

INDEX

SAUDI ARABIA

Interior Design & Furniture Exhibition

POST SHOW REPORT

17 – 19 SEPTEMBER 2024

RIYADH FRONT EXHIBITION & CONFERENCE CENTER

STRATEGIC PARTNER



هيئة فنون العمارة والتصميم
Architecture and Design Commission

ORGANIZED BY

dmg events



THE PREMIER TRADE SHOW FOR INTERIOR DESIGN AND FIT-OUT COMPANIES IN THE KINGDOM

INDEX Saudi Arabia offers a simple but powerful proposition: connecting designers, architects and keen buyers to interior design brands, products and solutions from across the region.

The 2024 edition of INDEX Saudi Arabia was inaugurated on 17th September 2024 by Dr. Sultan Sanat J Alotaibi, Sub-sector Development General Manager from the Architecture and Design Commission, underscoring the event's pivotal role in the Kingdom's interior design and fit-out sector.

The show also witnessed attendance from industry giants like Red Sea Global, Qiddiya, DAN Company, Gallery Design, HMK Interiors, Yasmin Interiors, Livspace, Landmark Arabia, Majid Al Futtaim, and many more. Co-located with the Hotel & Hospitality Expo Saudi Arabia and the Lighting Design & Technology Expo, the event created a vibrant atmosphere and ensured a steady flow of relevant customers throughout the three-day event.

INDEX Saudi Arabia continues to be a driving force in shaping the Kingdom's design landscape and fostering growth within the sector.



INDEX Saudi Arabia was officially opened by Dr. Sultan Sanat J Alotaibi, Sub-sector Development General Manager, Architecture and Design Commission

2024 SHOW FIGURES

524 EXHIBITORS (OF 773 EXHIBITORS ACROSS THE CO-LOCATED SHOWS)

37 EXHIBITING COUNTRIES

15,854 VISITORS (25,263 FOOTFALL ACROSS THE CO-LOCATED SHOWS)

79 VISITING COUNTRIES

127 SPEAKERS

2 IMPACTFUL CONFERENCES

CO-LOCATED EVENTS

H HOTEL & HOSPITALITY EXPO SAUDI ARABIA

LIGHTING DESIGN & TECHNOLOGY EXPO

INDEX SAUDI ARABIA

VISITORS PROFILE

15,854

TOTAL VISITORS & VIPS AT
INDEX SAUDI ARABIA

25,623

FOOTFALL ACROSS THE COLOCATED
SHOWS (EXCLUDING EXHIBITORS)

79

VISITING
COUNTRIES

TOP 10 VISITING COUNTRIES



Saudi Arabia



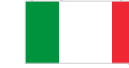
UAE



Qatar



Egypt



Italy



India



Bahrain



Jordan



Turkey



China

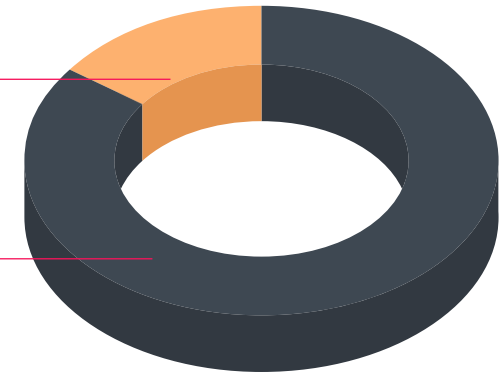
REGIONAL BREAKDOWN OF VISITORS

17%

from International countries

83%

from Saudi Arabia



“What an incredible experience meeting talented designers & architects from across the industry on the first day of INDEX Saudi Arabia!”

I had the pleasure of connecting with so many inspiring professionals while showcasing some of the latest designs & trends in interior and architectural spaces.”

LANA ISMAIL
Creative Director, Lana's Art Studio – 2024 Visitor

TOP VISITING COMPANIES



EXHIBITORS PROFILE

524

TOTAL EXHIBITORS AT
INDEX SAUDI ARABIA

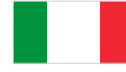
773

EXHIBITORS ACROSS THE
CO-LOCATED SHOWS

37

EXHIBITING
COUNTRIES

TOP EXHIBITING COUNTRIES



Italy



Belgium



Saudi Arabia



UAE



Turkey



Greece



Portugal



Malaysia



Poland



Austria



China



Morocco

INDEX COLLECTIONS



Launched in 2024 as a product sector within INDEX Saudi Arabia, INDEX Collection, served as a nexus for innovation and luxury. This exclusive section brought together the crème de la crème brands of the luxury interiors market, each showcasing meticulously crafted products that set new standards for sophistication and design.

