

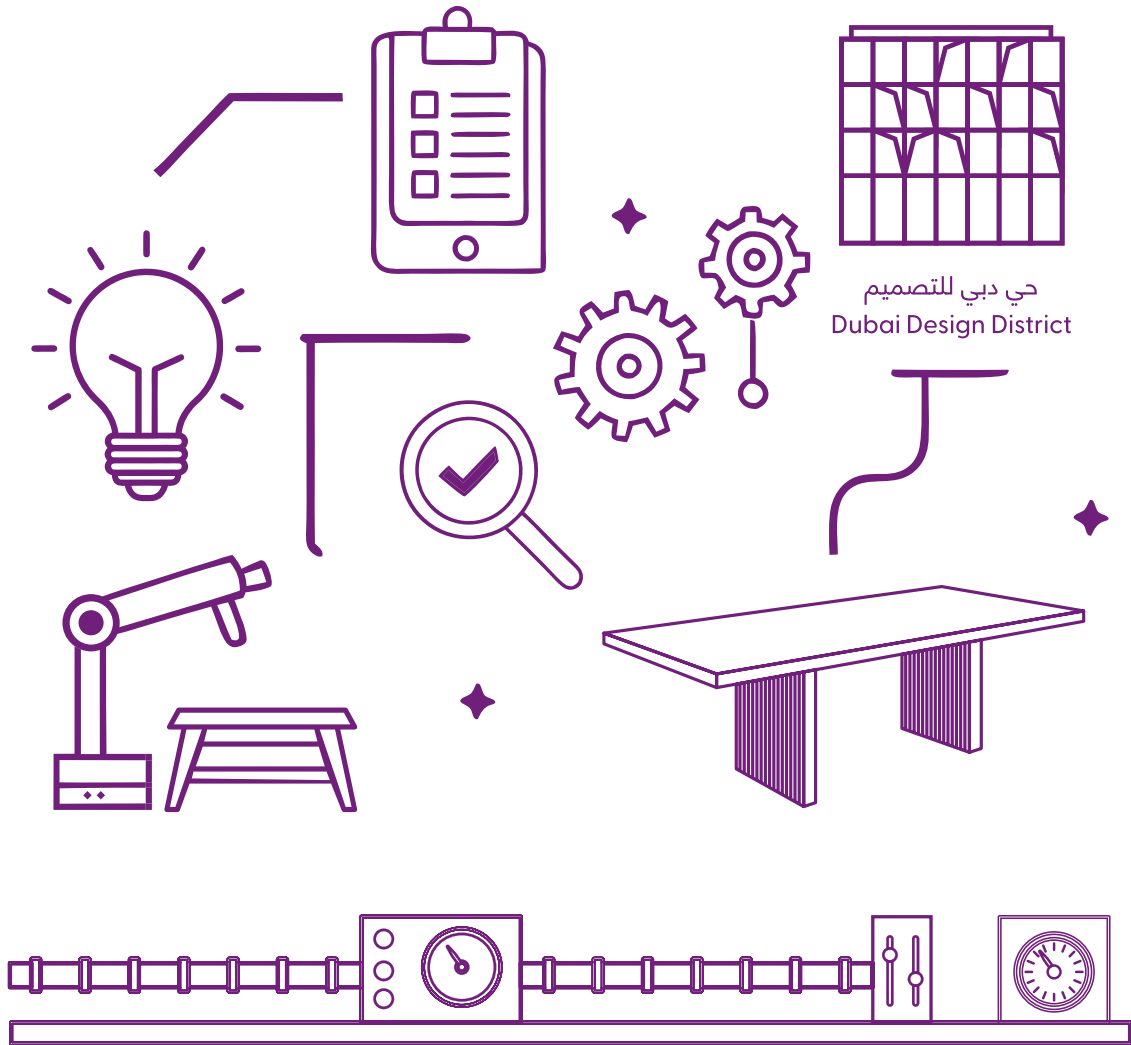


Tanween Design Programme 2025 Call for Applications

GUIDANCE DOCUMENT

Open to pairs of Designers & Engineers Residing in the UAE

Deadline: 10pm, Sunday 17 November 2024

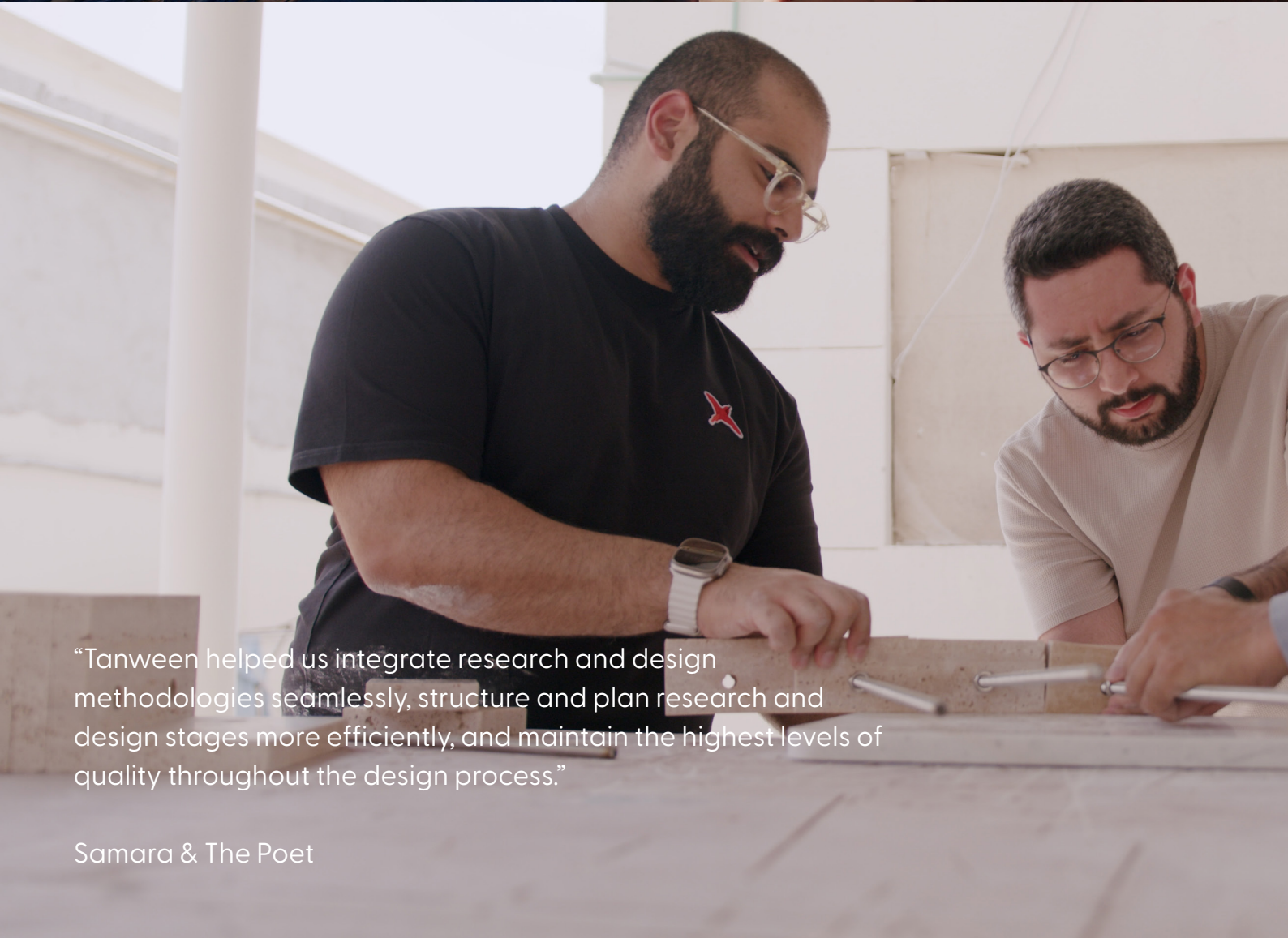


Idea → Training → Research → Fabrication → Design Prototyping → Product



“Tanween emphasizes sustainability, and we were particularly interested in understanding its goals. The program also highlights the support of contemporary artistic forms while respecting and preserving cultural legacies.”

One Third Studio



“Tanween helped us integrate research and design methodologies seamlessly, structure and plan research and design stages more efficiently, and maintain the highest levels of quality throughout the design process.”

Samara & The Poet

About Tashkeel

Tashkeel is a commercial consultancy and incubator for visual art & design rooted in the United Arab Emirates. Established in Dubai in 2008 by Sheikha Lateefa bint Maktoum bin Rashid Al Maktoum, Tashkeel's facilities enable production, experimentation and discourse. Its annual programme of training, residencies, workshops, talks, exhibitions, international collaborations and publications aims to further practitioner development, public engagement and lifelong learning. And its commercial services seek to embed UAE-made art and design in the very fabric of society and the economy. By nurturing the growth of contemporary art and design, Tashkeel seeks to empower the country's ever growing creative and cultural industries.

