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IGN



# INDEX AND WORKSPACE AT INDEX 2014 OFFICIAL POST SHOW REPORT

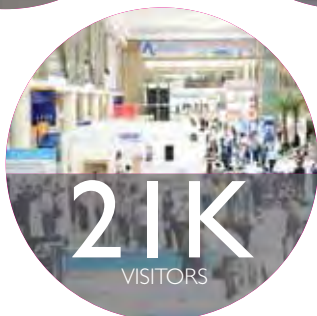
# INDEX & WORKSPACE AT INDEX

For the second consecutive year, the INDEX and workspace at INDEX exhibitions ran alongside each other at the Dubai World Trade Centre, 19-22 May 2014. With a combined history of 37 years in the marketplace, INDEX and workspace at INDEX form the MENA region's largest and most attended business-to-business platform for architecture and design professionals seeking to source interior design products and services for their residential, retail, hospitality, commercial, education, and healthcare projects.

Both shows achieved a number of key successes this year, with INDEX achieving a 25% increase in the size of the exhibition, and workspace at INDEX achieving a 116% increase in the total number of attendees – statistics that clearly illustrate the healthy nature of the region's booming interiors and fit-out industries.



## INDEX INTERNATIONAL DESIGN EXHIBITION 2014 SHOW OVERVIEW



9 dedicated show sectors	Furnishings (including Outdoor Living), Furniture, Kitchen & Bathroom, Lighting, Textiles, Surfaces & Finishes, Objets, InRetail
Officially inaugurated by	H.H. Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai and UAE Minister of Finance
8 features and events	Artists' Avenue, INDEX Design Talks, Contemporary Majlis Design Competition, INDEX & workspace at INDEX Product Design Awards, MENA Interior Design Awards, Student Design Challenge, INDEX Trend Tour, INDEX Live Art Installations

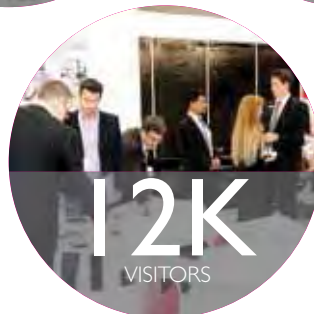
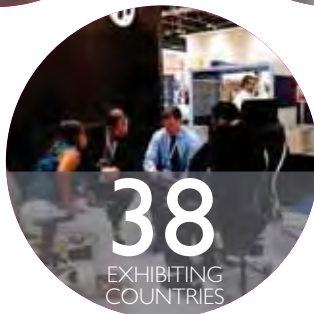
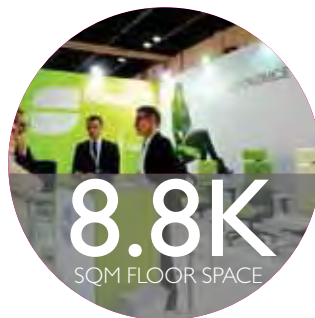
# THE MENA REGION'S LARGEST & MOST ATTENDED INTERIORS EXHIBITIONS

With the number of construction projects in the GCC due to complete in 2014 set to top US\$128 billion (a 92% increase on 2013 completions), the level of sales generated as a result of exhibiting at this year's shows also increased – with INDEX reporting a 34% increase in the value of orders made and workspace at INDEX reporting a 140% increase in the value of orders placed.

This report illustrates in more detail the key statistics and success measures for INDEX and workspace at INDEX 2014. All statistics regarding visitor and exhibitor profiling have been taken from either the 2014 visitor survey or from the final attendance registration reports – both of which are compiled by independent companies.



## WORKSPACE AT INDEX EXHIBITION 2014 SHOW OVERVIEW



Officially inaugurated by

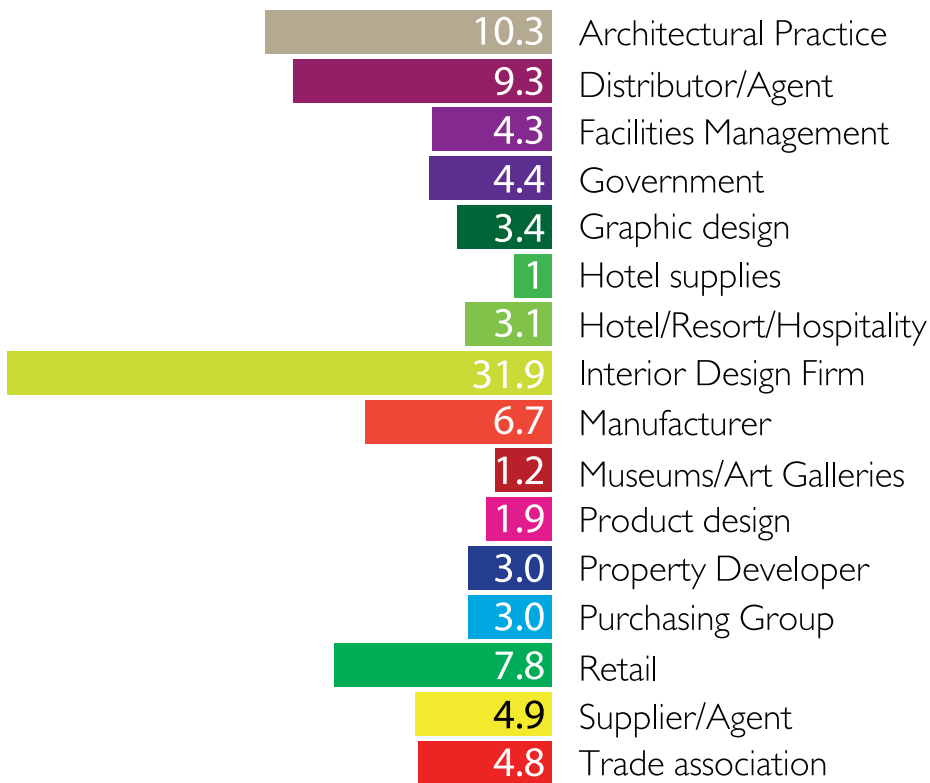
H.E. Humaid Mohammad Obeid Al Qattami, Minister of Education