PRODUCT SECTORS

- Accessories, Décor, & Homeware
- Fit-Out Services
- Bed & Bedding
- Kitchen & Bathroom
- Textiles
- Workspace
- Flooring & Surfaces
- Furniture & Furnishings
- Art

TOP EXHIBITING COMPANIES



INDEX DESIGN TALKS

INDEX Design Talks featured an exciting lineup of panel discussions and presentations with 80 renowned architects, designers, and industry giants from Zaha Hadid Architects, ROSHN, Diriyah Company, MMAC Design, KAFD, Aedas, DLR Group, AE7 KSA, and many others. The stage, designed by Bishop Design in collaboration with OK Middle East, set the perfect backdrop for these engaging conversations. These talks provided valuable insights and practical knowledge, offering professionals the chance to network with thought leaders in the field and foster dialogue about the evolving design landscape in Saudi Arabia and beyond.



Abdullah Azhari
CEO & Managing Director
Saudi Icon



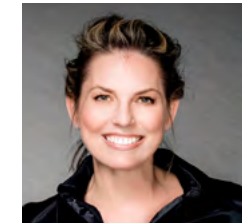
Alberto Bounous
Vice President Development
KAFD



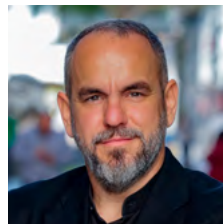
Bernardo Fort Brescia
Founding Principal
Arquitectonica



Christian Merieau
Partner & Managing Director
MMAC Design



Giovanna Carnevali
Executive Director - Master Planning
ROSHN



Ignacio Gomez Gonzalez
Global Design Principal
Aedas



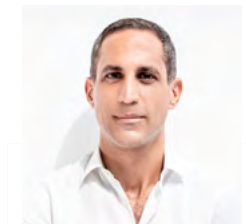
Michele Pasca di Magliano
Director
Zaha Hadid Architects



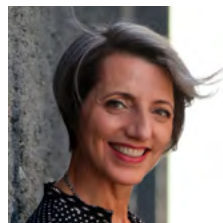
Oliviero Cassini
Chief Development Officer –
EMEA
The Lux Collective



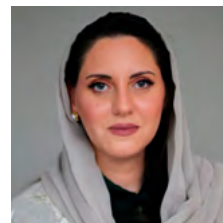
Scott Pryde
Principal & Design Director
DLR Group



Tariq Khayyat
Co-Founder
tkdp



Sumaya Dabbagh Riba
Principal
Dabbagh Architects



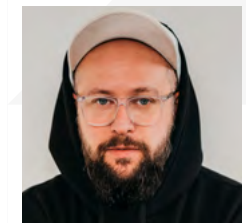
Yusra Saleh
Executive Director
AE7 KSA



Yahya Jan
President & Design Director
NORR



Naji Syriani
Hospitality Development
Director, Diriyah Company



Piotr Kalinowski
CEO and Creative Director
MIXD Studio

IN ASSOCIATION WITH



“I’m a firm believer that surrounding yourself with knowledgeable and innovative individuals fuels growth, especially when you have a genuine curiosity. I had the opportunity to meet many such people at INDEX Saudi Arabia. The talent on display, expert speakers and engaging panels was incredible and will undoubtedly help drive the industry forward.”

THOMAS A.
Business Development Manager, HYKAL - 2024 Visitor

WORKSPACE SUMMIT

The Workspace Summit marked a significant milestone as it made its inaugural debut in Saudi Arabia. This groundbreaking event brought together a distinguished assembly of 47 industry pioneers, thought leaders, and innovators who are at the forefront of revolutionizing the modern workplace, including ROAR, Bluehaus, DZ Design, JLL, International Design Associates (IDA), Designsmith, In Detail Design and many more.



