



## PRESS RELEASE

For Immediate Release  
January 12, 2017

### **Design Week Addis Ababa 2017 Launches with a Full Week of Programming across the city. (January 14-21)**

The second weekend of January will mark the beginning of the annual Design Week Addis Ababa (DWAA), a festival that celebrates innovation and creativity in Ethiopia across a variety of industries, including technology, fashion and textiles, food and gastronomy, architecture and urban planning, industrial design and interiors, visual communication, as well as, art and multi-media.

Founded by author and creative director Metasebia Yoseph, DWAA was established in an effort to provide an international platform both emerging and established creatives, artists, and designers of all kinds, while promoting Addis Ababa as a global design capital. It also advocates for the implementation of projects that incorporate a design- centered approach to Ethiopia's development challenges, which Yoseph describes as, "development by design."

DWAA aims to develop programs that strengthen local innovation and creative economies through lectures, workshops, trainings, and events that enhance the true potential of African ingenuity. Design Week Addis Ababa is made possible by cooperative partnerships with both local and international organizations. This year's festival is powered by Tomoca Coffee, and features programming developed by industry leaders such as Rainbow Foam, and East Africa Properties. DWAA's 2017 Strategic partners also include, the British Council's East Africa Arts program, which assisted in the development of a special Fashion Photograph & Marketing workshop, as well as, ET Holidays to develop special travel packages for DWAA's international guests.

Design Week Addis Ababa's exclusive 2017 wellness partner is Tilla Health Club, the exclusive coffee partner is Tomoca Coffee, the exclusive Wine



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partner is Castel Wine, and the exclusive Beer partner is BGI. DWAA's events take place all across Addis Ababa and activate the city with exciting programming. These events are made possible through generous venue partners such as Golden Tulip Hotel, Addis Garage, The Vault, and Vanquish.

To learn more about the event, visit <http://designweekaa.org/>. Follow [@designweek\\_aa](#) on Twitter and Instagram for live updates. Find the Design Week Addis Ababa page on Facebook for additional information.

## Design Week Addis Ababa 2017 Schedule of Events & Activities

### **Saturday, January 14th**

#### **Architecture & Urban Planning Day**

Addis Ababa Becoming...

Presented by EiABC in partnership with East Africa Properties

Location: EiABC Compound, Lideta

Event Type: Outdoor Exhibition (Public)

Time: 12:00PM-3:00pm

2. Addis Ababa Becoming... Re-imagining Industrial Zones

Hosted by East Africa Holding in partnership with EiABC

Location: East African Holding Compound, Lideta

Event Type: Panel Discussion & Cocktail (Invitation Only)

Time: 3:30-6:00pm

Contact: +251 929 490-583

3. Architecture and Art in Contemporary Ethiopian Urban Heritage

Location: Addis Fine Art, 3rd Floor Fikerwold Building, Behind Mafic City Mall, Bole Medhane Alem

Event Type: Panel Discussion (Public)

Time: 6-8pm

Contact: +251 913 401 756

### **Sunday, January 15th**

#### **Food & Gastronomy Day**

4. Lifestyle By Design

Location: Tilla Health Club, Kazanchis

Event Type: Showcase

Time: 10:00AM - 1:00 PM (Public)

Contact: + 251 946 701 125/ 911-947-504

5. Castel Wine & Food Pairing

Location: The Vault, 6<sup>th</sup> floor of the Boston Building, Bole Road

Time: 4-8pm

Event Type: Cocktail



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(Invitation Only)

### Monday, January 16th

#### Art & Multimedia + Industrial Design Preview

6. Pop-Up Art & Multimedia  
+ Industrial Design Exhibits

Location: Ground Floor, Vanquish Building, located next to MK's and Haimi Apartments, on the road to Bole Medhaniale

Event Type: Outdoor Exhibition & Cocktail

Time: 6-9pm

(Public)

### Tuesday, January 17th

#### Visual Communication

7. Gerar Creative Hub Launch & Visual Communication Exhibition

Location: Addis Garage,  
8th Floor, Metti Building, near ViaVia on the road to Bole Medhane Alem (look for Dashen Bank on the Ground floor)

Event Type: Exhibition & Cocktail

Time: 6-9pm

(Public)

Contact: +251 912 615 248

### Wednesday, January 18th

#### Technology

8. Technology Showcase

Powered by D5

Location: Golden Tulip Hotel, Behind Mafi City Mall near Bole Medhane Alem church

Event Type: Exhibition & Cocktail

Time: 6-9pm

(Public)

Contact: +251 912 850 202

9. Creative Hustle: Exhibition on Fashion Photography

+

Emerging Fashion Designers Showcase, In partnership with the British Council

Location: Alle School of Fine Art Academic Gallery, Addis Ababa University

Event Type: Exhibition & Cocktail

Time: 6-9pm

(Public)

Contact: +251 911 084 612 / 912 652 966

### Friday, January 20th

#### Industrial Design & Interiors



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10. DWAA In Dubai Re-Cap + Actuel Urban Living Showroom Event

Location: Actuel Urban Living Showroom

Kadisco Circle Industry Park, Triocraft building (In front of Jamaica shoes) Saris,

Event Type: Exhibition & Cocktail

Time: 6-9pm

(Public)

11. The Launch of the Rainbow Design Center & Showroom

Location: Rainbow Design Center & Showroom, Rainbow colored building across from the Embassy of Rwanda

Event Type: Cocktail Party

Time: 7-11pm

(Invitation only)

Contact: +251 911 178 273

### **Sunday , January 22nd**

#### **Closing Event**

12. DWAA 2017 Brunch Party

Location: The Vault

Event Type: Brunch (Public) (Fee)

Time: 12-6pm

For more information, high-resolution images, or to arrange interviews, please contact:

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