4 features and events

workspace at INDEX Design Talks  
INDEX & workspace at INDEX Product Design Awards  
MENA Interior Design Awards  
workspace at INDEX Trend Tour

# INDEX INTERNATIONAL DESIGN EXHIBITION 2014 VISITOR PROFILE

## VISITORS BY NATURE OF BUSINESS %



**46%**

OF VISITORS ARE IN THE FINAL STAGES OF THE BUYING CYCLE

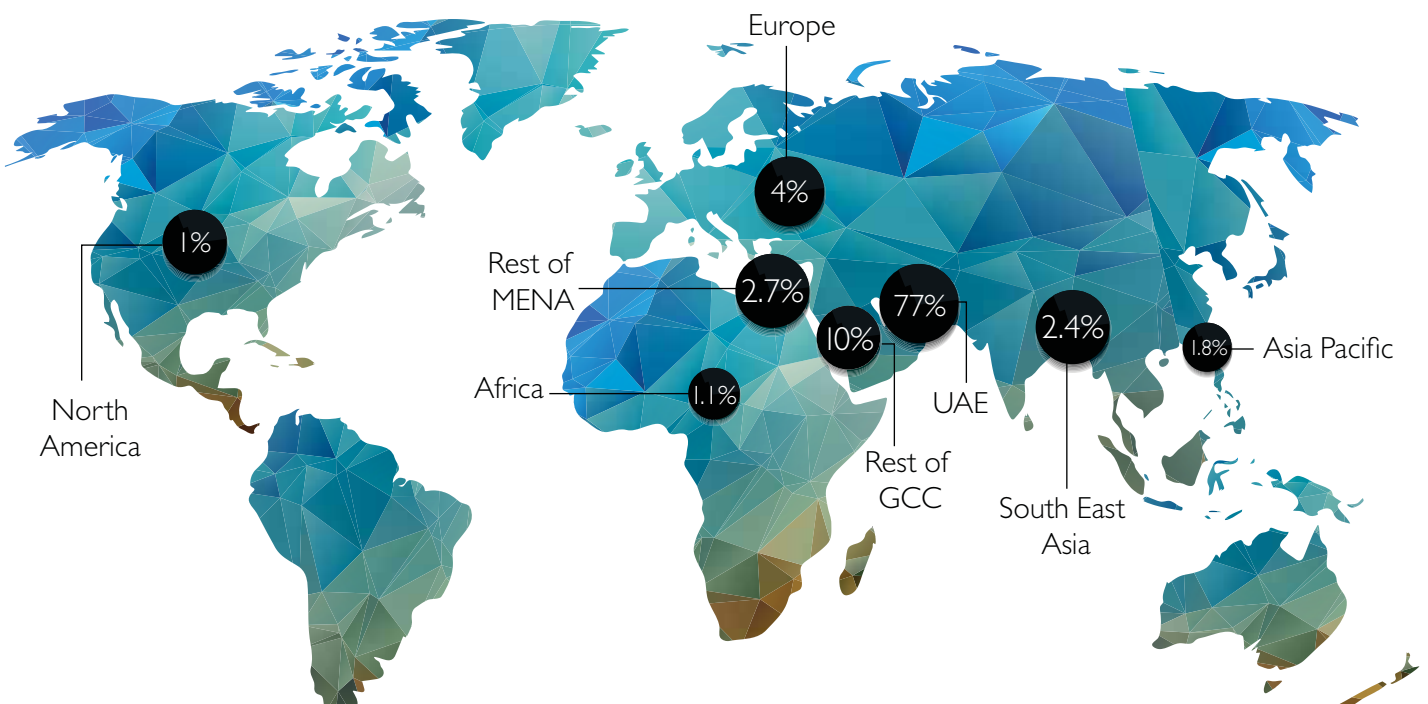
**US\$2.54bn**

OF NEW PRODUCT ORDERS WILL BE PLACED BY VISITORS WITH COMPANIES THAT EXHIBITED AT INDEX 2014

**54%**

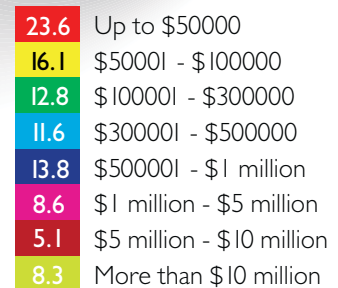
OF VISITORS HAVE PURCHASING AUTHORITY

## VISITORS BY COUNTRY/REGION

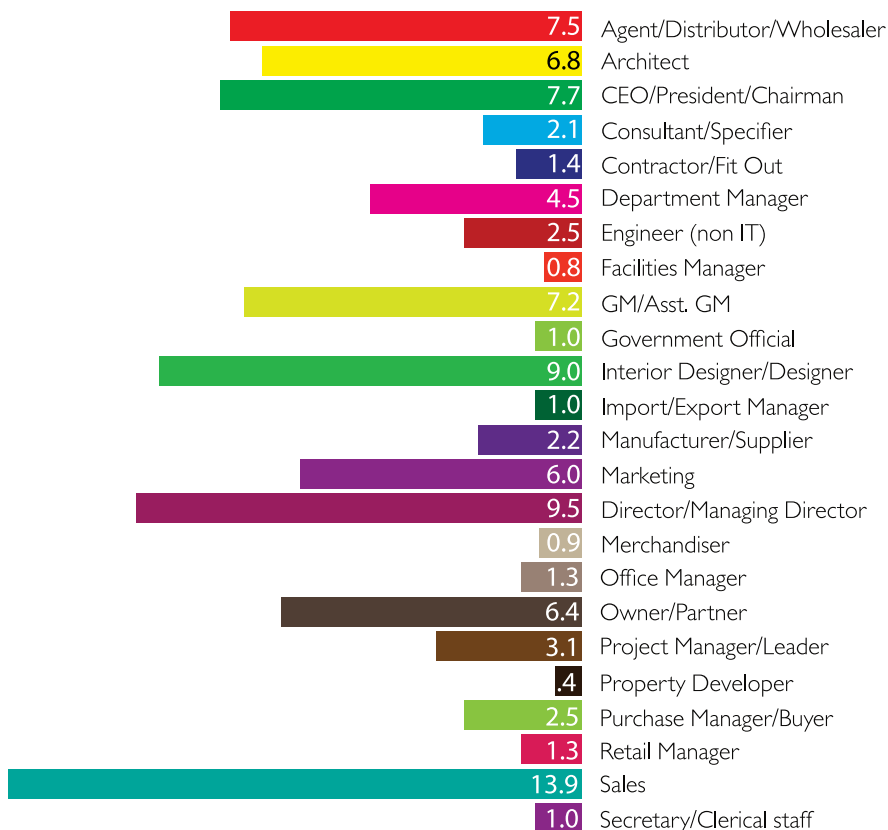


## TOTAL ATTENDANCE INDEX 2014

Trade Visitor	12,591
VIP	2,691
Public Visitor	303
Press	132
Student	173
<b>TOTAL UNIQUE VISITORS</b>	<b>15,890</b>
Revisits	5,707
<b>TOTAL VISITOR ATTENDANCE</b>	<b>21,597</b>
Exhibitor Attendance	3,296
<b>TOTAL EXHIBITION ATTENDANCE</b>	<b>24,893</b>



## PRIMARY JOB FUNCTION %



# INDEX 2014 EXHIBITOR FEEDBACK

**725 companies** from **51 countries**, with **23 national pavilions**, exhibited at INDEX 2014. The exhibition occupied over 36,000 sqm of exhibition space at the Dubai World Trade Centre – representing a **25% increase in the size of the show from 2013**.

## COUNTRIES REPRESENTED

 Austria	 Ireland	 Russia
 Bahrain	 Italy	 KSA
 Belgium	 Jordan	 Singapore
 Brazil	 Kuwait	 South Africa
 Canada	 Lebanon	 South Korea
 China	 Libya	 Spain
 Cyprus	 Lithuania	 Sudan
 Czech Republic	 Malaysia	 Switzerland
 Egypt	 Morocco	 Taiwan
 Ethiopia	 Netherlands	 Thailand
 France	 Oman	 Tunisia
 Germany	 Pakistan	 Turkey
 Greece	 Philippines	 Ukraine
 Hong Kong	 Poland	 UAE
 India	 Portugal	 UK
 Indonesia	 Qatar	 USA
 Iran	 Romania	 Vietnam

## TOP 5 REASONS FOR EXHIBITING AT INDEX 2014

Generating new sales leads/orders



Promote company/brand in the Middle East



Meet existing clients



Launch new products/services



Recruit new agents/distributors