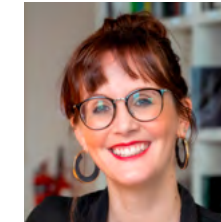
Pallavi Dean
 Founder & Creative Director
 ROAR



Bart Leclercq
 Head of Studio (KSA)
 BSBG



Ben Corrigan
 Managing Director
 Bluehaus



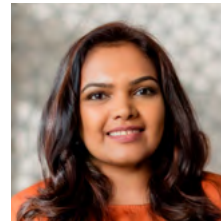
Bianca Van Der Merwe
 Interior Design Director
 DLR Group



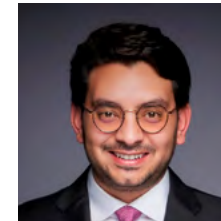
Peter Veale
 Design Director
 FPOV



David Gilbey
 Lighting Design Director
 Diriyah Gate Development
 Authority



Dina Murali
 Founder & Design Director
 DZ Design



AbdulAziz AlQarra
 Director Project Manager, Project
 & Development Services KSA
 JLL



Abdel Razeq
 Director of Sustainability
 AESG



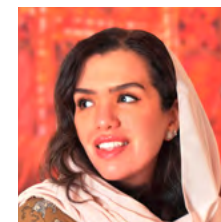
Joakim De Rham
 Founder
 SBID



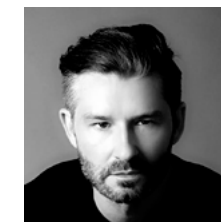
Shahzad Azam
 Founder & Chief Operating Officer
 International Design Associates
 (IDA)



Vijay Nambiar
 Studio Director
 Designsmith



Iman Abuljadayel
 Founder
 In Detail Design



Darren Taylor
 Group Head of Accounts
 and Strategy
 INC Group



Fatemah Almadani
 Chief Executive Officer
 Maamor Interior

“INDEX Saudi Arabia showcased the tremendous potential within the design and construction industry in the Kingdom. A mix of meetings with old friends and new, insightful discussions, and thought-provoking conversations on topics like growth mindset and sustainability, the event brought together creative minds to explore collaborative opportunities.”

HINA KIDWAI
 Founder & Design Director, Design Vibes - 2024 Visitor

EVENT FEATURES



INDEX Saudi Arabia Future Stars

Serving as a distinctive platform dedicated to supporting talent among the Kingdom's interior design students, the INDEX Saudi Arabia Future Stars competition was a tremendous success with 50 students from across the country participating and connecting with established designers and industry leaders. Participants were from top universities including Effat University, King Abdulaziz University, Prince Sultan University, Princess Noura University, Raffles Institute and Tabuk University. The winners were awarded internships with leading design agencies in Saudi Arabia.

1ST PLACE: LAMYA ALMUTAIRI

Project name:

Jareed Center for Palm Research and Innovation

University:

Imam Abdulrahman Bin Faisal University

Internship secured at:

ARAC

2ND PLACE: DIMA HASSAN

Project name:

Journey

University:

Prince Sultan University

Internship secured at:

Kristina Zanic Consultants

3RD PLACE: NOUF ALSAEED

Project name:

The Royal Embassy of Morocco in Saudi Arabia

University:

Imam Abdulrahman Bin Faisal University

Internship secured at:

In Detail Jeddah

IN COLLABORATION WITH



Design District

Celebrating the rich heritage of Saudi Arabian design through meticulously crafted spaces inspired by Al-Najdi architecture, the Design District was a testament to luxury and craftsmanship filled with products from leading brands. Visitors were able to explore the fusion of traditional Saudi design with contemporary interiors, discovering how cultural heritage can be seamlessly incorporated into modern living and hospitality environments.

DESIGNED BY

ida.

FEATURED BRANDS



JAIPUR RUGS

LA'MARVEL



MARKETING CAMPAIGNS ENSURING YOUR INVESTMENT DELIVERS THE RETURN YOU SEEK

340,000+ EMAIL SUBSCRIBER

3,230,000+ DIGITAL CAMPAIGN TOTAL REACH

1,855,000+ SOCIAL MEDIA REACH

858,000+ WEBSITE VISITS

MEDIA COVERAGE



EVENT HIGHLIGHTS

WATCH OUR EVENT HIGHLIGHTS



DAY 1



DAY 2



DAY 3

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