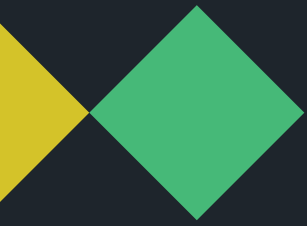




# DESIGN WEEK

[www.bidw.co](http://www.bidw.co)

**BIDW**  
BAHRAIN  
INTERNATIONAL  
DESIGN  
WEEK



BAHRAIN INTERNATIONAL DESIGN WEEK  
ANNUAL EXHIBITION

5<sup>th</sup> – 7<sup>th</sup> DECEMBER 2013 KINGDOM OF BAHRAIN





# EXHIBITION SUMMARY

**BAHRAIN INTERNATIONAL DESIGN WEEK (BIDW)** is dedicated to gather artists, creators and designers offering the latest in unique style and design spanning personal, architecture / interiors design, and services design. It is an exhibition specialized in design covering the MENA area. The BIDW caters for all type of designers from different design fields. Our aim is to provide opportunities for designers who seek to demonstrate their skills to the international market. Finally the exhibition is a One-Stop-Shop for visitors who are looking for new and unique designs or to learn and pursue design careers.

This exhibition will be organized into three categories, which are as follows:

## 1. Personal Design

- This section houses the latest in fashion, apparel, jewelry, accessories and perfume bottle design.

## 2. Architecture and Interior Design

- This section houses the latest in Architectural, interior design and decorating, surfaces and finishing, lighting, outdoor living, painting and sculptures objects furniture design, textile design and kitchen design.

## 3. Services in Design including Design Universities and Schools

- This section houses the latest in automotive design, game design, graphic design, visual arts, communication design, son design, multimedia design, web design, digital animation, interactive media design, software design, digital art and concept drawing.
- Universities and Schools

**DATE**

5<sup>th</sup> - 7<sup>th</sup> December 2013

**VENUE**

Hall 1 Bahrain International Exhibition & Convention Centre

**ORGANIZER**

All in One Exhibition Organizers



# WHY DEBUT THE **INTERNATIONAL DESIGN WEEK IN BAHRAIN?**

- **CULTURED** and has been designated as the CAPITAL OF ARAB CULTURE 2012
- **EXPERIENCED** in hosting key Global Exhibitions.
- **GATEWAY TO THE GULF** with easy access to the Kingdom of Saudi Arabia, the biggest market in the Gulf Cooperation Council (GCC) and other neighbouring countries such as Kuwait, Oman, Qatar and United Arab Emirates.
- **TALENTED** educated and highly skilled population boasting a large number of artists, designers and architects.
- **LIBERAL** culture and economy that celebrates life and personal freedom.
- **MULTINATIONAL** population representing different ethnic groups.



## WHY EXHIBIT AT **BAHRAIN INTERNATIONAL DESIGN WEEK?**

- **PARTICIPATE** in a specialised exhibition that showcases everything design.
- **MEET** face to face with the world's best designers and designs companies.
- **LEARN** about the latest in innovation, design, and trends.
- **EXPLORE** business potential and opportunities.
- **NETWORK** with industry's leading specialists, business partners and clients.
- **SHOWCASE** your talent whether new entrant or established professional.
- **CELEBRATE** design and contribute to lectures, shows, and other activities.
- **GIVE BACK** through inspiring and interacting with young aspiring talent.



# WHY VISIT **BAHRAIN INTERNATIONAL DESIGN WEEK?**

If you are a Professional/Designer

- **INTERACT** with other designers, talents and service providers.
- **COLLABORATE** with potential partners and establish potential joint ventures.
- **EXPAND** your horizons and be exposed to other talents and ideas.

If you are an end using Client

- **FIND** new ideas and trends.
- **SOLVE** your design problems.
- **LEARN** about design concepts and professionals/companies.

If you are a Business Professional

- **INVEST** in new projects, concepts and opportunities.
- **DIVERSIFY** your suppliers and product / service range.
- **PROFIT** from attracting the latest and newest concepts to your markets.

If you are a Young Aspiring Designer / Student

- **AFFILIATE** with the most suitable university.
- **NETWORK** with potential mentors and potential employers.
- **DEVELOP** your career potential and awareness.



## WHO WILL EXHIBIT?

### A. JEWELRY AND FASHION, ACCESSORIES AND PERFUME

- Jewelry Design
- Accessories Design
- Apparel Design
- Fashion Design
- Perfume Bottle Design

### B. ARCHITECTURAL DESIGN, INTERIOR DESIGN, HOME DÉCOR AND KITCHEN DESIGN

- Architectural Designer
- Interior Design and Decorating
- Furniture Design
- Textile Designer
- Painting and Sculptured Objects
- Lighting
- Outdoor Living
- Surfaces and Finishing
- Kitchen Design

### C. SERVICES: IN DESIGN INCLUDING UNIVERSITIES AND SCHOOLS

- Automotive Design
- Game Design
- Graphic Design
- Visual Arts
- Communication Design
- Sonic Design
- Multimedia Design
- Web Design
- Digital Animation
- Interactive Media Design
- Software Design
- Digital Art and Concept Drawing
- Universities of Design
- Schools of Design
- Photography
- Modeling Agencies
- Library



