Dialogue merges design, heritage and innovation to present contemporary and high-quality design inspired by the local culture and artisan skills. The result was a unique cross-cultural collection fusing talent, expertise and culture from both the East and West.

PostCraft Collection was the brand's bet for entering the GCC's active and emerging design market, from the hands of emerging local designers and partners, such as Ather Gallery in Jeddah and CAP Gallery in Kuwait, among others.

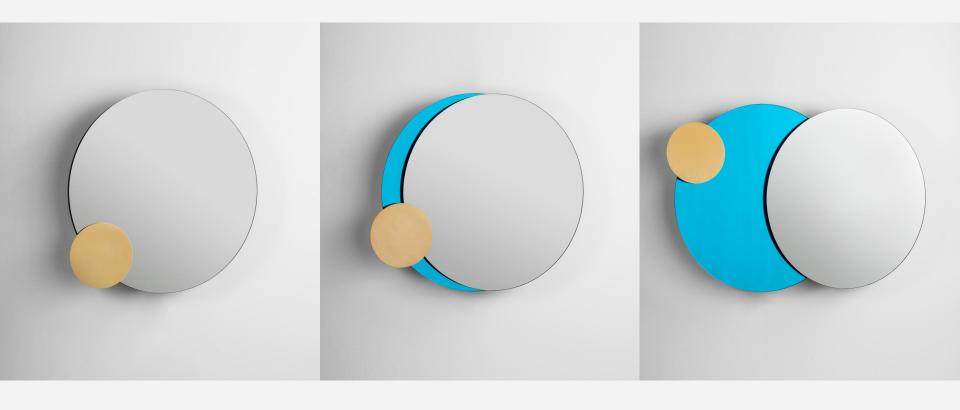


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PostCraft Collection was first presented at BD Barcelona Design showroom in London, later flying to the GCC region to be presented at its most important art and design events, such as Dubai Design Week and the 21,39 Jeddah art fair. The official presentation was held at Milan Salone del Mobile at the BD stand, and at Barcelona Design Week to conclude the international tour. The collection was successfully recognised by local and regional press and was listed as a must-see design collection on many design webs and platforms.



Company Profile

NABATA COLLECTION



Nabata, the Arabic word for growth, is a luxury design collection of perfume bottles and tableware pieces by the Emirati designer Hind Bint Majed Al Qasimi, founder of Designed by Hind.

Categories: Creative Direction, Project Development

Designer: Hind Bint Majed Al Qasimi **Client:** Designed by Hind

Curator & Creative Director: Samer Yamani

Her inspiration came from the delicate flowers found in the Emirati desert, the bright yellow flowers of the Al Ghaf tree, Al Ashkar with its waxy five-pointed purple petals, and the solitary green flower of Shersir. The collection has been made using Europeans' best craftsmanship: hand-blown glass bottles by Italian Murano, adorned with handmade flowers created with Limoges porcelain. No two pieces of this collection look exactly alike – each piece is as unique as the flower it reflects, the tableware bowls inspired from the leaves are handmade produced in Spain, and the cake-cover tableware pieces are produced in Murano.





Our projects: Programmes

We develop innovative programmes, providing emerging talent and professionals with the skills, inspiration and network they need to get a leading edge in their global industry. In each of these programmes, participants are guided by acclaimed creative leaders, expand their knowledge and ultimately contribute to their local creative ecosystems.



CreaCities accelerator programmes provide emerging talent and professionals looking to upskill with an opportunity to interact with the creative ecosystems of the world's most dynamic cities and to activate this in their own cities to nourish the local creative economy.

Categories: Curation, Project Development, Project Management and Production Cities: Barcelona, Milan, Madrid, San Sebastian, Bilbao

Programmes: Fashion design, Gastronomy, Jewellery design, Product design



Creative Dialogue Programmes

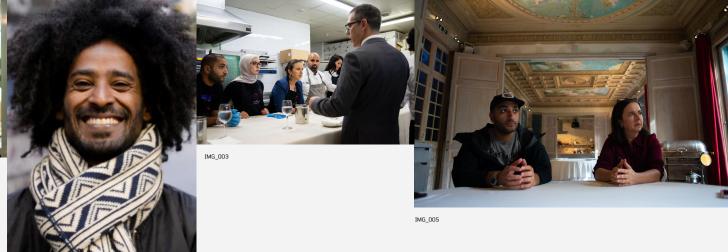
The programmes ensure that creative ambitions are balanced with business and entrepreneurial skills. Each CreaCities edition explores a key sector of the creative industries such as design, architecture, fashion industry, cultural tourism, gastronomy, media among others, with topics including technique, production, local materials, design thinking, finance, branding and marketing, and running a creative business. Participants are guided by experts in each sector to analyse it in depth and work on evolving it.

