

جدة برجده للتصميم la ruta del diseño

Jeddah
جده

Exhibition

معرض

Exposición

Collective Design Exhibition showing work by the international designers participating in Design Road.

معرض جماعي لأعمال المصممين العالميين المشاركين في درب التصميم

Exposición de diseño colectiva de la obra de todos los diseñadores que participan en La Ruta del Diseño.

04 - 07/05/2013
04/05/2013 17.00h-20.30h
05 - 06/05/2013 10.00h-17.00h
07/05/2013 10.00h-20.30h
Tanween Design Boutique
Building 2519 Al-Shate 1 District
Ali Abou Alola Street - Jeddah - KSA
T: (02) 606-3011 ext. 133
info@tashkeil.com
www.tashkeil.com

Design Road is a journey undertaken by international designers and creative professionals from various disciplines with the aim of exchanging experiences with local creative people and innovators.

All workshops are being held in collaboration with Elisava School of Design - Barcelona and Kingston University London.

درب التصميم هو عبارة عن رحلة يقوم بها المصممون والمبدعون العالميون من مجالات عدة بقصد تبادل الخبرات مع غيرهم من المبدعين المحليين.

جميع ورش العمل هي بالتعاون مع مدرسة اليسافا للتصميم في برشلونه وجامعة كينغستون في لندن.

La Ruta del Diseño es una ruta que realiza un grupo de Diseñadores y Creativos internacionales de diversas disciplinas para intercambiar experiencias con los creativos locales e innovadores.

Todos los talleres son en colaboración con la Escuela de Diseño Elisava de Barcelona y la Universidad de Kingston Londres.

Seminars

محاضرات

Seminarios

Design Seminars by International & locals experts

محاضرات في التصميم بإقيها خبراء عالميون و محليون

Seminarios de Diseño por expertos internacionales y locales

The Creative Space
Building 2518
Al-Shate 1 District
Abdul Rahman Fakeeh Street
T: (02) 606-3011 ext. 133
info@tashkeil.com
www.tashkeil.com

04/05/2013
17.30 h

Jaddah Style
Sofana Dahlan

Creative Dialogue
Samer Yamani

Retail Design
Carmen Malvar

Algo Bueno
Jorge Rodriguez

Window Design
Laura Beckett

Accessorizing
Fashion Stories
Fred Butler

07/05/2013
17.30 h

Media and the Fashion Industry
Kholoud Attar, Founder of Design Magazine.

Changing Trends in the Fashion Industry
Christophe Beaufoyas, Designer at Lomar.

Partnership in the Fashion Industry
Dr. Baza Al Saud & Designer Rana Ismael, Owner Of Libra Boutique.

Workshops

ورش عمل

Talleres

3 DAY DESIGN WORKSHOPS
05 - 07/05/2013

10.00 h - 16.30 h

The Creative Space
Building 2518
Al-Shate 1 District
Abdul Rahman Fakeeh Street
T: (02) 606-3011 ext 133
info@tashkeil.com

Language:
English

More information:
www.creativedialogue.net

How to register:
designroad.eventbrite.ca



Coolhunting Fashion
By Jorge Rodriguez

•Director of Masters Program in Research for Design and Innovation - Elisava School of Design, Barcelona
•Partner at Algo Bueno Barcelona Agency, Barcelona
•www.algobueno.eu

Focus: Coolhunting is the art of understanding what is cool now and forecasting what may be cool in the future to produce new and successful products and services in the Fashion Industry. Fashion moves fast and new talent and ideas come from truly inspired designers and artists. Trends are nowadays one of the most important factors in the fashion and the business world, but how to identify and apply trends to fashion products and Brands?

Aimed at: All creative professionals, Architects, Graphic Designers, Interior Designers, Fashion Designers, Visual Artists. Fashion retailers, magazine writers and bloggers.

Total Hours: 20 Hours



Fashion Exhibition Design
By Samer Yamani

•Lecturer in several Design Schools in Europe
•President of Creative Dialogue Association (CDA)
•www.sameryamani.com

Focus: Practical training on designing an exhibition from brain storming to layout and target audience analysis. The workshop aims to go through the design process of an exhibition proposal, focusing on the fashion sector and needs in your city in order to create and design a necessary exhibition related to it.

Aimed at: All creative professionals, Architects, Graphic Designers, Interior Designers, Fashion Designers, Visual Artists.

Total Hours: 20 Hours



Concept Stores:
Communicating Fashion Brands
By Carmen Malvar

• Director Master Retail Design - Elisava School of Design, Barcelona
• Visiting Professor Pratt Institute New York. Fashion Institute of Technology, F.I.T NY.
• Principal/director Atelier Malvar Tusch Llc. New York

Focus: Practical training on designing a retail space from concept to development. The workshop aims to go through the dialogue of diverse retail formats (concept stores, guerrilla stores, pop up stores) focusing on the cultural sector and needs in your city in order to create a marketing and visual appealing project.

Aimed at: All creative professionals, Architects, Graphic Designers, Interior Designers, Fashion Designers, Visual Artists.

Total Hours: 20 Hours



Accessorizing Fashion Stories
Branding Fashion
By Fred Butler

• Accessories Designer, Owner - Fred Butler Style, London
• Her portfolio of clients includes celebrities such as TEED, Lady Gaga, Nicki Minaj and Beth Ditto
• www.fredbutlerstyle.com

Focus: Learning the role of one-off accessories made for shoots to add to the styling and art direction of a story. How to generate a brand identity and market your practice thru social networking. Emphasis will be on collaborating teamwork to illustrate importance of collaboration and building a creative team.

Aimed at: All creative professionals, Fine Arts, Fashion Designers, Branding, Graphic Designers, Interior Designers, Visual Artists, Fashion retailers, magazine writers and bloggers.

Total Hours: 20 Hours



Window Display Design:
Create an effective window display
By Laura Beckett

• Founder & Senior Designer at Laura-Beckett - London
• Her portfolio of clients includes Browns B&Q china, Caramel Baby&Child, Cocomaya, Hawker Beechcraft, Hermes, Liberty, Selfridges, Stella McCartney, Tiffany
• www.laura-beckett.com

Focus: Practical training on designing a window display from initial concept through to installation. The workshop aims to go through the design process of window display design covering all the elements from inspiration, presenting ideas, putting your ideas into production and installing.

Aimed at: Creative professionals, Retail designers, Retail management or owners, Fashion Designers, Interior Designers, Architects, Visual Artists.

Total Hours: 20 Hours