



THE GLOBAL FORUM FOR DESIGN

**HALL 5, MESSE BASEL, SWITZERLAND
14-18 / JUNE 2011**

Press

IN BASEL, DESIGN MIAMI/ CELEBRATES ITS TWELFTH FAIR WITH AN EXTRAORDINARY LIST OF PARTICIPATING GALLERIES, DESIGNERS OF THE FUTURE AWARD COMMISSIONS AND INNOVATIVE INTERIOR LAYOUT

The June 2011 edition of Design Miami/ Basel will see an increase in both returning and first-time exhibitors, all of whom represent the world's leading galleries specializing in 20th and 21st century collectible design. Significant works held by this vibrant roster of more than forty international galleries will be presented, alongside the fair's progressive cultural programming on two floors of Hall 5 in Basel's Messe Complex. The show will be held June 14-18, with a special VIP Opening on Monday, June 13, 2011.

"Design Miami/ Basel is the strongest international fair strictly dedicated to twentieth and twenty-first century design," says Patrick Seguin of Galerie Patrick Seguin. "Basel occupies a strategic geographical position in Europe, and collectors know they will only see the best the design market has to offer at Design Miami/ Basel."

The offering of museum-quality design from more than 40 participating galleries is a testament to the fair's status as the pre-eminent biannual event for the global design community, in large part due to the rigorous standards of the fair's proposal-based gallery selection process.

This year's returning exhibitors from Europe, the United States, and Asia include Carpenters Workshop Gallery, Dansk Møbelkunst Gallery, David Gill Galleries, Demisch Danant, Galerie Downtown-François Laffanour, Galerie kreo, Galerie Patrick Seguin, Galerie Perrin, Galerie Pierre-Marie Giraud, Gallery Seomi, Hostler Burrows, Johnson Trading Gallery, Jousse Entreprise, Mitterand+Cramer, Nilufar Gallery, R 20th Century, and Galerie VIVID, among many other prestigious galleries.

"Design Miami/ Basel is one of the few fairs in the world committed to the level of presentation and connoisseurship our gallery strives to achieve in our own program," says Evan Snyderman of R 20th Century. "The parameters set forth by the fair insure that the work exhibited be at the highest level. It has been inspiring and beneficial for our gallery to be involved with the fair since its inception. As the show continues to evolve, it also gives us a unique opportunity to meet and see clients from around the world as well as clients who live in our own neighborhood in New York."

First time exhibitors for Design Miami/ Basel this year include Galerie Doria from Paris, which specializes in furniture and decorative arts from the 1930's including works by the Union des Artistes Modernes. Galerie Ulrich Fiedler, another first time exhibitor, is a Berlin-based gallery known for 20th century work with a specialization in the Bauhaus period. Finally, Modernity from Stockholm offers vintage high quality 20th century design with a particular emphasis on Italian and Scandinavian designers.

Participants for June 2011's Design On/Site program, which showcases solo shows of contemporary design that push the boundaries of design, craft, and technology, include Caroline Van Hoek, Galerie BSL, Gallery Libby Sellers, Galerie Maria Wettergren, HELMRINDERKNECHT contemporary design, Nathalie Karg/ Cumulus Studios, Particles Gallery, and Spring Projects. Works to be shown in the Design On/Site program reflect a diverse and international selection of designers and dealers collaborating in unexpected ways to bring new pieces to market.

This year's edition of Design Miami/ Basel will also be the first helmed by new Director Marianne Goebel, following her appointment in February 2011. "While it is still a young fair, Design Miami/ has quickly become the world's most significant forum for exploring both contemporary and historic design," says Goebel. "The June 2011 show will be one of the most important we've ever held in terms of quality of content, maturity and cultural significance—making it an incredibly exciting starting point for me."

In addition to the stellar gallery and On/Site exhibitions, Design Miami/ Basel will offer a new program of Awards, Design Talks, and Satellite shows aimed at contextualizing the gallery presentations with a diverse and lively cross pollination of ideas from the fields of art, fashion, design, and architecture. A striking VIP Lounge hosted by HSBC Private Bank will frame the launch of the fourth Connection Collection work, a newly commissioned piece by Dutch designer Hella Jongerius. VIP guests will also enjoy personal car service by exclusive automotive partner, Audi, in the progressively luxurious A8. Swarovski Crystal Palace will make their Basel debut, premiering an innovative design presentation by avant-garde design duo Frederikson Stallard.