CreaCities has created a unique offering in the world of professional education, combining the power of hands-on learning with the flexibility of ongoing online support.









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The online education market is awash with courses claiming to offer expert-led professional accelerators, but few utilise the benefits of learning from successful professionals in real-world situations, or provide opportunities to meet industry leaders face-to-face, attend workshops and talks, and receive their feedback.

Participants finish these programmes not only with new practical skills, they also leave with new relationships – partners, collaborators, and friends – that inspire and support their careers.



DURAR is a three-day international research and education event, offering a dynamic and contemporary platform to share the experience of creatives and experts on how the innovative use of cultural heritage can be an opportunity for cities that leads to economic growth.



Creative Dialogue

The role of creatives is essential in preserving cultural

heritage in a contemporary way, weaving cultural narratives through their work, exploring local resources and innovative methods of production and

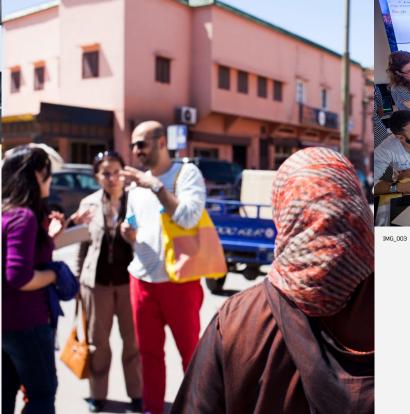
consumption.

Through talks and workshops, consultancy sessions and field trips, DURAR joined the most creative minds from different sectors such as design, crafts, music, gastronomy, fashion, illustration and others to share their stories and explore how their work will contribute to the shaping of the cultural brand and identity of their city. DURAR was celebrated in 13 cities around the globe in Africa, Europe, Latin America, the South Caucasus and other regions.





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DESIGN ROAD PRO



Design Road Professional is a six-month design incubation programme that helps to launch the careers of emerging designers from different disciplines on an international scale and to international standards. Four emerging designers from Dubai were selected through an open call process to join the programme, which took place between Dubai, London, and Barcelona.

Categories: Curation,

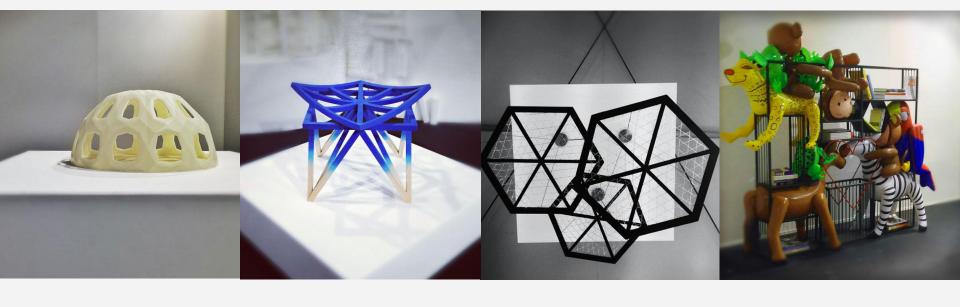
Project Development, Project Management and Production

Cities: London, Barcelona, Dubai Client: Tashkeel, Dubai Culture Creative Dialogue

They were guided through tailor-made creative and technical labs to ideate, develop, design, and produce their design or collection and were given the chance to participate in design trips, workshops, seminars, shadowing sessions and on-line coaching with first-class international designers and creative minds from London and Barcelona attending London Design Week and Barcelona Design Week.