\* Exhibitors could select more than one reason for exhibiting



- 9** US\$1 million+
- 36** US\$100,000 – US\$1 million
- 55** Up to US\$100,000

71%

OF INDEX 2014 EXHIBITING COMPANIES DO NOT EXHIBIT AT ANY OTHER TRADE EVENT IN THE MIDDLE EAST

85%

OF EXHIBITORS WERE SATISFIED WITH THE QUALITY OF VISITORS

70%

OF EXHIBITORS WERE SATISFIED WITH THE QUANTITY OF VISITORS

\$2.5Bn

WORTH OF NEW PRODUCT ORDERS IS EXPECTED TO BE GENERATED AS A RESULT OF EXHIBITING AT INDEX 2014

82%

HAVE OR ARE IN THE PROCESS OF CONFIRMING THEIR PARTICIPATION FOR INDEX 2015

## EXHIBITOR TESTIMONIALS

*"This is our first time at INDEX, and as a result of this show we have met a lot of good designers and made some good contacts, one of which is going to open up a new Swaffer showroom in Dubai in September, which is very exciting. We are hoping to develop this market and we will certainly be following up the many leads generated at this show."*

Martin Fear, Export Sales Director, Swaffer Fabrics

*"INDEX has exceeded my expectations in all manners. We found terrific partners and retailers in different sections, not only in Dubai but other surrounding nations, and we are convinced that this is a significant area of growth for our brand. We will return to INDEX in an expanded capacity next year."*

Mark Phillips, CEO, Phillips Collection

*"This is our first year participating at INDEX and we have gathered a great amount of information to follow up on. This also helps us shape our marketing and product design for the future, now that we have a better understanding of what interior designers and architectural companies are looking for."*

Medy Nahravani, Creative Director, Bold Bespoke Design

*"We have been exhibiting at INDEX for the last 9 years and our goal is to meet new clients and expand our portfolio to our existing database. This particular year the show has been fabulous, I met some amazing people from Northern Africa, and have struck some good deals which will be prosperous for us."*

