

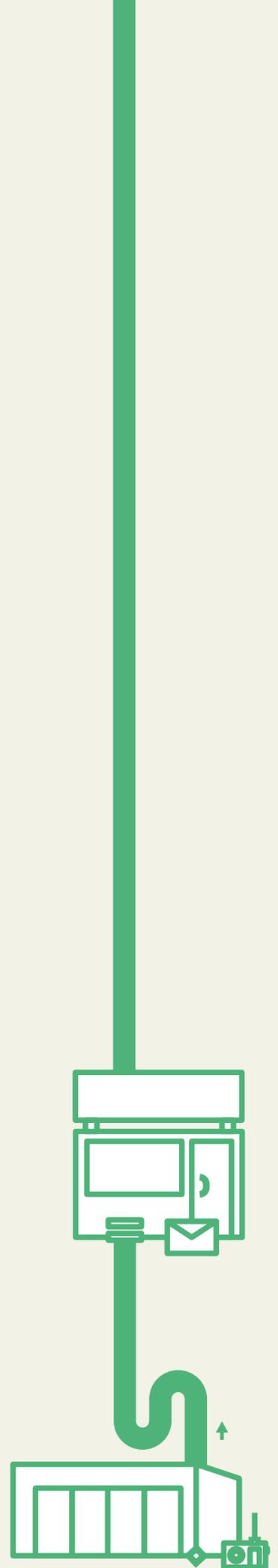


## CALL FOR ENTRIES 2022 Sustainability edition

GUIDANCE DOCUMENT

Open to designers, artists, engineers and scientists  
living and working in the UAE

Deadline: 11pm, Saturday 4 December 2021



“Sustainability will remain a major part of my practice. It should be a priority for everyone in fact! What I have achieved in one year is just the beginning. I hope to expand my scale upwards as I continue my research.”

Khawla Mohammed Al Balooshi



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## About Tanween

Tanween is a professional development programme by Tashkeel, open to emerging designers, makers and artisans living and working in the UAE. The ninth edition will run from January to November 2022.

Each year, practitioners are selected to embark on a journey of experimentation and learning that includes the development of functional products, from concept to completion, that 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 funding, marketing and sales resources for a limited-edition product line, enabling designers to gain entry into the commercial market.

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

## About Tashkeel

Established in Dubai in 2008 by Lateefa bint Maktoum, Tashkeel seeks to provide a nurturing environment for the growth of contemporary art and design practice rooted in the UAE. Through multi-disciplinary studios, work spaces and galleries located in both Nad Al Sheba and Al Fahidi, it enables creative practice, experimentation and dialogue among practitioners and the wider community. Operating on an open membership model, Tashkeel's annual programme of training, residencies, workshops, talks, exhibitions, international collaborations and publications aims to further practitioner development, public engagement, lifelong learning and the creative and cultural industries.

Tashkeel's range of initiatives include: Tanween, which takes a selected cohort of emerging UAE-based designers through a nine-month development programme to take a product inspired by the surroundings of the UAE from

Alumni include Alya Al Eghfeli (UAE), Amer Aldour (UAE), Abdalla AlMulla (UAE), Eman Shafiq (Pakistan), Hala Al Ani (Iraq), Hamza Omari (Jordan), Hatem Hatem (Iraq), Ibbini Studio (UK/Jordan), Khawla Mohammed Al Balooshi (UAE), Lana El Samman (Lebanon/ Canada), Latifa Saeed (UAE), Lina Ghalib (Egypt), Lujain Abulfaraj (KSA), Lujaine Rezk (Egypt), Myrtille Ronteix (France), Nada Abu Shaqra (Palestine), Neda Salmanpour (Iran), Nuhayr Zein (Egypt), Rand Abdul Jabbar (Iraq), Renad Hussein (Jordan), Saher Oliver Samman (UK), Salem Al Mansoori (UAE), Studio MUJU (UK/Egypt), Talin Hazbar (Syria), Tasneem Tinawi (Syria), Yara Habib (Lebanon/ Canada), Zeinab Al Hashemi (UAE), 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).

concept to completion; Critical Practice, which invites visual artists to embark on a one-year development programme of studio practice, mentorship and training that culminates in a major solo presentation; Make Works UAE, an online platform connecting creatives and fabricators to enable designers and artists accurate and efficient access to the UAE manufacturing sector; Exhibitions & Workshops to challenge artistic practice, enable capacity building and grow audience for the arts in the UAE; and the heart of Tashkeel, its Membership, a community of creatives with access to facilities and studio spaces to refine their skills, undertake collaborations and pursue professional careers.