Khaled Shafar Aljoud Lootah Salem Al Mansoori Zeinab Al Hashemi



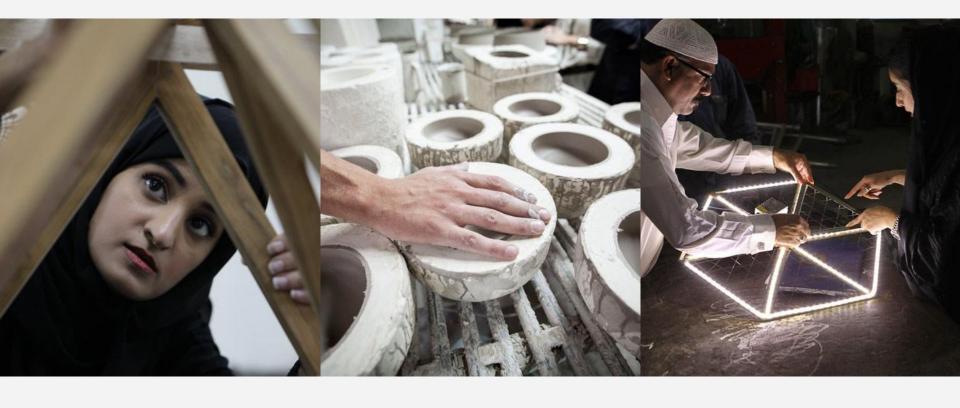


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The Design Road Pro capsule collection was produced in Dubai under the supervision of international experts. The collection was presented at Dubai Design Days as the first Emirati Design Booth back in 2013, followed by a panel discussion led by Dr. Viviana Narotzky, President of ADIFAD- Spain, in the presence of the four designers and the Curator.



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FA'NAN is an educational and inspirational four-month programme that includes an inspiration trip, Art Labs and online coaching, and a dedicated exhibition open for public. The programme was addressed to 10 Saudi emerging creatives.

Categories: Curation, Project Management and Production

City: Riyadh

Client: Misk Art Institute

Creative Dialogue

FA'NAN is an an educational and inspirational four-month programme that includes an inspiration trip, Art Labs and online coaching, to be presented through a dedicated exhibition, creating a professional platform in the creative industry by enhancing knowledge awareness, critique, research and experimentation to empower and support the artists.







Edouard Cabay Abed Al Kadiri Sixe Paredes Samer Yamani





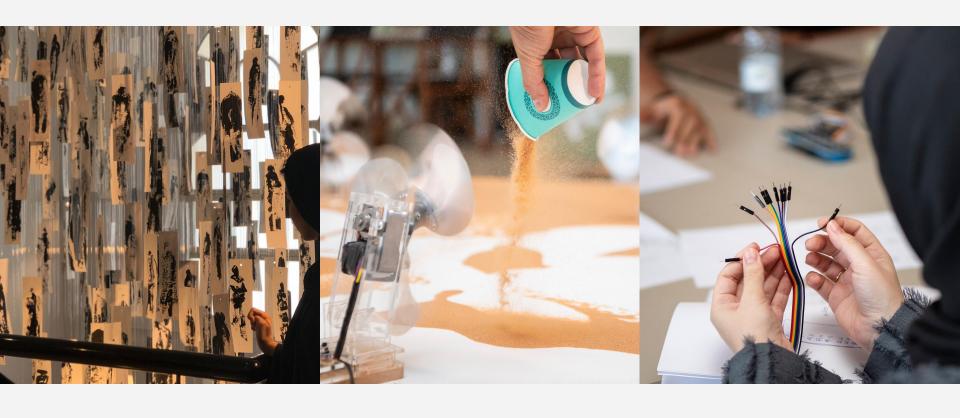
Under the concept of Determinism vs
Indeterminism, the programme is
designed to explore the two extreme sides
of the art and design-making process, the
determination vs the indetermination of
using data, materials, function and endless
possibilities. Both schools represent a
coherent process of creating and
producing artworks, using the ultimate
digital process vs the craft-led handmade
one, both inspired by local Saudi content
and context.

The artworks and the output of the Art Labs were presented at a dedicated exhibition at MASAHA - Riyadh, where a panel discussion with creatives, experts, and the curator took place on the opening night.



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Platforms

We help public and private institutions to build creative design-dedicated platforms devoted to nurturing local design and creative scenes and promoting emerging talent at regional and global levels. Design, education, and innovation combine with a solid commitment to preserve traditional crafts and inspire new generations.



