



THE GLOBAL FORUM FOR DESIGN

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

Press

**DESIGN MIAMI/ PRESENTS A ROBUST CULTURAL PROGRAMME WITH  
UNIQUE COLLABORATIONS AND PARTNERSHIPS THAT COMPLEMENTS  
THE MAIN BODY OF THE 2010 FAIR**

Design Miami/, the global forum for design, will present an extensive cultural programme of events, exhibitions and experiences to complement the prestigious list of world renowned galleries participating at the sixth annual fair in Miami.

This year's cultural programming pushes the boundaries of design once again through unique installations and collaborations with bold names including a Design Performance by FENDI, Design Talks in partnership with W Magazine and moderated by Stefano Tonchi, an installation by Mathieu Lehanneur from Veuve Clicquot, a multi-use "Culture Lounge" by Assouline Publishing and Satellite exhibitions in the Miami Design District from Cappellini, Luminaire and the Swiss Design Award at Vitra. Within the temporary structure, a bespoke scent from 12.29 and public plazas designed by Krijn de Koning will further stimulate, engage and enhance the visitor's experience.

"In addition to presenting work from leading international galleries, we continue to offer experiences and opportunities that integrate design in unexpected ways," says Wava Carpenter, Acting Director for Design Miami/. "The cultural programming allows us an expanded platform for exhibiting design. By working with partners and projects outside the conventional design community, we can create something unique that speaks to the increasingly interdisciplinary direction the design industry is taking at the moment."

**MODERN PRIMITIVES by FENDI & ARANDA\LASCH**

This year, Design Miami/ offers a fresh take on its annual series of Design Performances, which offers visitors a rare view into designers' workshops as they are creating work live, and onsite. FENDI returns to Miami, this time in collaboration with New York-based architects Aranda\Lasch to work on a multimedia installation called Modern Primitives.

A study in contrasts, Modern Primitives will look at how different creative methods become compatible through an experimental exploration of the creative space shared by architecture, design and fashion. During the five day Design Miami/ event, Aranda\Lasch will work on site, hand-in-hand with an expert FENDI craftsman to construct new designs, including the installation environment itself.



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Visitors will also be given an opportunity to participate in the performance by creating their own design.

### **ONCE UPON A DREAM by VEUVE CLICQUOT**

Veuve Clicquot, the official champagne of Design Miami/, will unveil *Once Upon A Dream*, an innovative sleep capsule combining the best in science and design, for the first time in the United States. Ensuring sweet dreams and recuperation, *Once Upon A Dream* will allow guests the opportunity to experience ultimate relaxation and reflection. Created by Mathieu Lehanneur, *Once Upon A Dream* references the research of noted professor René Quinton, and findings of sleep specialist Alain Nicolas; to create a space that evokes resynchronization through touch, sight, smell and sound.

In celebration of its U.S. debut during Design Miami/, Veuve Clicquot will offer champagne bedtime stories in the *Once Upon a Dream* sleep capsule for guests, a luxurious experience which will include a flute of Veuve Clicquot with each reading. Guests can sign up for readings onsite or at [www.vcseason.com](http://www.vcseason.com) in advance.

### **ASSOULINE CULTURE LOUNGE**

An important meeting point at this year's fair will be the signature Culture Lounge created by Assouline Publishing which will include a book store, a café and play host to Design Talks and book signings throughout the week.

Visitors to the Assouline Culture Lounge, located just inside the entrance of Design Miami/, will have the opportunity to explore and browse through a collection of books and gifts. They can also enjoy meals and conversation in the Assouline Culture Lounge Café, the main dining area within the Fair. In addition, the lounge will host the Design Miami/ Press Conference, as well as three Design Talks moderated by W magazine Editor in Chief, Stefano Tonchi, each followed by a champagne reception and book signings by celebrated Assouline authors.