Design Miami/ Basel partners again with W Hotels to honor up-and-coming designers and studios that are expanding the field of design. The Award moves beyond pure product and furniture design to recognize technologically and conceptually vanguard pieces that work across multiple disciplines. Launched in 2006, the Award recognizes designers working in innovative ways—whether with new materials, new processes, or unexpected approaches. The goal of the Award is to offer the next generation of design creatives a public forum for reaching a powerful audience of collectors, dealers, and journalists. This year's W Hotels Designers of the Future Award winners will be announced during Salone Internazionale del Mobile 2011 in Milan.

Following their successful commission from Design Miami/ in December 2010, New York-based architects Aranda\Lasch will create an innovative interior layout for Design Miami/ Basel, which abandons the typical trade show grid in favor of a non-traditional 'scatter' pattern. This ingenious design concept, which encourages

guests to explore and engage with the fair's unique geography in entirely new ways, will have its Design Miami/ Basel debut at June's show.

Design Miami/ Basel 2011 confirms once again that it is the only fair of its kind. Both serious in its curatorial intent and in its playful desire to challenge established notions, Design Miami/ Basel is an essential calendar fixture for the best international galleries, collectors, designers, critics, and curators.

PARTICIPATING DESIGN GALLERIES

Carpenters Workshop Gallery, London
Cristina Grajales Gallery, New York
D&A Lab, Brussels
Dansk Møbelkunst Gallery, Zurich & Paris
David Gill Galleries, London
Demisch Danant, New York
Dilmos, Milan
Gabrielle Ammann-Gallery, Cologne
Galerie Anne-Sophie Duval, Paris
Galerie Chastel-Maréchal, Paris
Galerie Doria, Paris
Galerie Downtown François Laffanour, Paris
Galerie Eric Philippe, Paris
Galerie Jacques Lacoste, Paris
Galerie Kreo, Paris
Galerie Patrick Seguin, Paris
Galerie Perrin, Paris
Galerie Pierre Marie Giraud, Brussels
Galerie Ulrich Fiedler, Berlin
Galerie VIVID, Rotterdam
Gallery Karena Shuessler Gallery, Berlin
Gallery Seomi, Seoul
Hostler Burrows, New York
Jacksons, Stockholm & Berlin
Johnson Trading Gallery, New York
Jousse Entreprise, Paris
mitterrand+cramer / design, Geneva
Modernity, Stockholm
Nilufar Gallery, Milan
Ornamentum, Hudson
Perimeter Art & Design, Paris
Priveekollektie Contemporary Art | Design, Heusden
R 20th Century, New York
Rossana Orlandi, Milan
Todd Merrill, New York

DESIGN ON/SITE

Caroline Van Hoek *presenting Beatrice Brovia and Nicolas Cheng*

Galerie BSL *presenting Nacho Carbonell*

Galerie Maria Wettergren *presenting Astrid Krogh*

Gallery Libby Sellers *presenting Formafantasma*

HELMRINDERKNECHT contemporary design *presenting Nicolas Le Moigne*

Nathalie Karg/Cumulus Studios *presenting Mike Bouchet*

Particles Gallery *presenting Aldo Bakker*

Spring Projects *presenting Studio Makkink & Bey*

NOTES TO EDITORS:

SCHEDULE OF EVENTS

Design Miami/ Basel 14-18 June 2011

Public Hours of Admission 11am-7pm daily

VIP Opening (By invitation only): Monday, 13 June 2011

Press Preview (New Hours): Monday, 13 June 2011, 3-6pm

Press can pre-register online at <http://services.designmiami.com/press>

Vernissage: Monday, 13 June 2011, 6-10pm

Nocturne (By invitation only): Thursday, 16 June 2011, 7-9pm

ABOUT DESIGN MIAMI/

Design Miami/ is the most prominent and substantive forum for collectible design, representing a convergence of commerce and culture. Its annual shows in Basel, Switzerland (June) and Miami, USA (December) bring together the most influential galleries, collectors, designers, critics and curators from around the world. For more information please visit www.designmiami.com.

Design Miami/ Basel is presented in partnership with HSBC Private Bank, whose dedication to innovative international design is an example of its emphasis on the value of connections. HSBC Private Bank is committed to supporting the forum in Basel and to continuing to explore new opportunities together with Design Miami/ Basel into the future.

IN PARTNERSHIP WITH HSBC PRIVATE BANK

HSBC Private Bank values connections and its partnership with Design Miami/, initiated in December 2006, is at the heart of its expanding global commitment to design.