Tashkeel's commercial services include **Consultancy**, ranging from advisory, sales, design and production services and special projects for a wide range of clients; **Training**, the development and delivery of art-based learning for the education, cultural, public and private sectors; **Membership**, providing comprehensive access for the creative community to facilities and studios to research, experiment, make and

collaborate; and **Printing & Cutting Services** of laser-cutting, fine art/photography & risograph printing; and **Retail**, selling UAE-made art and design products instore and online as well as across a nationwide network of partners.

Tashkeel's incubator initiatives include: **Tanween**, which takes a cohort of UAE-based designers through a one-year skills development programme, taking a product inspired by the UAE from concept to completion; **Critical Practice**, which invites visual artists to embark on a one-year skills development programme of studio practice, mentorship and training, culminating in a major solo presentation; **Residencies** at Tashkeel or abroad, ranging in duration and often in partnership with international partners; **Make Works UAE**, an online platform supported by Dubai Culture that connects creatives and fabricators to enable designers and artists accurate and efficient access to the UAE manufacturing sector; **Exhibitions & Fairs** to highlight innovation and grow audiences for art & design.

Visit tashkeel.org | make.works/uae

About the Tanween Design Programme

The Tanween Design Programme is a professional development initiative by Tashkeel, open to emerging designers, makers and artisans living and working in the UAE. The 12th edition will run from January through to November 2025.

Each year, practitioners are specially selected to embark on a journey of experimentation and learning that includes the development of functional products from concept to completion that will contribute towards defining a UAE design aesthetic. The final products are revealed to the world at Dubai Design Week. If successful, they can then become part of The Tanween Collection, whereupon Tashkeel continues its support by providing financing, marketing and sales resources for a limited-edition product line, enabling designers to gain entry into the commercial market.

Alumni include Abdalla Al Mulla (UAE), Alya Al Eghfeli (UAE), Amer Aldour (UAE), Amna Bin Bishr (UAE), Dania Ajlan (Iraq), Duna Ajlan (Iraq), Ebrahim Assur (South Africa), Eman Shafiq (Pakistan), Hala Al Ani (Iraq), Hamza Omari (Jordan), Hatem Hatem (Iraq), Huda Al Aithan (Saudi Arabia), Ibbini Studio (UK/Jordan), Khadija Al Mazimi (UAE), Khaled Al Shaer (UAE), Khawla Mohammed Al Balooshi (UAE), Lana El Samman (Lebanon/ Canada), Latifa Saeed (UAE), Lina Ghalib (Egypt),

Lujain Abulfaraj (KSA), Lujaine Rezk (Egypt), Majid Al Bastaki (UAE), Mohammed Samara (Jordan), Myrtille Ronteix (France), Nada Abu Shaqra (Palestine), Neda Salmanpour (Iran), Nuhayr Zein (Egypt), Osama Rashad (Egypt), Rand Abdul Jabbar (Iraq), Reema Al Mheiri (UAE), Renad Hussein (Jordan), Rimsha Kidwai (Pakistan), Saher Oliver Samman (UK), Sara Abu Farha and Khaled Shalkha (Jordan/Russia), Salem Al Mansoori (UAE), Shaza Khalil (Egypt), Studio MUJU (UK/Egypt), Talin Hazbar (Syria), Tasneem Tinawi (Syria), Yara Habib (Lebanon/ Canada), Zeinab Al Hashemi (UAE), and Zuleika Penniman (USA/ Lebanon).

The forerunners of Tanween, Design Road and Design Road Pro, was a 2011–2014 collaboration between Tashkeel, Creative Dialogue Association (Barcelona) and Dubai Culture & Arts Authority. Alumni are Khalid Shafar, Aljoud Lootah, Zeinab Al Hashemi and Salem Al Mansoori (UAE).

The Tanween Design Programme was initiated in 2013 by Tashkeel and the late Roanne Dods, co-producer of *Small is Beautiful*.

“Tanween was the perfect opportunity for me to design something that could stand the test of time.”

Ebrahim Assur



“I wanted a design that celebrates the material and shows how beautiful and diverse it is. Tanween gave me the confidence to develop my own product.”

Shaza Khalil



The 2025 Tanween Design Programme: UAE Sustainability

The 13th edition of the Tanween Design Programme continues the focus on sustainability, addressing one of the fundamental challenges facing the world today. The call is open to designers, artists, engineers and scientists living and working in the UAE who wish to embark on a journey of research and experimentation, training and mentoring that results in the creation of an innovative, functional design outcome that addresses the issue of sustainability.

Applications for Tanween 2025 are particularly encouraged from pairs (a designer/artist collaborating with an engineer/ scientist).

Tanween supports participants in design enquiry, material research and experimentation as well as exploring the process and development of prototypes, leading to the development of a sustainable and functional product with local manufacturers, fabricators or suppliers, which will be debuted at Dubai Design Week.