Visit [tashkeel.org](http://tashkeel.org) | [make.works/uae](http://make.works/uae)

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“Alongside the critical thinking, experimental processes and designs, I found the sessions that prepared us for the commercial market really useful. 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



## The 2022 Tanween design programme: sustainability edition

After the success of 2021's design x science edition, the ninth 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 2022 are welcome from pairs (a designer/artist with an engineer/ scientist) as well as design practitioners who wish to work with manufacturers, fabricators and suppliers during the programme.

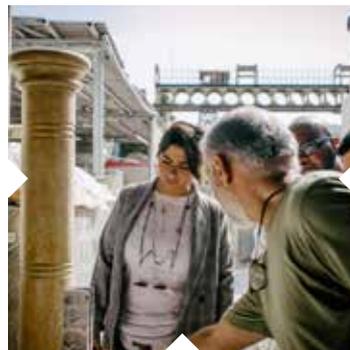
Tanween supports participants in design enquiry, material research and experimentation as well as exploring the process and development of prototypes, leading to the

development of a sustainable and functional product that 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. Through a series of LABs, field trips and review sessions, participants engage in group, pair and individual work, experimental practice, collaborative practice, constructive critical feedback, investigations of new business models, reflection and evaluation.

The Tanween design programme is led by Tashkeel with contemporary design project specialist Helen Voce (UK) and local mentor Kevin Badni with contributions from UAE-based and international design professionals.



Energy Access



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 AlMulla



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## The Commitment

Selected participants must be able to commit to attending LABs at Tashkeel (Nad Al Sheba) on the following dates:

**Induction:** Saturday, 8 January 2022

**LAB 001:** Saturday to Monday, 15 – 17 January 2022

**Design Review:** Saturday, 12 February 2022

**LAB 002+Review:** Saturday & Sunday, 19 & 20 February

**2022 Design Review:** Saturday, 5 March 2022

**LAB 003:** Saturday to Monday, 26 – 28 March 2022

**LAB Review:** Saturday 9 April 2022

**LAB 004+Review:** Saturday & Sunday, 23 & 24 April 2022

**LAB 005:** Saturday & Sunday, 11 & 12 June 2022

**[Production Period:** 1 July – 4 September 2022]

**Production Review:** Saturday, 16 July 2022

**Final Production Review:** Saturday, 20 August 2022

**Final Delivery:** Sunday, 18 September 2022

**LAB 006:** Saturday & Sunday, 24 & 25 September 2022

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 4 September 2022.

Participants will also be expected to be available for the worldwide debut of their products at Dubai Design Week 2022, which takes place in November. (back catalogues of the Tanween design programme are available at [tashkeel.org](http://tashkeel.org))

Conditional upon the product outcome being fully functional and fit for market, Tashkeel may sign a Licensing Agreement with the designer, whereupon the product will be sold exclusively by Tashkeel for an agreed period of time 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.

## Application Process

### WHO IS ELIGIBLE TO APPLY?

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 2021.
- Work in any design discipline.
- Currently reside in the UAE.

Joint applications are particularly encouraged from pairs of product designers and a engineering/science practitioners.

### WHAT'S THE COMMITMENT?

Selected participants will be expected to participate in the induction, all labs and review sessions and to be fully committed to the programme through to the submission of their functional prototype. If approved, participants will then be required to manufacture the final product which will be launched by Tashkeel at Dubai Design Week 2022. Thereafter, the product may be exclusively sold by Tashkeel for an agreed period of time whereby participants will be required to manufacture subsequent units to order within 6–8 weeks.

## Submission & Selection Procedure

Before the deadline, click on the link below to access the online platform:

<https://form.jotform.com/Tashkeel/call-for-entries-tanween-2022>

Upload your CV, biography, artist statement, 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 2022 (sustainability edition)?
- 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 2022?

A jury reviews all entries. Shortlisted applicants will be invited for interview between 10am and 5pm on 19 or 20 December 2021. The jury's decision is final and no correspondence shall be entered into.

For any further questions, please email [tashkeel@tashkeel.org](mailto:tashkeel@tashkeel.org) with the subject 'TANWEEN 2022'.

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∕ tashkeel.org

  @tashkeelstudio  @tashkeel

#TanweenbyTashkeel

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