



ART

CB2 collaborates with Firetti Contemporary Gallery to present inspiring talks on transformative art and sustainable design

Three immersive sessions to be hosted free in CB2, Mall of Emirates through September & October

Press Release

12 September 2023 • 12:20

Dubai, UAE – Combining the poetry of art with the functionality of high-design furniture, CB2, operated by Majid Al Futtaim Lifestyle, partners with Firetti Contemporary Gallery to establish a platform of transformative art that constructs inviting, layered interiors that embody sustainability. The partnership is presented with a series of free immersive talks around art, furniture, and sustainability during the month of September and October at the CB2 store in Mall of the Emirates. Through this dynamic collaboration, Firetti Contemporary introduces two distinguished artists, Sawsan Al Bahar and Laura Lappi, who will take centre stage at CB2, Mall of the Emirates.:



ART AFFAIR WITH SAWSAN AL BAHAR

- Topic: Art & Sustainability
- When: Friday, 15 September 2023
- Time: 5:00 PM – 6:00 PM
- Venue: CB2, Mall of The Emirates

Under the theme of Art and Sustainability, this conversation will be hosted by the artist behind "Untitled Study for the Fall", Sawsan Al Bahar, as she discusses the intricate connection between art and sustainability. The discussion will be offering insights into the artist's creative process and deeper meanings behind her work.

Admission to this event is free, reserve your spot [here](#).

CURATING ART WITH MARA FIRETTI

- Topic: Art & Sustainability
- When: Friday, 29 September 2023
- Time: 5:00 PM – 6:00 PM
- Venue: CB2, Mall of The Emirate

Art Affair will also be hosting a talk with the visionary CEO and Founder of Firetti Contemporary Gallery, Mara Firetti, as she offers an interesting guide to understand the value of artwork in addition to the process of selecting art for novice collectors.

Admission to this event is free, reserve your spot [here](#).



ART IN INTERIORS WITH CB2

- Topic: Art & Interiors
- When: Friday, 13 October 2023
- Time: 5:00 PM – 6:00 PM
- Venue: CB2, Mall of The Emirates

CB2 will host an interactive masterclass around interior design and fine art with a guided session on how to build rooms around art. This immersive experience guides participants through the art of curating living spaces that harmonize with their cherished artworks, whether it's contemporary paintings, sculptures, or unique installations. The attendees will gain valuable insights into selecting the perfect colour palettes, furniture, and lighting to enhance the visual impact of their art collections, transforming their homes into personalized galleries of self-expression, enriching our appreciation for art and how art can become an integral part of our daily lives, inspiring creativity in the spaces we inhabit.

Admission to this event is free, reserve your spot [here](#).

For more information, please contact CB2moe.dxb@maf.ae

For press related inquiries, please contact MAF@Four.Agency

About Majid Al Futtaim

Founded in 1992, Majid Al Futtaim is a diversified lifestyle conglomerate spanning 16 countries across the Middle East, Africa and Asia. The company employs 46,000 people representing 114 nationalities and welcomes 600 million customers to its shopping malls, communities, retail and entertainment destinations each year.

With owned assets valued at US\$18 billion, Majid Al Futtaim has the highest credit rating (BBB) among privately held corporates in the region. The company is committed to becoming Net Positive in water and carbon by 2040.

Majid Al Futtaim Lifestyle is home to world-class fashion and retail brands with more than 65 stores across the MENA region. As the retail partner of choice for some of the most desirable brands, Majid Al Futtaim Lifestyle holds exclusive licensing rights across the region for names such as Lululemon, LEGO, Abercrombie & Fitch, Hollister, AllSaints, CB2, Shiseido, Poltrona Frau, Ceccotti Collezioni, Crate & Barrel and THAT, a Majid Al Futtaim multi-brand concept store and app. The Company currently boasts 18 online platforms and continues to strengthen its position as a market leader through its exceptional omnichannel customer experience offering.

About CB2

CB2 is transforming the perception of home design for today's modern consumer by offering high quality, sophisticated design. The brand is today's destination for timeless yet edgy home collections, creating furniture and decor to inspire creativity and celebrate individuality with an eclectic mix of

products and decorating ideas. In addition to being a leader in online retail, the brand is rapidly expanding their physical footprint and currently has 20 locations across the U.S and Canada. CB2 is part of Crate and Barrel Holdings, which is owned by The Otto Group, a global retail and services group based in Hamburg, Germany. For more inspiration, follow us on Snapchat, [Facebook](#) and [Instagram](#). www.majidalfuttaim.com

<https://www.facebook.com/MajidAlFuttaim>

<https://www.instagram.com/majidalfuttaim> &

<https://www.instagram.com/shiseidomiddleeast/>

<https://www.tiktok.com/@majidalfuttaim>

<https://www.youtube.com/user/majidalfuttaim>

<https://twitter.com/majidalfuttaim>

<https://www.linkedin.com/company/majid-al-futtaim>