



THE GLOBAL FORUM FOR DESIGN

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

Press

**DESIGN MIAMI/ BASEL RETURNS WITH THOUGHT-PROVOKING
CURATORIAL PROGRAMME, DESIGN SATELLITES, AND DESIGN TALKS**

This June, Design Miami/ Basel will continue its tradition of provocative cultural programming with a series of exciting partnerships, Satellite Exhibitions, and the inspirational Design Talks series. Highlights for the 2011 show include:

DESIGN SATELLITES

Design Miami/ Basel's 2011 Design Satellite programme invites museums, foundations and innovative enterprises to present focused exhibitions of new work, architectural commissions, installations and critical publications that enhance the dialogue of the fair.

Nacho Carbonell/Playground Closes at Dusk

Galleria Rossana Orlandi premieres Nacho Carbonell's first large-scale outdoor installation, "Playground Closes at Dusk." The new works encourage visitors to engage in a unique sensory experience at the entrance to the show. Carbonell designed each piece in the "Playground" to create an opportunity for diversion and a moment for self-reflection amidst the fair's busy week of cultural and commercial activity. The installation creates a space in which visitors can climb, sit, and relax, while being transported by a transcendent environment.

Hella Jongerius/Coloured Vases (Series 3)

Phaidon Press will presents Hella Jongerius/Coloured Vases (Series 3), Jongerius' collaboration with the craftsmen of Royal Tichelaar Makkum, the Netherlands' oldest ceramics manufacturer. The series represents an investigation into the perception of colours as they optically merge, resulting in 300 unique vases with polychrome hues reminiscent of the intensities of old paintings.

Design Seoul & Dongdaemun Design Plaza

To the City of Seoul, design refers to more than a simple means to improve its appearance. At Design Miami/ Basel, the Seoul Design Foundation presents projects that represent this ethos, including the Dongdaemun Design Plaza (DDP). Designed by Zaha Hadid, Currently under construction, the DDP, is a four-story design edifice that will include a design museum, exhibition halls, library and other design-related facilities.

do you read me?!

Berlin's do you read me?! is one of the most eclectic periodical shops in the world, featuring hundreds of magazines and a curated assortment of themed journals and books from more than twenty countries. The store specializes in publications that focus on art, fashion, photography, design and architecture, literature, music, society and contemporary culture. At Design Miami/ Basel, do you read me?! offers a select range of international contemporary magazines and reading materials and will continue their "reading list" project, where inspiring people name their favorite readings of today.

DESIGN TALKS

The Design Miami/ Basel 2011 Design Talks program explores varied approaches to creating design. These lively exchanges with architects, artists, designers and collectors provide insight into the process of conceiving a design object or environment.

Tuesday, June 14 5:30-6:30 PM

The Power of Patronage: Pushing Boundaries through Private Commissions

Participants: Alexander S. C. Rower, President, Calder Foundation

Max Lamb, Designer

Moderator: Felix Burrichter, Editor and Creative Director, Pin-Up

Once the lifeblood of the applied arts, commissions have regained contemporary appeal for their ability to generate exceptional objects that respond to a specific user's needs. This conversation gains insight into the process of developing bespoke designs, the implications of designing outside market constraints and the opportunity for designers to work at the cutting-edge with the support of discerning clients.

Wednesday, June 15 5:30-6:30 PM

Freedom and Function: Diverse Approaches to Design

Participants: Jonathan Monk, Artist

Jürgen Mayer H., Architect

Piet Hein Eek, Designer

Moderator: Joseph Grima, Editor-in-Chief, Domus

The quickly developing market for contemporary experimental design has increased the demand for conceptual and technologically advanced work, inciting a new era of cross-pollination. This panel brings together a designer, an artist and an architect to discuss their approaches to making functional objects, and how their inspiration, use of materials, concept and processes intersect and diverge.

Thursday, June 16 5:30-6:30 PM

Designers of the Future: Conversation Pieces

Designers: Asif Khan

Studio Juju

mischer'traxler

Moderator: Joseph Grima, Editor-in-Chief, Domus

Design Miami/ Basel's 2011 W Hotels Designers of the Future Award recipients discuss their backgrounds, practices, and plans for impacting the future through design. Each designer comments on their response to the challenge of developing

objects that provoke interpersonal exchange, and how their studios navigate the present-day tension between analog and high-tech methods of creation.

SPONSOR EXHIBITIONS

Design Miami/ Basel partners with a number of dynamic brands that share a passion for design and excellence. The fair's programming model offers sponsors the opportunity to participate in the show in unique ways that creatively promote their brands.

HSBC Connection Collection IV: Hella Jongerius' "Daylight"

At Design Miami/ Basel, HSBC Private Bank will present a new work by Dutch designer Hella Jongerius, commissioned especially for the fair. The piece, "Daylight" is a table that explores how daylight changes and influences our perception of colours. The table is made of a wooden structure and a tabletop of multi-coloured resin blocks in two layers with the top layer referring to the changing hues of natural daylight.

Swarovski Crystal Palace Presents "Iris" by Fredrikson Stallard

In Basel, Swarovski Crystal Palace will present a new collaboration with London-based design studio Fredrikson Stallard. The installation, "Iris," will consist of four separate pieces that combine Swarovski crystal with different metal treatments ranging from gold leaf to corten. The work embodies the allure of the human eye through large-scale pieces that are each 1.5 meters in diameter and which contain over 600 hand-cut crystals.

Swarovski Crystal Palace will be hosting a conversation between Mateo Kries, Director of Vitra Design Museum, and Patrik Fredrikson and Ian Stallard of Fredrikson Stallard on Thursday, June 16, 3:00-4:00PM.

The Vitra Design Museum: Zoom. Italian Design and the Photography of Aldo and Marirosa Ballo

At Design Miami/ Basel, the Vitra Design Museum will present a special exhibition of the work of Milanese photographers Aldo Ballo and Marirosa Toscani Ballo. In the second half of the twentieth century, Studio Ballo played a significant role in the documentation of Italian design history with their precise, dispassionate photographs of Italian design works by masters including Albini, Aulenti, Castiglioni, Colombo, Mendini, Ponti and Sottsass, among many others. In Basel, the Vitra Design Museum will present insights into the current exhibition "Zoom. Italian Design and the Photography of Aldo and Marirosa Ballo."

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

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