Neel Shukla, Managing Partner, Troy Lighting



# WORKSPACE AT INDEX 2014

## VISITOR PROFILE

### VISITORS BY NATURE OF BUSINESS %



**47%**

OF VISITORS ARE IN THE FINAL STAGES OF THE BUYING CYCLE

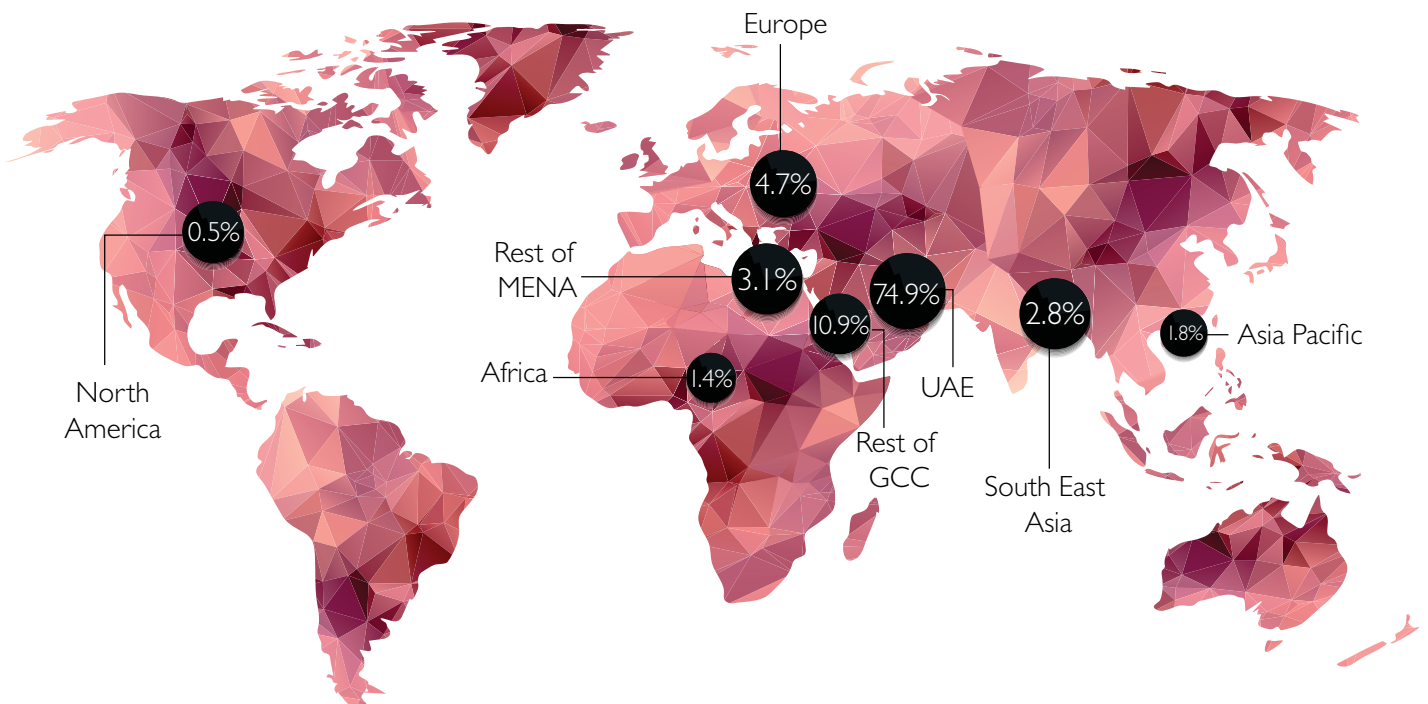
**US\$437m**

OF NEW PRODUCT ORDERS WILL BE PLACED BY VISITORS WITH COMPANIES THAT EXHIBITED AT WORKSPACE AT INDEX 2014

**49%**

OF VISITORS HAVE PURCHASING AUTHORITY

### VISITORS BY COUNTRY/REGION



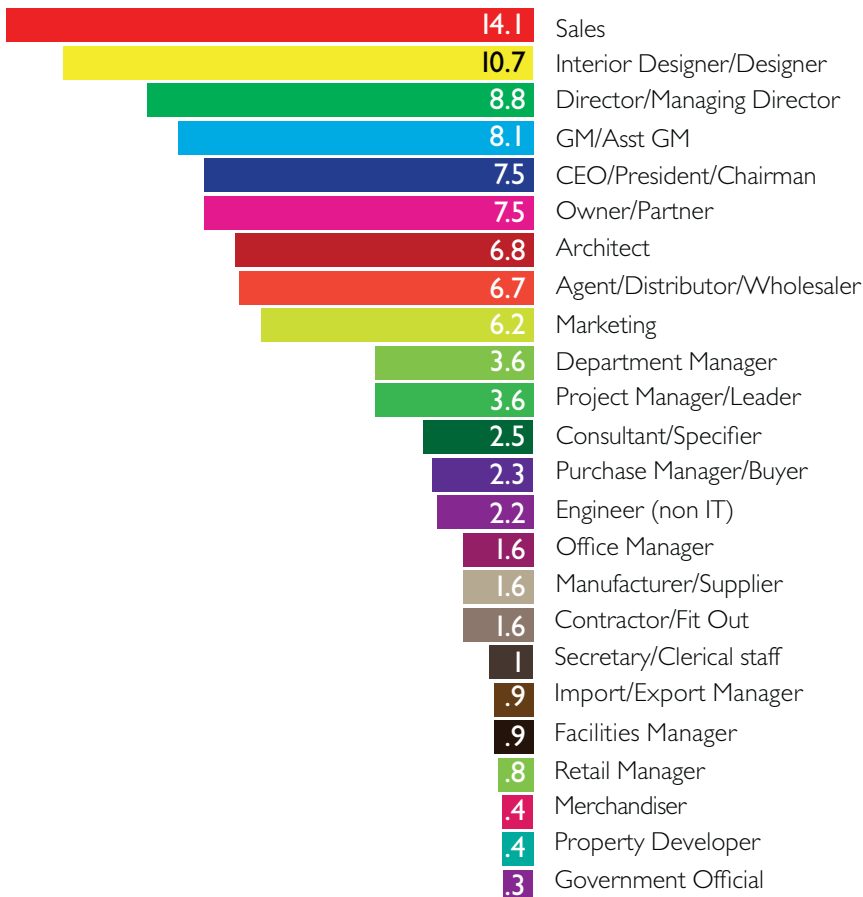


## TOTAL ATTENDANCE WORKSPACE AT INDEX 2014

Trade Visitor	6,757
VIP	2,289
Public Visitor	18
Press	48
Student	41
<b>TOTAL UNIQUE VISITORS</b>	<b>9,153</b>
Revisits	3,239
<b>TOTAL VISITOR ATTENDANCE</b>	<b>12,392</b>
Exhibitor Attendance	838
<b>TOTAL EXHIBITION ATTENDANCE</b>	<b>13,230</b>



## PRIMARY JOB FUNCTION %



# WORKSPACE AT INDEX 2014 EXHIBITOR FEEDBACK

**106 companies** from **38 countries**, with **7 national pavilions**, exhibited at workspace at INDEX 2014. The exhibition occupied 8,800 sqm of exhibition space at the Dubai World Trade Centre.