The Arts and Culture Programme of Expo 2020 Dubai reached out to Creative Dialogue to develop a design-dedicated programme within the framework of one of the world's most exciting and celebrated events. Inspired by its official theme, Connecting Minds, Creating the Future, we conceived MENASA – Emirati Design Platform, aimed at identifying, promoting, and presenting Emirati design and crafts through exclusive design content and collections.

Categories: Curation, Creative Direction, Project Development

Cities: Dubai, UAE Client: Expo 2020 Dubai







IMG_002

MENASA boosted an enriching dialogue between design, innovation, and creativity by exploring traditional craftsmanship through a contemporary, cross-cultural lens. A unique snapshot of the breadth and vibrancy of the Emirati creative scene, the initiative showcased two collections: Craft Stories and Designer of the Week. Our curatorial approach was driven by an ambitious purpose: to highlight a sense of belonging through material research in the diverse Emirati landscapes. From an anthropological perspective, handmade objects transcended mere aesthetic frontiers, becoming a living testimony of a nation's lives, beliefs, rituals and habits. Their innate excellence as storytellers guides visitors through an emotional tour of the bespoke collections by Samer Yamani, who joined the Expo 2020 Dubai team as Director of the Design and Crafts Programme.

CRAFT STORIES

Craft Stories is a series of seven collections that acts as a storyteller of Emirati natural, human and cultural facets. In each of these multi-layered journeys, the excellence of handicrafts is fused with state-of-the-art design techniques, whilst representing each of the national territories.





DESIGNER OF THE WEEK

This momentum of collective celebration also took centre stage at Designer of the Week: a showcase representing 24 established and emerging designers, as well as public and private organisations from across the UAE, each of which introduced visitors from around the world to their collections every week.

From traditional handicrafts to digital design, from product design to illustration and fashion accessories, the diversity of UAE-based designers' disciplines, practices, materials and products are explored through these displays.

Besides the physical venue, and in order to invite the rest of the world to join the community and witness this historic celebration, we created a series of documentaries as well as an official publication originally developed to document MENASA – Emirati Design Platform.





To craft a design platform to preserve and enlarge the local cultural endowment - this was the challenge, which rapidly became an enriching enterprise, that we were given by Qatar Museums, the city's preeminent institution for art and culture.

Categories: Creative Direction, Programme Development

Cities: Qatar

Client: Qatar Museums

Creative Dialogue

This commitment led to our creating Liwan Design Studios and Labs (in Arabic, courtyard), a dedicated design platform aimed at nourishing the Qatari creative scene by identifying local talents to be mentored, accelerated, supported, and promoted, regionally and internationally.

Building bridges between the design market and emerging creative minds with a solid educational programme, Liwan aspires to be the new Qatari Design Hub.





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Located in a renovated historic mid-century building in downtown Msheireb, Liwan is a hotspot for new ideas, inspiration, and collaboration. From Labs to coworking studios, from

From Labs to coworking studios, from workshops to socialising spaces, this educational and experimental programme offers creative spirits the possibility to challenge themselves and expand their knowledge limits in a unique learning environment.

Clay, prototyping, and leather-making were some of the creative disciplines included in the monthly workshop programme, boosting cross-collaboration not only between members but also with top local artisans that introduced them to traditional arts and crafts.



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Value Proposition/s

Why us? Well

Creative Production Cultural Insight Implementation Expertise Agility

Deep Understanding of Local Culture and Design/Crafts Scene

We possess a clear and profound knowledge of the local culture and design/crafts scene throughout the Middle East and the GCC region in particular. This expertise allows us to connect with the local context, leverage cultural nuances, and create meaningful experiences that resonate with audiences.

Extensive Network of Contacts

Over the years, we have cultivated an extensive network of contacts and allies in both the Middle East and Europe. This network includes talented designers, skilled makers, reliable factories, and accomplished craftsmen. Our deep connections enable us to access the right resources and pick the best in the industry.

