



THE GLOBAL FORUM FOR DESIGN

MERIDIAN AVENUE & 19TH STREET
MIAMI BEACH CONVENTION CENTER P-LOT
MIAMI BEACH
1.-5. DECEMBER 2010

Press

DESIGN MIAMI/ ENTERS ITS SIXTH YEAR WITH AN EXPANDED LIST OF TOP-TIER GALLERIES, GROUNDBREAKING CURATORIAL PROGRAMME, AND DESIGN TALKS MODERATED BY W MAGAZINE EDITOR-IN-CHIEF, STEFANO TONCHI

Design Miami/, the global forum for design, will hold one of its most ambitious shows to date this December in a new location in Miami Beach. This year's fair will feature an expanded selection of galleries showcasing some of the most important design works of the 20th and 21st centuries, along with an impressive list of emerging galleries in the fair's Design On/Site exhibition. In addition, December's curatorial programme will include a Design Performance by FENDI with New York-based architects Aranda\Lasch and Design Talks moderated by *W Magazine* Editor-in-Chief Stefano Tonchi.

Founded in 2005, Design Miami/ has become the pre-eminent international fair for limited-edition design. An eagerly anticipated biannual forum lauded for presenting top-quality collectible design alongside emerging and experimental work, the fair draws influential clients, collectors, and industry luminaries from around the world. For the first time ever, this year's show will be held adjacent to Art Basel Miami Beach, in a temporary structure designed by New York-based design studio, Moorhead & Moorhead.

"The move to Miami Beach, coupled with our well crafted programme, makes this a very exciting year for Design Miami/," says Wava Carpenter, Acting Director for Design Miami/. "The vibrant, international roster of galleries exhibiting this year is one of the strongest we've ever had. All exhibiting galleries are working at the top of their fields and were selected following a rigorous application and review process that allows space for only the best of the best."

Exhibitors at Design Miami/ 2010 represent many of the world's finest **Design Galleries** including Galerie Patrick Seguin; Galerie Kreo; Jousse Entreprise; along with Brussels-based D&A Lab and London-based Carpenters Workshop Gallery, who will both show in Miami for the first time.



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Exhibiting galleries will present special historic work culled from well-known private collections, as well as installations meant to broaden collectors' understanding of the world of collectible design. A full list of participating galleries, along with this year's installations will be released shortly.

This year's **Design On/Site** program, the showcase for small-scale yet high-level exhibitions of new work by individual designers or studios will give a strong presence to designers not represented in the general gallery program. Design On/Site provides a platform for contemporary design innovation and offers an impactful snapshot of a designer's vision, situating the new work within the larger contexts of the designer's overall career and within contemporary design culture. This December's Design On/Site participants include international dealers such as Industry Gallery ; and Venice Projects, along with first time Miami exhibitor Caroline Van Hoek from Brussels and Matter from New York City.

"Design On/Site gives a voice to younger galleries that are commissioning work from break-through and established designers who are an important part of the contemporary design dialogue," says Alexandra Cunningham, Director of Exhibitions for Design Miami/. "The On/Sites often serve as an incubator for experimentation or as a curated selection of immersive environments that give visitors the chance to step into the mind of a designer, even meet the designer, and learn about new work."

Another highlight of the Miami edition of Design Miami/ is its **Designer of the Year Award**, which in the past has been given to Zaha Hadid, Marc Newson, Tokujin Yoshioka, the Campana Brothers, and Maarten Baas. This year's jury has decided to honor German industrial designer Konstantin Grcic. In keeping with Design Miami/ tradition, Grcic has created an installation for this year's fair. His piece, entitled *Netscape*, is a six-point star shaped structure from which 24 seats made of netting will be suspended. *Netscape* will be installed in an outdoor area in the courtyard of Design Miami/'s Temporary Structure.



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Design Miami/ approaches each edition of the show as an opportunity to provide designers with the resources to create new work and present it to an international audience. The suite of commissions for Design Miami/ 2010 have an architectural focus, and include the temporary structure designed by Moorhead & Moorhead, the fair's deconstructed exhibition layout imagined by Aranda\Lasch, Konstantin Grcic's Designer of the Year Award installation "Netscape", and site specific interventions created by Dutch artist Krijn de Koning.

In addition, each year Design Miami/ invites select emerging and established designers to create a live demonstration illustrating how their work is made. The series, called **Design Performances**, offers visitors a rare view into the designers' workshops to understand the ingenuity that goes into the creation of beautiful objects. This year, FENDI and New York-based architects, Aranda\Lasch will collaborate on a multimedia installation called *Modern Primitives*. A study in contrasts, *Modern Primitives* will explore how different creative methods become compatible when technology and craft, and computation and intuition, intersect. This year, Design Miami's popular Design Talks series will be moderated by *W Magazine* Editor-in-Chief, Stefano Tonchi. Over the course of three days, these conversations will include a selection of iconic figures who have left an indelible mark on the worlds of design, fashion, art and architecture, exploring some of the cutting-edge themes at the intersection of style and culture.

