
Msheireb Properties and Fast Company Middle East Countdown to Innovation by Design Summit 2025



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Last Call for Submissions to the Innovation in Design Awards, with Nominations Closing 10 April

DOHA, Qatar, 17 March 2025 – With just three weeks remaining before nominations close,

Msheireb

Properties and Fast Company Middle East are calling on designers, architects, and innovators to

submit entries for the 2025 Innovation in Design Awards ahead of the 10 April deadline. The awards

ceremony will take place at the second annual Innovation by Design Summit on 21 May 2025, at Msheireb Downtown Doha.

Following the success of the inaugural event, which attracted over 400 global delegates and industry

leaders in 2024, the 2025 Summit will explore design's impact across business, technology, and society.

"Our first Innovation by Design Summit demonstrated the region's need for a platform celebrating

transformative design thinking," said Dr. Hafiz Ali Abdulla, Senior Director of Corporate Communication at Msheireb Properties. "The 2025 edition will bring together visionaries who are

redefining the future through human-centred, sustainable design solutions."

The 2025 Summit will feature speakers including Debbie Millman, designer and author; Mitchell Joachim, Co-Founder of Terreform ONE; Joe Doucet, Founder of Joe Doucet x Partners; and

Shahira

Fahmy, Founding Principal of Shahira Fahmy Architects amongst others.

This year's Innovation in Design Awards will recognise excellence across seven categories:

Architecture and Urban Planning

Product and Packaging

Retail and Experiential

Sustainable Design

Technology-Driven Design

Travel and Hospitality

Emerging Designer Middle East

"Design is now a crucial driver of innovation, problem-solving, and competitive advantage," continued

Dr. Hafiz Ali Abdulla. "The Innovation by Design Summit and Awards celebrate pioneers using design

to transform industries and create meaningful impact."

“Innovation by Design will be the definite platform for designers, policy shapers, and businesses addressing today's critical challenges and shaping the future of design,” said Ravi Raman,

publisher

of Fast Company Middle East.

The inaugural awards in 2024 recognised global brand consultancy Landor for human-centric design,

cardiac diagnostic technology innovator Dr. Mario Garcia for technology-powered design, MAD Architects for sustainable design, and Pandora for luxury and lifestyle design.

Event highlights include keynote presentations, panel discussions, workshops, and networking opportunities. For more information and to submit nominations for the Innovation in Design Awards,

visit: <https://event.fastcompanyme.com/innovation-in-design-awards-2025/>