## COUNTRIES REPRESENTED



## TOP 5 REASONS FOR EXHIBITING AT WORKSPACE AT INDEX 2014

Generating new sales leads/orders



Meeting existing clients



Promote company/brand in the Middle East



Launch new products/services



Recruit new agents/distributors



\* Exhibitors could select more than one reason for exhibiting



78%

OF WORKSPACE EXHIBITING COMPANIES DO NOT EXHIBIT AT ANY OTHER TRADE EVENT IN THE MIDDLE EAST

87%

OF EXHIBITORS WERE SATISFIED WITH THE QUALITY OF VISITORS

\$437m

WORTH OF NEW PRODUCT ORDERS IS EXPECTED TO BE GENERATED AS A RESULT OF EXHIBITING AT WORKSPACE

91%

HAVE OR ARE IN THE PROCESS OF CONFIRMING THEIR PARTICIPATION FOR WORKSPACE 2015

## EXHIBITOR TESTIMONIALS

*"We have invested in the show for the past 15 years and it has always had a great end result for us. We have continued to generate new business, brand awareness and launch new products, and we find that workspace is a great platform to do this and to see what is happening in the market and supporting industries."*

**Patrick Taylor, Regional Manager, HNI Middle East**

*"This was our first time at workspace and it is a wonderful show, as we had a lot of designers attend our stand, as well as some great opportunities that we will develop after the show in terms of clients and new dealers. It is a fantastic show as you have everyone from the whole Gulf region visiting you, everyone from the buyers, the designers, the contractors, and we met with all of them so it was a really positive show for us. We will be returning next year."*

**Beth Hassler, Director International Sales, SAFCO**

*"As it is our second year at workspace and we now have more experience, we have been better equipped to set goals, in terms of what we want from the exhibition. This year we have been successful in distribution and traffic has been great, as this is one of the fastest growing regions in the world. The show management has been wonderful, allowing us to concentrate on our stand, which is our job."*

**John Buening, Director of Global Accounts, OFS Brands.**



# ATTRACTING THE REGION'S KEY BUYERS THE INDEX & WORKSPACE ONE VIP PROGRAMME

The ONE VIP Programme is a dedicated initiative aimed at delivering key buyers to both INDEX and workspace at INDEX exhibitions.

The programme is managed and delivered on an exclusive invite only system, based on a number of demographics relevant to visitors' purchasing power, project involvement, and position in the buying cycle.

IN 2014, INDEX & WORKSPACE AT INDEX DELIVERED A TOTAL OF 2,700 KEY BUYERS TO BOTH EXHIBITIONS AS PART OF THE ONE VIP PROGRAMME

## ONE VIP BENEFITS INCLUDED

- Free valet parking
- Fast-track entry into the exhibitions
- Exclusive ONE VIP bag
- Exclusive INDEX 25th anniversary year notebook
- Exclusive access to the ONE VIP lounge
- Free Wi-Fi facilities
- Free hot and cold refreshments & snacks
- Meeting facilities
- Invitation to select networking events