## WHO WILL VISIT?

- Furniture Manufacturers
- Interior Designers
- VIPs
- Purchasing & Procurement Managers
- Agents & Distributors
- Project Managers
- Contractors
- Hotel Suppliers
- Consultant's & Architects
- Landscapers
- Hotel & Resort Managers
- Developers
- Investors
- Designers
- Student of Designs
- Home Owners
- Fashion Businessmen and women
- Jewelry Stores
- Children Stores
- Textile Stores
- Entrepreneurs
- Other General Public Customer and End-Users
- Perfume Manufacturers and Distributors





## SIDE **ATTRACTIONS**

- FASHION SHOWS
- DESIGN LECTURES – Architecture, Interior and Other
- LIBRARY
- BOOK LAUNCH / SIGNING
- LIGHT SHOW
- ART GALLERY
- COFFEE SHOP / TEA SHOP – Five star high end
- BAKERY – Five star high end





## DESIGN WEEK EVENTS AND **PROGRAMS**

- **DESIGN TALKS** – Free Seminar sessions where Designers share their thoughts and discuss many interesting topics.
- **DESIGN WORKSHOPS** – Paid Seminars for advance and Junior level Designers to upgrade their skills
- **DESIGN CINEMA** / Films/ for the Designers community which are free of charge.



# EXHIBITION SCHEDULE

**Exhibitors Set-Up**  
**December 2, 3, 4 Whole day**

## EXHIBITION TIMINGS

|   |  |   |
|---|--|---|
| <b>Day 1 - 4 Sunday - Wednesday</b> (December 1-4 2013) | Whole Day  | BIDW Road Show Activity   |
| <b>Day 5 Thursday</b> (December 5, 2013) Exhibition     | 10:00am - 10:00pm<br>11:00am<br>5:30pm - 6:00pm<br>6:30pm - 8:30pm<br>9:00pm | Exhibition Hours<br>Opening Ceremony Ribbon Cutting<br>Designer Bazaar Ribbon Cutting<br>Fashion Show Ribbon Cutting Ceremony<br>Design and Engineering Reception |
| <b>Day 6 Friday</b> (December 6, 2013) Exhibition       | 10:00am - 10:00pm<br>7:00pm - 8:30pm<br>9:00pm                               | Exhibition Opening Hours<br>Fashion Show<br>Reception Celebrating of 5th year<br>Anniversary of Durrah Magazine   |
| <b>Day 7 Saturday</b> (December 7, 2013) Exhibition     | 10:00am - 10:00pm<br>7:00pm - 8:30pm<br>9:00pm<br>10:00pm - 12:00 midnight   | Exhibition Opening Hours<br>Fashion Show<br>BIDW Award Ceremony<br>Limited Breakdown (Dismantling)  |

## EXHIBITOR'S SET- UP

December 2, 3, 4 2013 Whole Day

## EXHIBITOR'S BREAKDOWN

December 8, 2013 Whole Day

## ORGANIZERS OFFICE

There will be a fully functional Organizers office on site. The office will be open as per the office hours below. There will be sufficient directional signage highlighting the position of the Organizers office.

## ORGANIZER'S OFFICE HOURS

|                 |   |                          |
|-----------------|---|--------------------------|
| Build-up        | 2 <sup>nd</sup> - 4 <sup>th</sup> December 2013 | Whole day                |
| Exhibition Days | 5 <sup>th</sup> - 7 <sup>th</sup> December 2013 | 9:00AM - 10:00PM         |
| Break down      | 7 <sup>th</sup> December 2013                   | 10:00PM - 12:00 Midnight |
|                 | 8 <sup>th</sup> December 2013                   | Whole day                |

## FOR ANY INFORMATION CONTACT THE ORGANIZERS DIRECTLY:

### Bahrain Office:

Tel: +973 13 366886  
 Fax:+973 17 567901  
 Office 2232, Floor 22, Almoayyed Tower  
 Building 2504, Road 2832, Block 428 Seef District



# PRICING

## Space Only

Exhibitors also have the option of renting only space to build their own stand.

Rates for space only: **US\$ 380 per sq. m.**  
(minimum of 36 sq. m.) (6x6)

## Shell Scheme Packages

All booth sizes start 9 sq. m. units  
at a **price US\$ 420 per sq. m.**

**Booth Size: 9 sq. m.**  
**Width: 3m, Depth: 3m**  
with exhibitor name  
2 chairs, 1 counter or table, 1 wastepaper basket, 3 spotlights,  
carpet, electricity, 1 socket

**Booth Size 12 sqm**  
**Width: 4m, Depth 3m**  
with exhibitor name  
3 chairs, 1 counter or table, 1 wastepaper basket, 4 spotlights,  
carpet, electricity, 1 socket

## Upgraded Shell Scheme

Fascia name, 2 chairs, 1 counter or table, 1 wastepaper basket,  
2 Fluorescent Tubes (40W) for general lighting, 13Amp/240V  
Single Phase socket and carpet **price US\$ 480 per sq. m.**





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