

DUBAI DESIGN ACADEMY

DMCC launched the Dubai Design Academy (DDA) in 2019 to complement the thriving precious stones and precious metals industries in Dubai. Offering exclusive jewellery-design programmes, the DDA equips students with innovative design development training and practical experience of the latest computer-aided design (CAD) and manufacturing technology shaping the modern jewellery design industry. Licensed by the Government of Dubai's Knowledge and Human Development Authority (KHDA), the DDA is an accredited BTEC centre and has a number of partnerships and MOUs with stakeholders around the world.

Quick Facts and Stats

- Based in Almas Tower, home to the Dubai Diamond Exchange, the DDA is at the heart of Dubai's gold and diamond industries.
- The DDA has successfully trained and upskilled over 750 students since its launch.
- The DDA is nurturing the next generation of jewellery designers and enhancing the skills of current industry professionals.

DDA Courses, Collaborations and Events

- The DDA offers 18 different courses and workshops to fine-tune students' jewellery design skills, focusing on hand illustration, 3D jewelry design, and metalsmithing.
- In 2023, the DDA signed an MoU with FinMet, providing opportunities for students and alumni to design new gold notes and participate in an internship programme.
- In November 2023, DDA took part in Jewellery Arabia to offer its workshops and courses for the second time.

Dubai Design Academy Leaders



Maryam Al Hashmi

Senior Director of Precious Metals and Stones, DMCC

Maryam Al Hashmi is DMCC's Senior Director of Precious Metals and Stones. She is also the UAE Kimberley Process Director. Within her role, Maryam is responsible for the overall strategy and operations of DMCC's precious metals and stones ecosystems, and ensuring that the Kimberley Process operates efficiently across the UAE to stem the trade of conflict diamonds in the country.