# ONE

## VIP LOYALTY PROGRAMME

### FEATURED ONE VIP PROGRAMME BUYERS

2XL FURNITURE & HOME DECOR	PURCHASING MANAGER	EMAAR PROPERTIES	SR.MANAGER LANDSCAPING
88 CAPITAL & INVESTMENT LIMITED	MANAGING PARTNER	EMIRATES PALACE HOTEL	PURCHASING MANAGER
AA INVESTMENTS	ARCHITECT	ENOC PROPERTIES	FACILITIES MANAGER
AATI CONTRACTS	PURCHASE MANAGER	ESTIM CONSTRUCTION CO	INTERIOR DESIGNER
AATI CONTRACTS	QUANTITY SURVEYOR	ETISALAT	MANAGER / PROCUREMENT
ABJAR HOTELS INTERNATIONAL CLUBS & RESORTS	GROUP PURCHASING DIRECTOR	EXTREME ART ELEMENTS	PROJECT MANAGER
ABU DHABI MEDIA	HEAD OF SET DESIGN AND DECOR	FANAN	INTERIOR DESIGNER
ABU DHABI NATIONAL HOTELS	ASST. PURCHASING MANAGER	GAJ	SENIOR INTERIOR DESIGNER
ABYAT MEGASTORE	TRADING MANAGER	GALERIE ABED LATIF BIZRI	INTERIOR DESIGNER
ACCESS ARCHITECTS	DIRECTOR	GLOBAL VILLAGE	ARCHITECT
ACE INTERIOR DESIGN LLC	PURCHASE MANAGER	GOLDEN ALSHALL	PROJECTS DIRECTOR
ADAC	VICE PRESIDENT OF ABU DHABI AIRPORTS FACILITIES	GRANDSPACE INTERIORS	SENIOR FF&E DESIGNER
ADIA	INVESTMENT MANAGER	GUSEN ALBAN	PURCHASE MANAGER
ADS	PROJECT ARCHITECT	HOMECENTRE LLC	BUYER
AHW ARCHITECTS D+B PROJECTS	FOUNDER, PRINCIPAL	HOMES R US	BUYER
AJMAN MUNICIPALITY AND PLANNING DEPARTMENT	PROJECT MANAGER	HOTELS GLOBAL GROUP	MANAGING DIRECTOR
AJRAK GALLERY	GALLERY OWNER	ILTAY ARCHITECTURE	PARTNER
AL FUTTAIM / CARILLION	DESIGN DIRECTOR	INFORM CREATIVE INTERIORS LTD.	DESIGN CHIEF/MD
AL HAYAT GROUP	DIRECTOR AND CHIEF DESIGNER	INTERNATIONAL GOLDEN FURNITURE COMPANY	IMPORT & PURCHASING MANAGER
AL HOKAIR GROUP	PROJECTS MANAGER	IP DESIGN	PRINCIPAL
AL MUTLAQ HOLDING	MERCHANDISE DIRECTOR	ISKAN ARCHITECTS	ARCHITECT
AL NABOODA INTERIORS	SENIOR INTERIOR DESIGNER	ISKANDAR SABA & PARTNERS CO.	IMPORT MANAGER
AL NABOODA INTERIORS LLC	ARCHITECT	LANARK VISUALIZATION LTD	PRINCIPAL ARCHITECT
AL REYAMI INTERIORS LLC	SENIOR INTERIOR DESIGNER	LANDMARK GROUP	ARCHITECT
AL TAYER	PROCUREMENT MANAGER	LANDMARK GROUP	BUYER
AL-ABDALI CO.	PROJECT MANAGER	MAJED AL FUTTAIM	DESIGN AND DELIVERY MANAGER
ALALI ENGINEERING	PURCHASING MANAGER	MIRAI ARCHITECTURE AND ENGINEERING	PARTNER
ALREYAMI GROUP	DESIGN MANAGER	MOF ARCHITECTS	INTERIOR DESIGNER & ARCHITECT
ALSHUAIBI ARCHITECTS	GENERAL MANAGER	NAQVI & SIDDIQUIE ASSOCIATES PAKISTAN	PARTNER ARCHITECT
AMBIANCE LIVING BY BINA BUTT	ARCHITECT	NOBICO INTERIOR DESIGN GROUP	GENERAL MANAGER
APPAREL GROUP	INTERIOR DESIGNER	NORTHRIDGE DEVELOPMENT & DESIGN	OWNER
ARABCO GROUP	CHIEF EXECUTIVE OFFICER	OFFICE OF H.H.CROWN PRINCE OF DUBAI	DIRECTOR OF PROJECTS DEPARTMENT
ARABTEC	ESTIMATOR	PADOVAR	HEAD OF DESIGNING DEPARTMENT
ARCH IN DESIGN	PROJECTS DIRECTOR	PERKINS + WILL	JUNIOR ARCHITECT
ARCUBE GROUP	PURCHASE MANAGER	PNC ARCHITECTS	SENIOR DESIGN ARCHITECT
ARKI GROUP DESIGN	PROCUREMENT	PRAGMA ARCHITECTS	PARTNER
ARTAN	ARCHITECT	RAK CONSULTANT ENGINEERING	ARCHITECT
ARTLAND	ARCHITECT	RAMEE GROUP OF HOTELS	PROJECT HEAD
BATODOT NIGERIA LIMITED	ARCHITECT	RED CIRCLES DESIGN	ARCHITECT
BLOOMINGDALES	ASSISTANT BUYER	REZAYAT GROUP	GROUP PURCHASING MANAGER
BLUE CAMEL DESIGN & FIT OUT	SR. ARCHITECT- PROCUREMENT MANAGER	ROTANA HOTELS	PURCHASING MANAGER
BLUEHAUS	DESIGN DIRECTOR	ROYAL COURT AFFAIRS - OMAN	SENIOR SPECIALIST - LIGHTING
BRACARAPROJECTOS	ARCHITECT & CEO	S. S. LOOTAH GROUP	PROJECT MANAGER
CHALHOUB GROUP	PROJECT MANAGER	SADDA INTERIORS	ARCHITECT
CLEVELAND CLINIC ABU DHABI	HEALTHCARE INTERIOR ARCHITECT	SHARJAH ART FOUNDATION	ARCHITECT
DAMAC PROPERTIES	PROCUREMENT ENGINEER	SHEIKH HAMAD BIN HAMDAN PRIVATE OFFICE	GM
DESIGN WORLDWIDE PARTNERSHIP (DWP)	DESIGN DIRECTOR	SOHA	ARCHITECT
DEWAN ARCHITECTS	ARCHITECT	SOURCE HOSPITALITY SERVICES PVT. LTD	CHIEF OPERATING OFFICER
DMN FURNITURE	PURCHASING HEAD	THE SOCIETY OF ENGINEERS	CHAIRMAN
DUBAI DUTY FREE	SENIOR VISUAL MERCHANDISER	UMDASCH SHOPFITTING LLC	PURCHASER
DUBAI MUNICIPALITY	PRINCIPAL ARCHITECT ENGINEER	WA INTERNATIONAL	ART CONSULTANT
DUBAI WORLD	PROJECT ENGINEER	WANDERS ARCHITECTS/ AIA MIDDLE EAST	SUSTAINABILITY CONSULTANT & PARTNER
DUSIT THANI DUBAI	PURCHASING MANAGER	WOODS BAGOT	ARCHITECT & REGIONAL TECHNICAL DESIGN LEADER
EC HARRIS, UAE	PARTNER & HEAD OF PROPERTY & SOCIAL INFRASTRUCTURE UAE	WYSADA	SOURCING MANAGER
EIC INTERIORS	CHIEF EXECUTIVE OFFICER	ZINA DECOR	PROJECT MANAGER

# MARKETING & PROMOTION

## PRINT ADVERTISING – TRADE-CONSUMER MAGAZINES & NEWSPAPERS

INDEX and workspace at INDEX 2014 were supported by a total of **58 print and 48 online advertisements** in relevant national, regional, and international media.

## INDEX & WORKSPACE AT INDEX MEDIA PARTNERS

INDEX Headline Media Partner

**identity**

Premium Media Partner

**ARCHITECT**

workspace at INDEX Official Magazine

**Interior design**

INDEX and workspace at INDEX Media Partners

**HOSPITALITY BUSINESS**  
MIDDLE EAST

**TRADE and EXPORT**  
MIDDLE EAST

**CURVE**  
DESIGN & ARCHITECTURE

**Capital Business**

**touch**

**executive women**

**Lifestyle**

**WORLD of ENGINEERING**

**Green**  
paradise

**Lamasat**  
specialised magazines

**WORLD FURNITURE online.com**  
market research • economic analysis • forecasts

**EMIRATES**  
MAGAZINE

**Office Bit**

**RF P**

**CONSTRUCTION WEEK**

**PANELS FURNITURE**  
مفروشات

**aec online**  
www.aeconline.ae

**Landscape**  
MIDDLE EAST

**InsideOut**

**encycloMEDIA**

**DIVINE Pearl Magazine**

**DESIGN 42 DAY**  
THE PAST, PRESENT AND FUTURE OF DESIGN  
http://42day.com

**IFDM**  
IL FOGLIO DEL MOBILE

**design curial**

**FX**

**TEXTILES PARA EL HOGAR**

**InterieurStyle.com**

**عين النوى**  
Eye Of Nivoh

**h**

**HOSPITALITY design**  
hospitality and lifestyle articles & research

**HOME TEXTILE experts**

**EMIRATES home**

**BAZAAR**  
INTERIORS

**AFRICA details**

## reaching a targeted business audience...

### ONLINE MARKETING

Websites are one of the most effective methods of reaching a targeted business audience and delivering ROI. The online campaign for INDEX and workspace at INDEX generated over **160,000 unique visitors** to the official show websites. Both exhibitions' Facebook and Twitter pages provided additional interaction with a wider social audience and achieved significant growth in followers.

