

## ECHO Art, Design and Technology Festival Opens Today



**Dubai, United Arab Emirates, 13 December 2017:**

*ECHO – the Middle East’s first art, design and technology festival - will kick off today at Dubai Design District (d3) for three days, under the theme “**Interacting with the Future**”.*

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

*Noura Hawilo, ECHO Conceptualiser, explains what ECHO is about: “It is a platform that will provide artistic concepts powered by technological innovations. 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. Our speakers cover topics like ‘Creative Education’, ‘Wearable Technology’, ‘Generative Design’, and ‘Living Technology’ to name a few. They are global experts in their fields and are shaping the world we will live in, and are as excited as we are to come to Dubai and share their knowledge.”*

*All installations and exhibitions are open for public viewing across d3. Talks, workshops, conferences and ECHO Sound '17 have limited tickets available at [www.echodubai.com](http://www.echodubai.com)*



Mohammad Saeed Al Shehhi, CEO of Dubai Design District (d3) says: "We're pleased to host a cutting-edge event like ECHO, which conforms to the innovative vision of d3. As an incubator of high-tech ideas and progressive creative platform, d3 aims to provide the necessary support and infrastructure to such groundbreaking initiatives as ECHO. Even as d3 has established itself as one of the most prominent design destinations in the world, we're always striving to push the boundaries further by embracing and implementing new, disruptive technologies in creative fields that will have a revolutionary impact on society at large

Speaking about ECHO Sound '17, Noura added: "This is Dubai's new avant-garde sound and tech movement, merging influential and disruptive DJs and artists together to create a visual feast never before seen in the region. Each evening from 6pm the Sound Festival stages will light up with local, regional and international artists who are in the vanguard of their musical genres, including Rhadoo, our main act. Visitors have the full range of experiences open to them at ECHO – there really is something for everyone."

Alongside leading international talent such as Rhadoo from Arpiar, Barac, Ion Ludwig, Boris Chimp 504, Luigi Tozzi, Voigtmann, Ion Ludvig, Sit and Sixt Sense, Cezar, Praslea, Barac, Priku, Dreamrec and Cote, local artists will be featured including Maat, Maks, Dante, Nasrawi, Shadi Megallaa, Dario Loerke, Sash., Pooja B and Adam Rahman, Ricardo De Meneses.

Official partners for ECHO include: Emirates Airline as the Official Airline, MB&F M.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, Uber as the Transport 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 '17 from 180 AED ON THE BELOW LINK:**

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

**WORKSHOPS – ON THE BELOW LINK:**

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