### **PUBLIC PLAZAS BY KRIJN DE KONING**

Design Miami/ will present a new commission by Dutch artist Krijn De Koning. The work is comprised of three large scale architectural installations that will provide opportunities for social gathering within the fair, encouraging visitors to sit, engage in design discourse and observe the work around them. As part of the larger reevaluation of the fair's exhibition space, De Koning responded to the 'scatter' floor plan created by Aranda\Lasch which does away with tradition walls and



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boundaries, allowing greater visibility for exhibitors and creating increased opportunities for interaction. De Koning considered the high-traffic areas of the fair space and created three dimensional compliments to the 'scatter' plan, reframing gallery booths and providing unexpected yet intentional meeting points throughout the fair.

#### **TABLOID BY GEAN MORENO & ERNESTO OROZA**

Miami based artists Gean Moreno and Ernesto Oroza have created a design-focused tabloid in honor of Design Miami/ 2010, featuring interviews, sketches, posters and essays by important forces in the design world such as Andrea Branzi, Hans Ulrich Obrist, Martí Guixé and Jerszy Seymour. To go along with the free publication, which will be distributed at the fair as well as key points throughout the city, Moreno and Oroza have designed a limited run of bags and t-shirts that reinterpret the Design Miami's trademark logo.

#### **DM/ SCENT**

For the second year, the temporary structure will be scented with a custom fragrance designed by 12.29 in collaboration with Design Miami/. The bespoke scent called Belle-Ile will be subtly diffused throughout the tent emitting a watery, aromatic floral scent as guests enter and leave the fair.

12.29 identify scent as a branding tool that enhances the emotional connection in a space and time. By translating the Design Miami/ image into an olfactive experience, 12.29 can create, influence and change the emotional experience of the environment and differentiate the space from others.

#### **SATELLITE EXHIBITIONS**

This year's satellite exhibitions include Cappellini, Luminaire and the Swiss Design Award at Vitra. Each have used their tremendous resources to present striking works by a roster of world-class and emerging designers. The satellite shows will be held in each brands' flagship showrooms in the Miami Design District.

#### **TRON ARMCHAIR BY DROR BENSHETRIT FOR CAPPELLINI**

Cappellini presents a set of unique armchairs inspired by Disney's soon-to-be released film 'TRON: Legacy'. Designed by Dror Benshetrit, each piece is constructed of composite material consisting of impregnated fiberglass with polyester resin processed with manual layering and then individually hand-finished by Dror himself. These special production armchairs challenge the difference



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between a physical collision, and a collision in the digital world, resulting in a tension that is both disturbing and harmonious.

**TRANSFORM BY LUMINAIRE**

Luminaire Lab will present an exhibition called transFORM, featuring contributions by both established and up-and-coming international design visionaries. Both experimental and multisensory, Luminaire takes visitors on a journey beyond form to explore how various combinations of materials, movements and sound can serve as tools of communication.

Highlights include a collaborative re-edition of a new furniture collection by AgapeCasa and Studio Mangiarotti, limited edition pieces by the collective Gruppo T, new works by Claudio Silvestrin, Giulio Gianurco and Luca Bonato. Francois Brument will harness vocal reverberations produced by the spoken word to create images while the front windows of the store will feature a site specific installation by Japanese designer Nao Tamura. Luminaire will also present pieces by Design Miami's Designer of the Year, Konstantin Grcic

**SWISS DESIGN AWARD EXHIBITION AT VITRA**

A showcase of award winning and nominated Swiss design projects presented by Swiss Design Award will be making a stop at Vitra in Miami as part of its journey around the world. The Swiss Design Award is a design competition, open to Swiss designers and those who make their products in Switzerland. The prize, awarded every other year in various categories such as communications, textiles, fashion, product design and furniture, is judged by an international panel including Konstantin Grcic from Munich and Jasper Morrison from London. This year's competition features work by Atelier Oi, Freitag, Jörg Boner, Fries & Zumbühl, Oskar Zieta and Holzer Kobler Architekturen among others. The Swiss Design Award observes and influences the market, honors outstanding achievements and sees its role as that of giving uncompromising encouragement to adventurous ideas.

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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 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](http://www.designmiami.com) and [www.designmiamiblog.com](http://www.designmiamiblog.com).

**GENERAL SHOW INFORMATION**

Public Show Schedule

December 1-5, 2010

12-8pm; Sunday 12-6pm

Location

Meridian Avenue & 19<sup>th</sup> 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>



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