### PRESS RELATIONS

The INDEX and workspace at INDEX PR campaign was supported by an extensive pre-show PR campaign, conducted by our partner ASDA'A Burson-Marsteller.

### PR COVERAGE OVERVIEW

30<sup>over</sup>  
m

PEOPLE IS THE ESTIMATED  
COMBINED REACH OF  
THE PR CAMPAIGN

90

INTERVIEWS, FEATURES,  
PRESS RELEASES  
GENERATED BY THE 2014  
CAMPAIGN

\$1.2m

IS THE ADVERTISING  
VALUE OF THE PR  
CAMPAIGN

\$4.2m

IS THE PERCEIVED  
VALUE OF THE 2014 PR  
CAMPAIGN

### TELEMARKETING

The INDEX and workspace at INDEX visitor campaign was accompanied by a 6-week telemarketing campaign, inviting people personally to attend the show. The campaign targeted a specific visitor profile, including VIP visitors, and covered more than **29,000 contacts** from the MENA region.

### SMS CAMPAIGN

The INDEX and workspace at INDEX 2014 SMS campaign included a total of **10 separate SMS broadcasts** to a total audience of **218,000 contacts** across the GCC region.

### RADIO AD CAMPAIGN

INDEX and workspace at INDEX visitor campaigns were also supported by a radio advertising campaign, in English and Arabic, on Dubai Eye and Al Arabiya stations, owned by the Arabian Radio Network (ARN). The advertising campaign included **95 radio spots**, running across the four days of the event. The radio advertising campaign was further supported by a live outside broadcast on the opening day of the exhibitions.

# FEATURES & EVENTS AT INDEX & WORKSPACE AT INDEX 2014

## ARTISTS' AVENUE

The INDEX Artists' Avenue is an art gallery on the show floor, created specifically for artists and galleries looking for exposure to art procurement managers and commercial art buyers.

The Artists' Avenue 2014 participants included:

Best Italian Design, Artist - Michele Roccotelli, Iron Lady, Loreta Lithuania, Novo Cuadro, Aisha Imtiaz, National Academy of Fine Arts Brazil, Eric Art, Stone's Dream, Reham Odeh, Jam Jar, and Ronen Art.



## INDEX & WORKSPACE AT INDEX DESIGN TALKS

Design Talks is a series of free-to-attend seminar sessions aimed at the region's architecture, design, and fit-out communities. The 2014 Design Talks saw a total of 43 sessions presented to visitors on topics including: architecture, business management, project management, commercial interior design, residential interior design, hospitality interior design, and retail design.





more than just an exhibition...

## INDEX & WORKSPACE AT INDEX TREND TOURS



Compiled by industry experts, the INDEX and workspace at INDEX Trend Tours offer a self-guided tour of some of the most innovative products being showcased at both exhibitions.

The 2014 Trend Tour saw a total of 25 products highlighted for their innovative qualities. A special guided tour was also conducted on the opening day of the show for invited members of the media.

## INDEX CONTEMPORARY MAJLIS DESIGN COMPETITION

The 6th annual Contemporary Majlis Design Competition was held at INDEX 2014. Four finalist design firms were tasked with realising their interpretation of a contemporary majlis at the event as a physical room set. Two awards for the best designs were presented at the show:

**2014 Judges' Award Winner: Majlis 3 a'm, by Intercon & 2014 People's Choice Winner: The Global Majlis, by Tangram Gulf**



Majlis 3 a'm, by Intercon



The Global Majlis, by Tangram Gulf

## STUDENT DESIGN CHALLENGE

The Student Design Challenge is an annual design competition hosted by ISG and tasmena, and featured at the INDEX International Design Exhibition. The 2014 Student Design Challenge theme was "100 Years." Participants were asked to design a piece of furniture for personal use for an imagined future scenario.



