

# Italian Design Exports to UAE Rise as Italy Unveils Pavilion at Downtown Design 2025

*Architect Simone Micheli creates a Pavilion celebrating contemporary creativity and timeless craftsmanship*

DUBAI, DUBAI DESIGN DISTRICT D3, UNITED ARAB EMIRATES, October 31, 2025 /EINPresswire.com/ -- Italy is set to make a striking statement at [Downtown Design 2025](#), running from 5–9 November at Dubai Design District (d3), under the theme “Dubai Meets Italian Design.” The Italian Pavilion, designed by acclaimed Italian architect [Simone Micheli](#), will bring together over 22 leading Italian design houses, offering visitors an immersive journey through the innovation, artistry and heritage that define Made in Italy.

The Italian design sector continues to grow strongly in the UAE. Italian furniture and lighting exports reached €360 million in 2024, a 22.3% increase year-on-year, representing over 10.1% of the country’s market by value. In the 7 months of 2025, furniture and lighting exports totalled €200.4 million, a 2.5% increase year-on-year, representing 10.5% of the UAE market by value. These figures reflect the UAE’s deepening appreciation for Italian craftsmanship, contemporary aesthetics and sustainable design.

More than an exhibition, the Pavilion is conceived as a dynamic hub for dialogue and collaboration, hosting design conversations, networking sessions and business matchmaking that connect Italian manufacturers with architects, interior designers, developers and buyers from across the Gulf. A highlight will be a panel discussion with Italian and regional experts exploring the future of global design and how Italian creativity continues to evolve—balancing innovation with cultural values and sustainability.

The Pavilion itself is a dialogue between tradition and modernity, where light, form and material converge to create a sensory experience of beauty with purpose. Visitors will encounter



collections spanning furniture, marble, glass, lighting and outdoor living, with opportunities to engage with brand executives, attend live demonstrations and witness the ingenuity of Italian design. Exhibits blend contemporary vision with artisanal roots, featuring responsibly sourced materials and centuries-old techniques reimagined for modern living.

“Downtown Design celebrates the enduring dialogue between Italy and the UAE— countries united by their appreciation for beauty, innovation and sustainable progress. Italian design embodies culture, craftsmanship and the art of living beautifully. Through this Pavilion, we reaffirm strong cultural and business ties, inspiring new collaborations in architecture and design,” said Lorenzo Fanara, Ambassador of Italy to the UAE.



Trade Commissioner, ITA

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Conceived by Simone Micheli, the Pavilion harmoniously blends heritage with modernity, creating a space where partnerships and opportunities can flourish.”

*Valerio Soldani, Trade Commissioner*

“The Italian Pavilion reflects our commitment to design excellence and innovation. With Italian furniture exports reaching €200 million in the first 7 months of 2025 and representing over 10.5% of the UAE’s luxury interiors market, Downtown Design is the ideal platform to foster collaborations that unite creativity, sustainability and technological innovation. Conceived by Simone Micheli, the Pavilion balances heritage and modernity, offering a space where meaningful partnerships and new opportunities will emerge, shaping the region’s design future,” added Valerio Soldani, Italian Trade Commissioner to the UAE.

Through this immersive showcase, the Italian Pavilion will highlight the profound influence of Italian design on the UAE’s luxury landscape—from iconic villas to boutique hotels and landmark commercial projects—underscoring the elegance, craftsmanship and sustainability that define Made in Italy.

<https://www.downtowndesign.com/exhibitors/italian-trade-agency>

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