

PRESS RELEASE

Regione Lazio and ADI at Downtown Design Dubai for sustainable design

A delegation of Lazio design companies takes part in the eighth edition of the prestigious Emirates event to promote sustainable living in the UAE

3 November 2021 - On the occasion of “**Downtown Design Dubai 2021**”, from 8 to 12 November in the United Arab Emirates, the **Lazio Region**, through **Lazio Innova** and in cooperation with **ADI** (the *Italian Association for Design*) and its delegation of ADI Lazio, has organised an initiative whose theme and leitmotif is the presentation of products of the living system by Lazio companies that meet sustainability criteria.

Innovation and sustainability are the foundations on which Italian companies are tackling the path of necessary renewal to face the social, technological and industrial changes of the near future.

The design system in Lazio, from smart technology to mobility, from home furnishings to service design, from boating and aeronautics to food design, combines functionality and aesthetics in relation to sustainability.

This concept can be found in the selected products and in the materials chosen for the design and creation of the exhibition set-up, entirely made of 100% recycled and recyclable cardboard, produced by Formaperta, a project that fully follows the philosophy of the Circular Economy.

The six companies from Lazio taking part in Downtown Design Dubai 2021 are members of ADI and/or have been selected for the **ADI Design Index 2020** or have received the **Eccellenze nel Lazio** award created in collaboration with the Region.

“With this important initiative we want to support the companies in the design sector of our territory, which represent an extraordinary resource for Made in Italy. Thanks to the Expo Dubai is now a crossroads of innovation and ideas and is the ideal place to bring the creativity of our territory on international markets. Downtown Design Dubai 2021, which is being held in parallel with Expo 2020 Dubai, is therefore the right opportunity to showcase the best that our production fabric is capable of in this sector, through sustainable design and circular economy,” said Paolo Orneli, Councillor for Economic Development, Trade and Crafts, University, Research, Start-Up and Innovation of the Lazio Region.