



## Celebrating Innovation and Design in the heart of Africa

### FOR IMMEDIATE RELEASE

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November 5th, 2023

### **THE 6th DESIGN WEEK ADDIS ABABA (DWAA) LAUNCHES November 13th – 19th 2023 WITH A LINEUP OF MULTIMEDIA EXPERIENCES FOR DESIGN LOVERS**

**ADDIS ABABA, ETHIOPIA – Monday, November 13th, 2023** – D!NK Multimedia PLC In strategic partnership with Keste Damena Foam & Beyond, Culture Club, and What's Out Addis, present the 2023 Design Week Addis Ababa (DWAA), the leading creative festival in East Africa, which launches this week with a full program of events and an array of local and international collaborators and programming partners.

November 13th – 19th, 2023 will mark the sixth edition of the multi-disciplinary design festival. The festival's long-standing themes of *architecture and urban planning*, *industrial design and interiors*, *technology*, *fashion and textiles*, *food and gastronomy*, *visual communication*, as well as, *art and multimedia*, DWAA presents exciting opportunities for the cross-pollination of new ideas and relationships.

On November 15th, 2023, the organizers, *D!NK Multimedia*, will be launching their Bole Rwanda studio offices in the same building as strategic partner, Keste Damena, who will be relaunching their showroom space.

Founded by author and creative director Metasebia Yoseph in 2014, DWAA was established in an effort to provide an international platform for entrepreneurs and members of the creative industries in Ethiopia, while promoting the advancement of Addis Ababa as a global design capital. It also advocates for the implementation of projects that incorporate a design-centered approach to Ethiopia's development challenges, which Metasebia Yoseph describes as, "development by design." Since launching, DWAA has been invited to represent the Ethiopian design and creative sector at the London Design Festival and Downtown Design during Dubai Design Week. DWAA is also affiliated with the network of World Design Weeks, and actively works to expand the reach of this international platform. Design Week Addis Ababa (DWAA) has become a unique "destination event" for Ethiopia attracting visitors from around the world to experience this multidisciplinary festival.

This year, DWAA continues its support of the community through lectures, workshops, trainings, and events that showcase the true potential of African ingenuity and creative design. Design Week Addis Ababa is made possible through local and international corporate and strategic partnerships such as *KESTE DAMENA*, *TOMOCA COFFEE*, Gebeta Wine, Dashen



Culture Club, IVY Lounge, Marriott Executive Apartments, Arada Beer, Selamta Magazine, What's Out! Addis, Linkup Addis, Elite Events, and many others.

Full Schedule of Events November 13th – 19th, 2023

# DESIGN WEEK ADDIS ABABA

CELEBRATING INNOVATION & DESIGN IN THE HEART OF EAST AFRICA

**NOV 13TH-19TH**

**SCAN QR**

<p><b>MONDAY</b> <b>NOV 13TH</b> 6PM-9PM</p> <p><b>VIP LAUNCH</b> SHERATON LUXURY HOTEL COLLECTION INVITATION ONLY</p>	<p><b>WEDNESDAY</b> <b>NOV 15TH</b> 6PM-9PM</p> <p><b>VIP PREVIEW</b> KESTEDAMENA SHOWROOM/DINK STUDIOS, BOLE RWANDA INVITATION ONLY</p>	<p><b>THU - FRI</b> <b>NOV 16TH 17TH</b> 6PM-9PM</p> <p><b>OPEN EXHIBITION</b> KESTEDAMENA SHOWROOM/DINK STUDIOS, BOLE RWANDA OPEN TO PUBLIC</p>
<p><b>SATURDAY</b> <b>NOV 18TH</b> 2:30-7PM</p> <p><b>CREATORS BRUNCH</b> IVY LOUNGE, MARRIOTT EXECUTIVE APARTMENTS INVITATION ONLY</p>	<p><b>SATURDAY</b> <b>NOV 18TH</b> 6PM-UNTIL</p> <p><b>VIP CLOSING</b> IVY LOUNGE, MARRIOTT EXECUTIVE APARTMENTS INVITATION ONLY</p>	<p><b>SUNDAY</b> <b>NOV 19TH</b> 1PM-6PM</p> <p><b>DESIGN MARKET</b> TOMOCA CAFE, LA GARE TRAIN STATION OPEN TO THE PUBLIC</p>

SHERATON LUXURY HOTEL COLLECTION  
 TOMOCA CAFE, LA GARE TRAIN STATION  
 IVY LOUNGE, MARRIOTT EXECUTIVE APARTMENTS  
 LD KESTEDAMENA SHOWROOM/DINK STUDIOS, BOLE RWANDA

To learn more about the event

Visit <https://www.designweekaa.com>

Follow @designweek.aa on Facebook / Instagram / Twitter #DWAA2023 #DesignLovers  
Find the Design Week Addis Ababa page on Facebook

Contact [designweekaa@gmail.com](mailto:designweekaa@gmail.com) or [design@dinktv.com](mailto:design@dinktv.com) for additional information.



THURSDAY - FRIDAY,  
NOV 16TH - 17TH, 6PM - 9PM

# OPEN EXHIBITION

KESTE DAMENA SHOWROOM /  
D!NK STUDIOS, BOLE RWANDA

OPEN TO PUBLIC



SCAN ME

