



THE GLOBAL FORUM FOR DESIGN

**MIAMI BEACH, USA
NOVEMBER 29-DECEMBER 4, 2011**

Press

DESIGN MIAMI/ ANNOUNCES STRONG SALES AND RECORD ATTENDANCE FOR DECEMBER 2011 SHOW

Exceptional works attract high-level collectors and design enthusiasts from around the globe.

The seventh edition of Design Miami/, the global forum for design, saw a significant increase in sales and attendance throughout its six-day run in Miami Beach, November 29-December 4, 2011. Collectors, curators, critics and design enthusiasts from around the world descended upon the fair to see stunning presentations of blue-chip historical and contemporary design, alongside new commissions from both emerging and established designers. In total, the fair drew a record number of 29,000 visitors.

The show was attended by a cross section of notable collectors, museum directors and personalities including Ron Arad, Delphine Arnault, Oleg Baibakov, André Balasz, Naomi Campbell, Sean Combs, Chris Dercon, Lord Norman Foster, Francesca von Habsburg, Zaha Hadid, Maja Hoffmann, George Kravis, Arnold Lehman, George Lindemann, Eugenio Lopez, Alberto Mugarabí, Vladimir Restoin Roitfeld, Don and Mera Rubell and Aby Rosen among many others.

Design Miami/ drew guests from throughout Europe, North America, South America, and Asia. In addition, thousands of people from over 150 countries followed the unfolding of the show on the Design Miami/blog at www.designmiamiblog.com.

“With this year’s fair, Design Miami/ has continued its path of growth,” said Marianne Goebel, Director of Design Miami/. “With each edition, we strive to bring greater depth and maturity to the fair. The caliber of works shown in the gallery program resulted in our strongest sales figures to date.”

Highlights from Design Miami/ 2011 included:

A Pierre Paulin solo show, incorporating furniture from the French President’s 1970s private residence in the Palais de l’Élysée (Demisch Danant)

An architectural “Shed” structure by Jean Prouvé, which went to a European museum collection (Galerie Downtown - François Laffanour)

Large scale lighting installations by Jeff Zimmerman (R20th Century), Astrid Krogh (Galerie Maria Wettergren) and rAndom International (Carpenters Workshop Gallery)

Computer generated design including Haresh Lalvani's Morphing platters series (moss) and Mathias Bengtsson's Silver Cellular chair

Curated collections of Modern, Contemporary and artist-designed jewelry (Didier Ltd, Caroline van Hoek, Mark McDonald and Ornamentum)

In addition to the gallery program, a regular highlight for Design Miami/ attendees is the fair's Design Talks, which shed light on topics at the intersection of art, architecture and design. This year's talks were hosted by Stefano Tonchi, Editor-in-Chief of W Magazine and included "Modern Utopia" with Lord Norman Foster; "Ingenious Barter" with David Adjaye, Peter Adjaye, and Teresita Fernandez; and "Crossing Lines" with Joseph Altuzarra, Rafael de Cárdenas, and Patricia Urquiola.

David Adjaye, Designer of the Year Award recipient 2011, designed the site-specific pavilion "Genesis", which offered the fair's visitors a space of retreat and respite throughout the week.

Design Miami's partners again actively contributed to the fair's programming, including Audi's "Urban Future" LED installation created by Danish architects BIG-Bjarke Ingels Group; the "Crystal Matrix II" exhibition by Erwin Redl for Swarovski Crystal Palace; and "Craft Alchemy," a Design Performance by Fendi in collaboration with designer Elisa Strozyk and artist Sebastian Neeb.

Design Miami/ confirmed once again that it is the only fair that can assemble the highest caliber of international design galleries for an audience of experienced as well as new collectors. With a stellar presentation of collectible design from around the world, the December 2011 show proved to be one of the most successful in the show's history.

ABOUT DESIGN MIAMI/

The seventh edition of Design Miami/ will feature the world's leading galleries specializing in 20th and 21st century collectible design. Design Miami/ is the most prominent and substantive forum for design, representing a convergence of commerce and culture. Its annual shows in Basel, Switzerland (June) and Miami, Florida (December) bring together the most influential collectors, gallerists, designers, curators and critics from around the world. For further information, visit www.designmiami.com and www.designmiamiblog.com.

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