



ECHO Art, Design and Technology Festival

To Take Place Next Week



Dubai, United Arab Emirates, 7 December 2017:

ECHO – the Middle East’s first art, design and technology festival - will take place at d3 from the 14th to the 16th December this year, under the theme” **Interacting with the future**”.

ECHO is the first-of-its-kind multi-sensory festival where art, design and technology intersect through workshops, talks, an immersive exhibition, and ECHO Sound '17.

It is a platform that will provide artistic concepts powered by technological innovations and installations. ECHO will seek to open people’s minds through educational sessions, surprise them through immersive experiences, connect them through engaging discussions, and have them wonder about what the future holds.

Free entrance is available into d3 and the immersive exhibition area. Limited tickets are available for the conference, workshop, talks and sound festival. Hurry up and get yours now!

Official partners for ECHO include: Emirates Airline as the Official Airline, MB&FM.A.D. Gallery and McLaren UAE as Premium Partners, OMNES Media as the Online Media Partner, Double Tree by Hilton Business Bay as the Hotel Partner, FRACTAL Systems as the Technical Partner, Site Global as the Branding Partner, with the



participation of New York University Abu Dhabi (NYUAD) and the Cultural Support of Zayed University, 1971 Space Design, and Dubai Institute of Design and Innovation (DIDI).

The latest ECHO programme and list of speakers and artists can be found here:

<http://echodubai.com/program/>

TICKET INFO:

CONFERENCE & TALKS from 290 AED ON THE BELOW LINK:

<https://dubai.platinumlist.net/event-tickets/63869/echo-in-dubai-art-design-and-technology?show=100244>

ECHO SOUND FESTIVAL '17 from 180 AED ON THE BELOW LINK:

<https://dubai.platinumlist.net/event-tickets/63599/echo-sound-17?show=99487>

WORKSHOPS – FOR CREATIVES SPECIALIST AND BEGINNERS ON THE BELOW LINK:

<http://echodubai.com/e/workshops>

Give your creative mind a chance to meet other geniuses from around the globe. Exchange ideas and concepts. Collaborate with them on your dream projects, while also learning from experts and masters in various fields and genres.

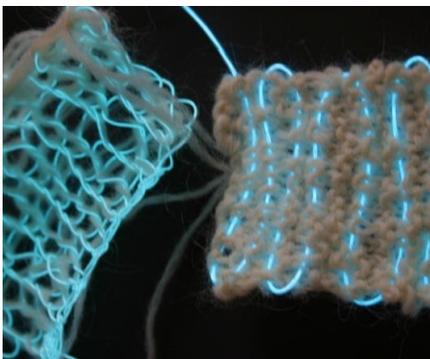
WORKSHOP DETAILS

WEARABLES WORKSHOP: WHEN FASHION MEETS TECHNOLOGY

The objective of this workshop is to embrace the creativity and new thinking within the field of wearable technology, to create a link to the area of traditional fashion made for everyday life.

Michel Guglielmi & Hanne-Louise Johannesen

12 & 13 December 2017, Day 1 (10am - 1pm + 2pm - 5pm), Day 2 (10am - 1pm + 2pm - 7pm) | AED 2,500





LIVE VISUAL PERFORMANCE

Learn how to create live show experiences by designing and performing live visuals with music.

Ali M Demirel

14 & 15 December 2017, 10.00 am – 6.00 pm | AED 2,000

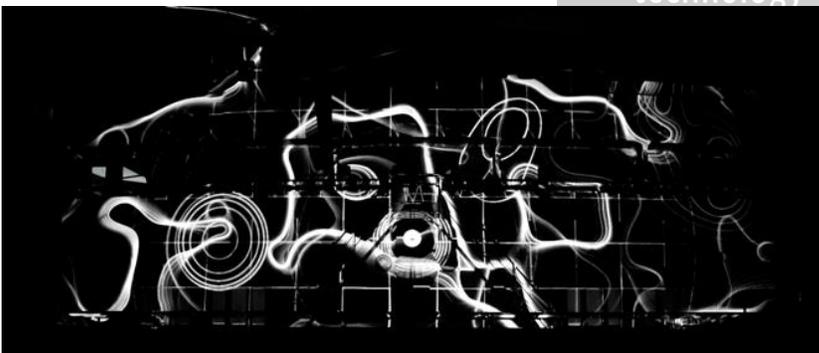


VIDEO MAPPING WORKSHOP: MODULE 8 + MADMAPPER

Learn how to create video files to be used for video mapping projects with Francesco, who has worked with brands including Gucci and Valentino.

Francesco Briganti

14, 15 & 16 December 2017, 10.00 am – 7.00 pm | AED 2,000





E-TEXTILE WORKSHOP: AN EXPLORATION OF WEARABLE MEDIA

Join Rebecca's workshop and get started in the world of e-textiles — learn how to build basic circuits, code simple programs and experiment with sensors. This workshop will stimulate your creative mind and teach you to use new technology to create your first piece of e-clothing.

Rebecca Pailes-Friedman

14 & 15 December 2017, 10.00 am – 7.00 pm | AED 2,500



COMPUTATIONAL DESIGN STRATEGIES IN VR

The workshop will invite individuals from different industries to generate, manipulate and develop code that will allow them to design complex architectural spaces. These spaces can be visualized in Virtual Reality (VR) environments, explaining the benefits of walking through an immersive digital model to be able to visualize space, light and affect.

Riyad Joucka

14 December 2017, 10.00 am – 7.00 pm | AED 1,000





PERFORMANCE WORKSHOP: PERFORMING TANGIBLE MEDIA

Learn how to integrate technology into costumes and scenography in an inspiring and hands on workshop by the award winning Diffus founders.

Michel Guglielmi & Hanne-Louise Johannesen

14 & 15 December 2017, 10.00 am – 3.00 pm | AED 2,500



ECHO
ECHO
art, design and
technology

ABOUT ECHO: ART, DESIGN AND TECHNOLOGY FESTIVAL

ECHO is the region's first multi-sensory festival where art, design and technology intersect to provide a platform for local and international businesses, brands and minds to connect and collaborate. This year's edition will launch in Dubai, taking place from the 14th to the 16th December in Dubai's Design District (d3), under the theme, "Interacting with the future". The 3-day Festival will include an exhibition showcasing immersive installations by local and international exhibitors, a conference to exchange knowledge and generate new ideas within the industry; workshops across a range of artistic and creative disciplines hosted by international experts; expert talks; and a sound festival that combines leading musical talent with audio-visual technology, to offer a truly immersive experience.

ABOUT MICE INTERNATIONAL

MICE International is an integrated, UAE - grown events management company based in Dubai. Established in 2011 with a vision to create events that are distinctively significant, MICE International offers a unique perspective that conceptualizes clients' needs to deliver an exceptional, memorable experience. The skilled,



multi-cultural team merges creativity, technology and innovation with a wide range of skills, disciplines, and deep regional experience. The team keeps abreast of current and emerging trends to ensure clients receive maximum impact and return on their investment.

For media enquiries and speaker interviews please contact:

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