The programme draws on a wide range of resources unique to the UAE, including locally based manufacturers, fabricators and artisans as well as leaders in sustainability.

The Tanween Design Programme is led by Tashkeel's Design Projects Supervisor Salim Ahmed with Contemporary Design Project Specialist Helen Voce (UK) and Mentor Kevin Badni with contributions from UAE-based and international design professionals. Through a series of labs, field trips and review sessions, participants engage in collective and individual work, experimental practice, collaborative practice, constructive critical feedback, investigations of new business models, reflection and evaluation.



Circular Economy

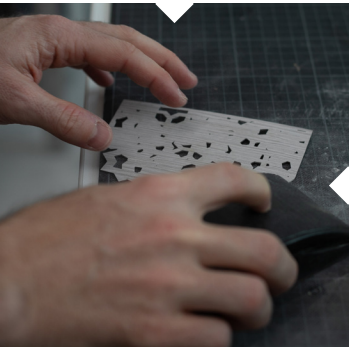


Environmental Sustainability

Social Impact



Community Empowerment



Biodesign



Health & Resilience



“The theoretical part of Tanween adds immense value when combined with prototyping and experimentation. I have a newfound appreciation for all industrial product design disciplines and processes.”

Abdalla Al Mulla



“I’d not considered sustainability as part of my design process until I became interested in the craft of safeefah. The journey has been an holistic experience from research and prototyping through to production and market launch.”

Huda Al Aithan

The Commitment

Selected participants will be expected to participate in the induction, all labs and review sessions and be fully committed to the programme throughout:

Induction: Sunday 5 Jan 2025

LAB 001: Sunday to Tuesday 12 – 14 Jan

LAB001 review (online): Sunday 26 Jan

LAB 002 & Design Review 1: Sunday & Monday 2 & 3 Feb

LAB 003: Sunday to Tuesday 23 – 25 Feb

LAB 003 Review (online): Sunday 9 Mar

Design Review 2: Sunday 13 Apr

LAB 004 + Design Review 3: Sunday 18 – Monday 19 May

LAB 005: Sunday 22 & Monday 23 June

Production Review 1: Sunday, 20 Jul

Production Review 2: Sunday, 17 Aug

Final Delivery: Monday, 1 Sep

LAB 006: Sunday 5 & Monday 6 Oct

Dubai Design Week 2024: 4 – 9 Nov

Tashkeel reserves the right to amend the above schedule.

In addition, there will be periodical one-to-one status reviews scheduled between labs.

Participants will be expected to manufacture their final functional product between 1 July and 1 September 2025. Conditional upon the product being fully functional and fit for market, Tashkeel may sign a Licensing Agreement with each participant. Participants will then join Tashkeel to launch the cohort's outcomes at Downtown Design, part of Dubai Design Week. In doing so, participants consent to the sale of their product exclusively by Tashkeel for an agreed period or until the limited edition series is sold out, whichever comes first. Supported by Tashkeel, the designer will be required to manufacture subsequent units to order within a 6 to 8 week production period.

Past editions of Tanween Design Programme catalogues and the current Tanween Collection brochure are available at tashkeel.org

Application Process & Selection Procedure

The call is open to all designers, artists, engineers and scientists living and working in the UAE who:

- Are over the age of 21 as of March 2024.
- Work in any design discipline.
- Currently reside in the UAE.

Joint applications are particularly encouraged from pairs of design and engineering/science practitioners.

Before the deadline of 10pm, 17 November, complete the online form:

<https://form.jotform.com/Tashkeel/call-for-entries-tanween-2025>

Upload your CV, biography, design portfolio (no more than 10 recent works) and respond to the following questions, highlighting areas you wish to explore on the programme:

- Why are you applying for the Tanween Design Programme 2025?
- Should you be accepted onto the Tanween design programme, what would be your core objectives?
- In what direction do you wish to take your design career/practice in the next 5 years?
- Are you able to commit to the published schedule of the Tanween Design Programme 2025?

A jury reviews all entries. Shortlisted applicants will be invited for interview between 10am and 5pm on Monday & Tuesday, 25 & 26 November 2024.

The jury's decision is final and no correspondence shall be entered into.

For any further questions, please email tashkeel@tashkeel.org with the subject 'TANWEEN 2025'.



“Tanween has helped me understand the Unique Selling Point of Leukeather and formulate what needs to be done to establish it in the market.”

Nuhayr Zein

“Sustainability will remain a major part of my practice. What I have achieved in one year is just the beginning. I hope to expand my scale upwards as continue my research.”

Khawla Mohammed Al Balooshi



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