"We are thrilled to have *W Magazine* involved in this year's Design Talks," says Wava Carpenter. "Each year, the **Design Talks** bring together many of the world's most influential players in the worlds of art, architecture, and design. The conversations are always lively and thought provoking and offer a unique intimate view into the minds of those of shaping the cultural landscape today."

This year's Talks program will be presented in a multi-use "Culture Lounge," designed by Assouline Publishing . The Culture Lounge will be a meeting



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space for attendees to use throughout the course of the fair and will feature a bookstore, café and lounge area furnished by Cappellini.

Design Miami's ambitious curatorial programme and investment in bringing the most exciting names in design to the fair would not be possible without the generous commitment of its sponsors. Exclusive Automotive Sponsor Audi will present the Audi e-tron Spyder, a study of an open sports car with plug-in hybrid drive in a site-specific installation.

Swarovski Crystal Palace returns this year with an inspiring presentation which will include custom Swarovski crystals and further the brand's position as a platform for creative expression and experimentation within design.

Long time Design Supporter Veuve Clicquot will create a space for relaxation and reflection with their presentation "Once Upon a Dream," designed by Mathieu Lehanneur. During the show, guests will be invited to enjoy bedtime story readings with Veuve Clicquot champagne in the interactive installation! Guests will be able to sign up for their champagne bedtime story on site at Design Miami/ or in advance at www.vcseason.com

"Our sponsors and partners pair a passion for cutting edge design with a creative approach to their business practices," says Craig Robins, Co-founder and Principal of Design Miami/. "What makes these partnerships so exciting is the creativity that is behind each one. Our sponsors become a dynamic and integral part of Design Miami/ through creating installations and programmes that promote their brands in entirely new and unexpected ways."

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About Design Miami/

The sixth edition of Design Miami/ is marked by an increase in returning galleries, who represent the world's leading dealers specializing in limited-edition design. Design Miami/ is the most prominent and substantive forum



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for international design, representing a convergence of commerce and culture. Its annual shows in Basel, Switzerland (June) and Miami, USA (December) bring together the most influential designers, collectors, dealers, curators, and critics from around the world. For further information, visit www.designmiami.com and www.designmiamiblog.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 950,000 cars of the Audi brand in 2009. The Company posted revenue of €29.8 billion and an operating profit of €1.6 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 58,000 people worldwide, including 45,500 in Germany. Between 2010 and 2012 the Audi Group is planning to invest around €5.5 billion 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.

Furthermore with the Audi Urban Future Award the brand is embracing its social responsibility for a sustainable future. The award was bestowed for the first time in August 2010, and thereafter every two years. For 2010 five international architectural firms developed their visions for a future city in the year 2030. The Audi Urban Future Award is endowed with 100.000 Euro. It is the most highly remunerated German architectural prize.



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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: In 1895, Daniel Swarovski I, a Bohemian inventor and visionary, moved to the village of Wattens, Tyrol in Austria, with his newly-invented machine for cutting and polishing crystal jewellery stones. From this beginning that revolutionized 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 Swarovski group, still family-owned and run by 4th and 5th generation family members, has a global reach with some 24,800 employees, a presence in over 120 countries and a turnover in 2009 of 2.25 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 1,800 retail outlets worldwide. The Swarovski Crystal Society has close to 350,000 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. The Swarovski group also includes Tyrolit®, manufacturing grinding tools, Swareflex, for road safety reflectors and Swarovski Optik, producing precision optical instruments.



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General Show Information

Public Show Schedule
December 1-5, 2010
12-8pm; Sunday 12-6pm

Location

Meridian Avenue & 19th Street
Miami Beach Convention Center P-Lot, Miami Beach

Admission Price

General Admission: 25
Reduced Rate: 15

VIP Event Schedule (By invitation only)

Tuesday, November 30
Collectors Preview, 3-6pm
Vernissage, 6-10pm

Thursday, December 2
Nocturne, 8-10pm

Press Reception

Registration required
Tuesday, November 30
Press Conference, 12-1pm
Press Preview, 1-3pm

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

Press Contacts:

Worldwide:
Camron
Adnan Abbasi/ Valentina Giani
+44(0) 20-7420-1700
adnan.abbasi@camronpr.com / valentina.giani@camronpr.com



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United States:

Camron

Doug Roche / Valentina Giani

646-402-6089

doug.roche@camronpr.com / valentina.giani@camronpr.com