- Global Vision, Agility, & Dedication

As a highly-specialized agency counting on a global network of creative agents and professionals, we are agile, adaptable, and highly dedicated. We are able to swiftly respond to client needs, pivot when necessary, and deliver exceptional results efficiently: our size allows us to provide personalized attention and maintain a dynamic and world-ranging workflow.

- Consultancy & Implementation Expertise

We blend the best of both worlds by offering a unique combination of consultancy and implementation services. As a production agency, we excel at delivering turn-key projects, providing comprehensive 360 services that cover the entire project lifecycle – from ideation to full-scale production.

- Bridging Cultures

Our team comprises individuals who bring together diverse cultural backgrounds, ensuring a holistic approach to our work. We understand the local scene and culture intimately, enabling us to navigate and collaborate effectively within local audiences.

- Strong Track Record of Success

Creative Dialogue has been boasting a strong track record of delivering successful and exceptionally unique projects for over a decade. According to our clients and audience, we are proud to have consistently demonstrated our ability to bring innovative ideas to life with excellence in execution. Our portfolio showcases a diverse range of projects that have made a lasting impact and garnered recognition.

Team, Network & Collaborators

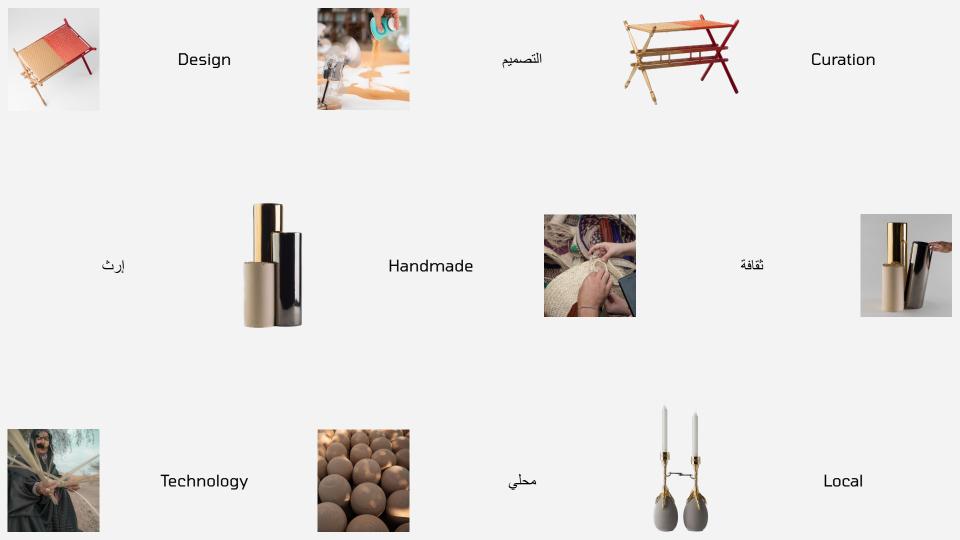
We can count on an extraordinary team and network of collaborators and allies that embodies a vast network of talent, skills, and cultural perspectives. With diverse backgrounds and expertise spanning the globe, our team brings a unique blend of creativity, innovation, and cultural fluency to every project: from design mavens to craft leaders and cultural strategists, our talented professionals collaborate seamlessly, leveraging their local and international insights to deliver outstanding results.

Samer Yamani is a Curator and Creative Director, expert in design and innovative crafts. With over 15 years of international experience, Samer has led Creative Dialogue in implementing projects across MENA, Latin America, Europe, and the South Caucasus.

Founder and Creative Director: Samer Yamani

San Pedro Sula - 1976.

Throughout his career, Samer has developed numerous international design programs, curated compelling exhibitions, and produced exceptional design collections. He has collaborated with prestigious institutions, ministries of culture, museums, art foundations, brands, and designers to bring his creative vision to life. His focus has been particularly centered on the Gulf Region (GCC) and the Middle East, where he has passionately nurtured the design and crafts scene. In his most recent endeavor, Samer Yamani served as the Director of the Design and Crafts Programme at Expo 2020 Dubai. He led the MENASA – Emirati Design Platform, promoting and empowering the design and crafts scene in the UAE through collaborative projects between local and international artisans and designers.



Clients

























Contact

Get in touch with us so that we can learn more about you.

Please drop a line to info@creativedialogue.net

www.creativedialogue.net