HSBC Private Bank is the marketing name for the private banking business conducted by the principal private banking subsidiaries of the HSBC Group worldwide. HSBC Private Bank and the private banking activities of HSBC Trinkaus as well as the HSBC Private Banking entities, known collectively

as Global Private Banking, provide services to high net worth individuals and their families through 96 locations in some 43 countries and territories in Europe, the Americas, the Asia-Pacific region, the Middle East and Africa. Private Banking and Wealth Management Services in and from the United States are offered through HSBC Private Bank Americas, a division of HSBC Bank USA, N.A., and HSBC Private Bank International in Miami.

HSBC Private Bank draws on the strength of the HSBC Group, one of the world's largest banking and financial services organisations, providing a comprehensive range of financial services more than 100 million customers.

For more information on HSBC Private Bank, please visit www.theworldsprivatebank.com

EXCLUSIVE AUTOMOTIVE SPONSOR, AUDI AG

Audi is a global company, rich in tradition and one of the three big German car manufacturers in the premium segment. Audi Group sold around 1,092,400 cars of the Audi brand in 2010. The Company posted revenue of €35.4 billion and an operating profit of €3.3 billion. Audi is active in more than 100 markets and produces its cars not only in Germany but also in Hungary, China and Belgium. Audi currently employs around 60,000 people worldwide, including around 46,600 in Germany. Between 2011 and 2015 the Audi Group is planning to invest more than €11 billion, mainly in new products, in order to sustain the Company's technological lead embodied in its "Vorsprung durch Technik" slogan. By 2015, Audi plans to significantly increase the number of models in its portfolio to 42.

Audi has long been fulfilling its social responsibility on many levels – with the aim of making the future worth living for generations to come. The basis for Audi's lasting success is therefore formed by environmental protection, the conservation of resources, international competitiveness and a forward-looking human resources policy. One example of AUDI AG's commitment to environmental issues is the newly established Audi Environmental Foundation.

The foundation of the Audi Urban Future Initiative also shows that the brand is embracing its social responsibility for a sustainable future. After the creation of the biannual Audi Urban Future Award in 2010 Audi will continue to hold constructive discussions with renowned experts about urban development and urban mobility. The results will be incorporated into the work of the company on a permanent basis. Important parts of the Initiative will be the Audi Urban Future Summit and workshops entitled "Audi Inside". (www.audi-urban-future-initiative.com)

Since 2006, Audi has been honoured to be the Exclusive Automotive Sponsor of Design Miami/. As 'designer among designers', Audi does not only fulfill a traditional sponsor role at Design Miami/, but actively participates as an exhibitor and provides content.

For more information, visit www.audi.com

ABOUT SWAROVSKI CRYSTAL PALACE

SWAROVSKI CRYSTAL PALACE is a revolutionary project that aims to create signature interpretations of light and design using the emotive medium of cut crystal. Whilst celebrating and reinterpreting the rich traditions of the chandelier, SWAROVSKI CRYSTAL PALACE has pushed boundaries, and opened a new chapter in the history of lighting and design. SWAROVSKI CRYSTAL PALACE has evolved to a platform for creative expression and experimentation with innovation and technology.

In 1895, Daniel Swarovski, a Bohemian inventor and visionary, moved to the village of Wattens, Tyrol in Austria, with his newly-invented machine for cutting and polishing crystal jewelry stones. From this beginning that revolutionised the fashion world, Swarovski has grown to be the world's leading producer of precision-cut crystal for fashion, jewelry and more recently lighting, architecture and interiors. Today, the company, still family-owned and run by 4th and 5th generation family members, has a global reach with some 23,000 employees, a presence in over 120 countries and a turnover in 2010 of 2.06 billion Euros. Swarovski comprises two major businesses, one producing and selling loose elements to the industry and the other creating design-driven finished products. Swarovski crystals have become an essential ingredient of international design. Since 1965 the company has also catered to the fine jewelry industry with precision-cut genuine and created gemstones. Showing the creativity that lies at the heart of the company, Swarovski's own brand lines of accessories, jewelry and home décor items are sold through more than 1,900 retail outlets worldwide. The Swarovski Crystal Society has close to 325,000 members across the world, keen collectors of the celebrated crystal figurines. And in Wattens, Swarovski Kristallwelten, the multi-media crystal museum, was opened in 1995 as a celebration of Swarovski's universe of innovation and inspiration.

For more information, visit www.swarovskicrystalpalace.com

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