

MATERIALS IN MOTION

A project by  MATERIALLY in collaboration with 



From
London Design Week
to **Dubai**





Materially, Materials in Motion

Materials in Motion is an international program connecting innovative material solutions with architects, designers, manufacturers and project developers through curated exhibitions, advisory services and design communities.

Developed by **Materially**, the initiative creates new opportunities for manufacturers to increase visibility, **engage professional audiences** and generate specification opportunities in **strategic international markets**.

Backed by more than twenty years of experience in material advisory, research and industry collaboration, Materially supports manufacturers in transforming material innovation into commercial and application opportunities.

In 2026 the journey begins in London and continues in Dubai in collaboration with Isola Design.



First step **London**

The London Design Festival is a first opportunity for companies to be among the founding partners of **Materials in Motion** and participate in a collective exhibition dedicated to material solutions and innovation.

Hosted within Isola Design's exhibition at House of ICON, 15-17 September, this initiative will evolve into a structured and travelling **Material Studio**, connecting manufacturers, designers, architects, and industry professionals across different markets.



TAKE THE
OPPORTUNITY





Beyond **London**

Materials in Motion continues at **Isola Space Dubai**, extending visibility into one of the world's fastest-growing markets for architecture, interiors and real estate.

Here, **selected material solutions** become part of a curated environment designed to inspire, inform and support material specification.



Materials in Motion **Dubai**

Material solutions are organised according to how designers specify projects.

Materials in Motion is designed to become a trusted **reference point** for Dubai's architecture, interior design and real estate communities, providing direct access to some of the world's most innovative material solutions.



ARCHITECTURE
facades, building systems



INTERIORS
surfaces, coverings, furniture



OUTDOORS
surfaces, furniture, fabrics



PRODUCTS
structures, finishes, components



Exhibition Format



EXPERIENCE

Touch and compare material solutions.



UNDERSTAND

Access technical data, certifications and manufacturers' information.



CREATE

Build moodboards and compare combinations



SPECIFY

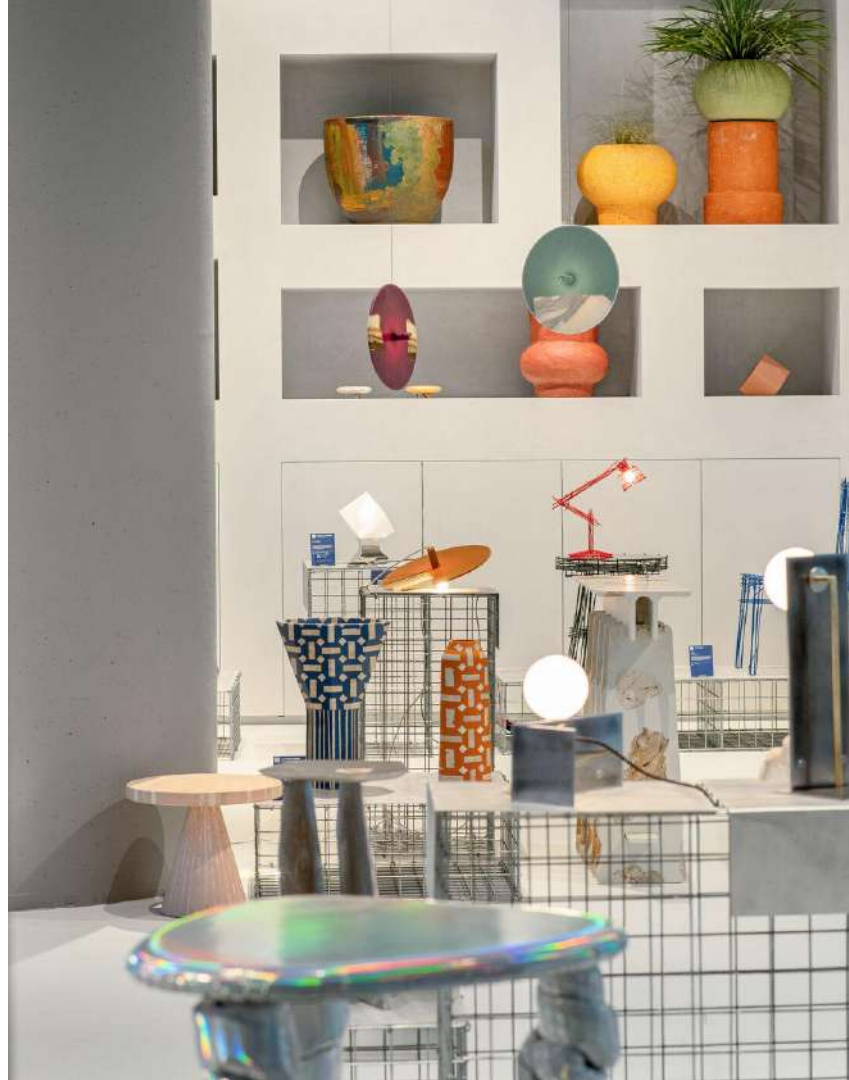
Continue the journey through Materially's advisory expertise and the support of the Isola Space team.



Always in **Motion**

Materials in Motion offers different participation formats to match each manufacturer's objectives and the characteristics of their material solutions. Display formats, showcase areas and duration can be tailored to each partner's product strategy, communication and visibility goals.

The experience is further enhanced through dedicated events, communication campaigns, networking activities and targeted B2B introductions, creating ongoing opportunities for visibility, engagement and business development.





Why **JOIN?**

Materials in Motion is designed to help manufacturers move beyond product presentation toward meaningful engagement with designers and project stakeholders.

Participation offers opportunities to:

Increase international visibility

Engage architects, designers and developers

Support specification within real projects

Participate in talks, workshops and networking activities

Develop long-term business relationships across Europe and the Middle East

Materials in Motion London is more than a standalone exhibition opportunity. It is the beginning of an international journey with Materially - one that can evolve into new collaborations and commercial opportunities through **Materials in Motion Dubai at Isola Space**.

**Let's explore how your
material solution can become
part of the journey**



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