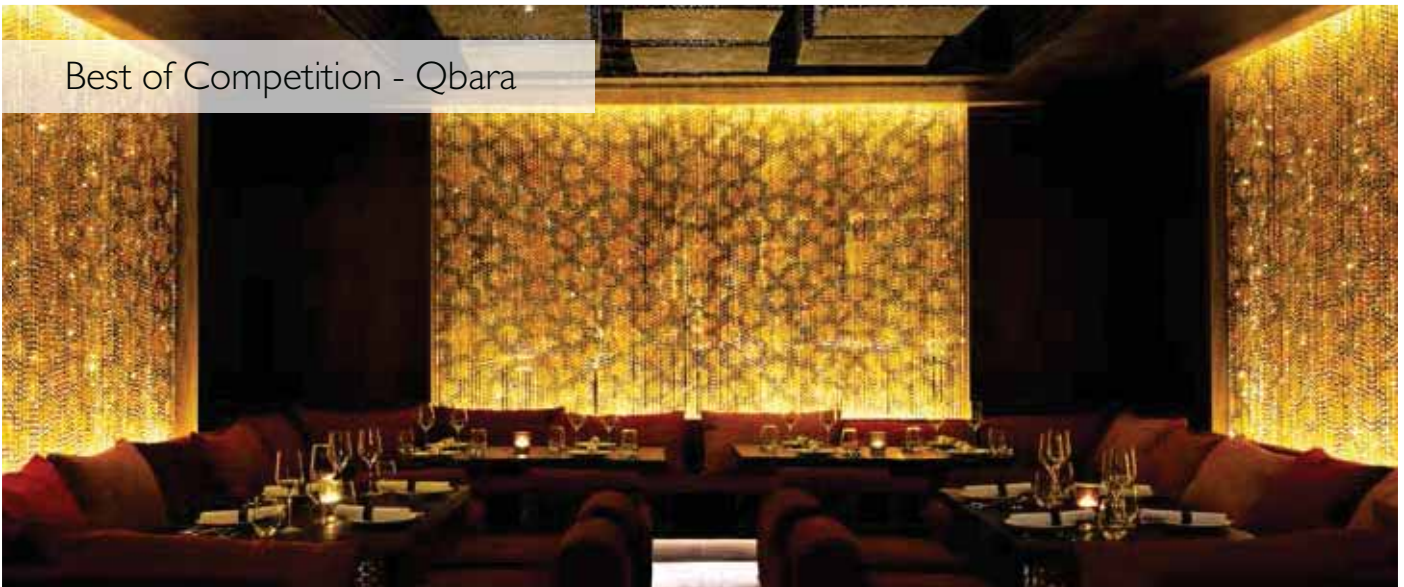
# MIDDLE EAST & NORTH AFRICA INTERIOR DESIGN AWARDS

THE MIDDLE EAST & NORTH AFRICA  
interiordesignawards

The Middle East Interior Design Awards recognise and reward outstanding interior design and architecture projects across the Middle East and North Africa. The awards are open to all Interior Designers, Interior Architects, and Architects for design projects located in the Middle East and North Africa region (Algeria, Bahrain, Egypt, Iran, Iraq, Jordan, Kingdom of Saudi Arabia, Kuwait, Lebanon, Libya, Morocco, Oman, Qatar, Sudan, Syria, Tunisia, Turkey, United Arab Emirates, and Yemen).

The awards are divided into 13 categories covering the entire spectrum of architecture and design projects across the residential, commercial, retail, hospitality, and leisure sectors

Best of Competition - Qbara



## 2014 Winners:

Category	Project Name	Company
Corporate Space Large	Emaar Headquarters	DWP
Corporate Space Small	GE Ecomagination Centre	AK Design
Cultural, Institutional & Educational	Little GEMS International	AK Design
Healthcare	Sky Clinic Dental Center	SPLYCE INTERIOR DESIGN
Hospitality	Concourse 3, Emirates First and Business Class Lounges	Darley Interior Architectural Design
Hotels	Hotel 72 by Hues	Draw Link Group
Landscape	Villa in Victory Heights	Terraverde
Municipal/Public Spaces	Terminal Operations Building	Broadway Interiors LLC
Recreational	Wisden Club	Broadway Interiors LLC
Residential Space Large	The Palm Project	Elemento
Residential Space Small	Byblos Sud Village	Prospect Design International
Restaurants	Qbara	Studio Glitt/Copia Communications
Retail	Arteco Ceramics	Studio Bruno Guelaff
	Level Shoe District	Allied Enterprises

more than just an exhibition...

INDEX AND WORKSPACE EXHIBITION  
product design awards

The INDEX & workspace at INDEX Product Design Awards honour manufacturers and designers for excellence and innovation in product design for the residential and commercial sectors. The competition was open exclusively to companies exhibiting at the 2014 editions of INDEX and workspace at INDEX exhibitions, and covered a range of awards categories.

Category	Product Name	Company
(1.) Desks & Tables	Aspire	Guialmi
(2.) Furniture & Outdoor Furnishings	Auping Essential	PSP Prime Selected Products
(3.)	Chipman Tables & Chairs	Landscape Forms
(4.) Lighting	Mix & Match Collection	Light Graphics
(5.) Screens, Partitions & Moveable Walls	Monotop Climate Wall	C+P Moebelsysteme
(6.) Surfaces & Finishes	Net Effect	Interface Middle East
(7.) Seating	Modello	OFS Brands



# FEATURES & EVENTS AT INDEX & WORKSPACE AT INDEX 2014

## LIVE ART INSTALLATIONS AT INDEX

New for 2014 were a series of live art installations within the exhibition halls. Participants included:

### INDEX Artscape with Shannon Crees Art - A Live Art Experience

Internationally renowned artist Shannon Crees created two amazing murals during the exhibition. Shannon was the only Australian artist included in the high profile line up of 'the best graffiti artists in the world' at Banksy's Cans Festival 2 in London.

### Fair Trade - Interactive Art

Fair Trade by I7A Art Consultants, part of thejamjar studios and project space. I7A Art Consultants work with clients to achieve custom art environments by providing high quality concepts, artworks and design objects. Their portfolio of projects includes hotels, hospitals, corporate offices, residences and public art initiatives.

### Live Art Wall - Year of the Horse

Live art mural exhibiting local artists' talents, as part of a community art event, especially for INDEX 2014.

Live art mural exhibiting local artists' talents as part of a community art event, especially for INDEX 2014, courtesy of The Big Art Co.



# INDEX & WORKSPACE AT INDEX 2014 PARTNERS & SPONSORS:

INDEX SILVER SPONSOR:



INDEX BADGE SPONSOR:



WORKSPACE AT INDEX  
PLATINUM & BADGE SPONSOR:



WORKSPACE AT INDEX  
INFORMATION SERVICE PARTNER:



WORKSPACE AT INDEX  
DESIGN TALKS SPONSORS:



INDEX & WORKSPACE AT INDEX  
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Celebrating 25 years of design! INDEX International Design Exhibition celebrates its 25th anniversary in 2015 with more exhibition space, more exhibitors, and brand new product sectors.

STAND RATES:

Stand type	Regular	Boulevard
Space-only	US\$ 415 per sqm	US\$ 435 per sqm
Shell scheme	US\$ 495 per sqm	US\$ 520 per sqm
Premium shell scheme	US\$ 545 per sqm	US\$ 560 per sqm
Artist's Avenue	US\$ 2500	N/A

**To discuss your company's participation at either INDEX or workspace at INDEX, contact:**

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Alternatively, visit: [www.indexexhibition.com](http://www.indexexhibition.com) or [www.workspace-index.com](http://www.workspace-index.com)

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