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THE ART OF LIVING

HIGH DESIGN COMES TO ABU DHABI'S JUBAIL ISLAND



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The Art of Living

Middle Eastern creativity shone bright at AD's immersive design show at Abu Dhabi's Jubail Island

Art, design, architecture and emotion came together at Art of Living, a new design show curated by Architectural Digest Middle East. Offering a platform to regional artists and designers to express their creativity unhindered, AD invited a diverse mix of established and emerging talents to imagine unexpected, dreamlike scenographies at Jubail Island, a new nature-bound luxury mixed-use development in the mangroves of Abu Dhabi.

Exploring the dual themes of New Traditions and Nature Connection, in October, the show took over two villas in the exclusive district, presenting guests with fresh takes on historic craft and the perspectives guiding creative expression, circa right now. Through a mix of objects, spaces and concepts conceived exclusively for the occasion, it underscored the inspiring blend of the past and present that is the essence of the UAE.

With its focus on community building, Jubail Island – the AED10 Billion mega-project envisioned and managed by LEAD Development, a leading real estate development company dedicated to delivering

high-end mixed-use masterplans – offered the perfect foil for this ambitious expression of regional creative excellence.

“Community is a word synonymous with Jubail Island,” says Mahmoud Dandashly, the chief business officer at LEAD Development. “Fostering authentic connections for residents, guests and the wider Abu Dhabi community is something we take very seriously. We believe that creativity is a universal language. Meaningful design can uplift us emotionally, aesthetically and culturally.”

Over the course of ten days, the show hosted private dinners, guided tours, panel discussions and interactive workshops that forged a connection between the designers, visitors and the location. AD's mission behind Art of Living was timely: to spotlight the region's booming creative landscape and demonstrate the exceptional creativity of our talent. By removing the usual limits of practicality, functionality and commerce, and with the help of Jubail Island's expert design and construction teams, it became a larger-than-life invitation to dream, and to inspire. jubailisland.ae

Words Pratyush Sarup
Photography Aasiya Jagadeesh



A Gathering Space

OMAR AL GURG

Many designers have attempted contemporary interpretations of the Arab *majlis*, but few come close to the Dubai-based Omar Al Gurg's nuanced approach to this cornerstone of Emirati hospitality. From the incense-burner that scented his space, to selecting the most comforting shade of brown that enveloped it and plush leather cushions that could be adapted to suit the user's individual needs,

Al Gurg envisioned a room that was both familiar and enchanting. *Misnad*, the floor seating typical of Arab homes, was expertly interpreted through the designer's atelier, Modu Method's vision of making modular design cool, whilst his instantly-recognisable carved concrete blocks were arranged into a central coffee table. “I wanted to create a feeling of entering a home that had been passed down through generations, but when you came close, was utterly modern,” he says. @modumethod