



THE GLOBAL FORUM FOR DESIGN

HALL 5, MESSE BASEL, SWITZERLAND

14.–19. JUNE 2010

Press

IN BASEL, DESIGN MIAMI/ CELEBRATES ITS TENTH FAIR WITH THE MOST DYNAMIC GALLERY PRESENCE TO-DATE, DESIGNERS OF THE FUTURE AWARD PRESENTATIONS, BOLD CULTURAL INITIATIVES AND A NEW CONNECTION WITH ART BASEL.

This edition of Design Miami/ Basel is marked by a substantial increase in returning galleries, together with a mix of first-time exhibitors, all of whom represent the world's leading galleries specializing in limited-edition design.

The vibrant, international mix of thirty-two historic and contemporary galleries, coupled with a bold cultural programme has led the event to expand onto two floors of Hall 5 in Basel's Messeplatz. The entire ground floor will now be committed to the expanded gallery presence while the airy mezzanine will host the cultural programming, sponsor initiatives and Design On/Site, a showcase of individual designers' work presented by progressive contemporary design galleries, introduced at Design Miami/ in December 2009.

Design Miami/ Director Ambra Medda comments, "This is the most important show we've ever had with a level of quality, maturity and substance that will offer a perfect balance of commerce and culture."

The overall design of the fair will be elegant yet lively, with architect Mia Hägg collaborating with MadeThought, creators of the fair's visual identity, to design the exhibition space. The "industrial" architectural integrity of Hall 5 will be celebrated while simultaneously providing a sophisticated finish, reflecting Design Miami/ Basel's distinct balance of substantive quality and youthful energy.

Building on the radical introduction of 19th-century specialist Galerie Perrin in June 2009, Design Miami/ Basel has invited two additional galleries to offer a broader historic context for design. Galerie Anne-Sophie Duval (Paris) will present a selection of rare Art Deco works. Didier Aaron et Cie (Paris) will debut a compelling presentation of 18th-century pieces in an environment created by acclaimed French designer Jacques Grange. "At a time when the boundaries of art, architecture and design have become blurred, the gallery, through its presence in Basel, intends to challenge traditional categorization and show collectors how to fully incorporate the eighteenth century into the world of contemporary art and design," explains gallery president Hervé Aaron.

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“Many of the historic designs these galleries will show are strikingly modern while exquisitely made. They are part of a craft tradition which we are still celebrating at Design Miami/,” Medda comments. “By inviting these three specific gallerists we are opening a window onto a new world for many of the visitors who attend the fair.”

These significant historic works will complement the mix of important contemporary and 20th-century design presented by the world’s leading galleries. Among them, Design Miami/ Basel welcomes the return of a record number of internationally recognized contemporary galleries including David Gill Galleries (London), Galerie Kreo (Paris) and Contrasts Gallery (Shanghai).

“Our decision to come back to Basel was based on the understanding that Design Miami/ is becoming the leading international fair for design and will present the best galleries in the world. The challenge of showing work alongside design from 18th century through today definitely motivated us,” said Didier Krzentowski of Galerie Kreo.

This eclectic approach will also be reflected in the cultural programme of this year’s fair, which will advocate a cross pollination of different fields, such as art, fashion, science, music and architecture. Hall 5’s mezzanine level will be alive with solo exhibitions, energetic dialogue, custom commissions and lounges.

In addition to the Design Talks, which bring together collectors, patrons, gallerists, designers and journalists to discuss the dominant themes of each show, and the highly anticipated Designers of the Future Award commissions, the mezzanine will feature Design On/Site, a curatorial initiative in which maverick galleries are invited to present an installation focused on new work from one designer or studio. On/Site creates an opportunity for visitors to immerse themselves in a designer’s world while showcasing recent innovations in contemporary design.

For the first time, these programmes will be located on the mezzanine of Hall 5 along with cultural initiatives presented by principal sponsor, HSBC Private Bank. In addition to expanding on its Connection Collection, that began in Miami in 2009 and which will be present in Basel in its second edition, the bank will also be hosting the VIP lounge for the duration of the show. Exclusive automotive sponsor Audi will once again showcase two breathtaking iconic Audi models, the sub-compact A1 and the A8 luxury sedan, in an innovative design setting with the title “Lucid Flux“ by Moritz Waldemeyer.

This June, Design Miami/ Basel and Art Basel will demonstrate their strengthened partnership by literally bridging the gap between the two fairs, with the opening of the walkway between Hall 5 and Hall 1 which houses Art Unlimited.

Design Miami/ Basel 2010 confirms once again that it is the only fair of its kind. With a unique presentation which ranges from 18th-century work to limited-edition contemporary design from around the world, Design Miami/ Basel is the global forum that attracts the best international critics, collectors, designers, galleries

and curators. 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 international design community.

Participating Design Galleries

Carpenters Workshop Gallery, *London*
Contrasts Gallery, *Shanghai*
Cristina Grajales Inc, *New York*
Dansk Møbelkunst Gallery, *Zurich & Paris*
David Gill Galleries, *London*
Demisch Danant, *New York*
Didier Aaron, *Paris*
Droog, *New York*
Gabrielle Ammann // Gallery, *Cologne*
Galerie Anne - Sophie Duval, *Paris*
Galerie Chastel – Maréchal, *Paris*
Galerie Downtown - François Laffanour, *Paris*
Galerie du Passage, *Paris*
Galerie Eric Philippe, *Paris*
Galerie Jacques Lacoste, *Paris*
Galerie Kreo, *Paris*
Galerie Patrick Seguin, *Paris*
Galerie Perrin, *Paris*
Galerie Pierre Marie Giraud, *Brussels*
Galleria Rosella Colombari, *Milan*
Galleria Rossana Orlandi, *Milan*
Jacksons, *Stockholm & Berlin*
Johnson Trading Gallery, *New York*
Jousse Entreprise, *Paris*
Magen Gallery, *New York*
Mitterrand + Cramer/ Design, *Geneva*
Nilufar, *Milan*
Perry Rubenstein Gallery, *New York*
Priveekollektie Art|Design, *Heusden*
R 20th Century, *New York*
Seomi Gallery, *Seoul*
VIVID, *Rotterdam*

Design On/Site

Caroline Van Hoek *presenting Ruudt Peters*
D&A Lab *presenting Jonathan Monk*
Dilmos *presenting Studio Job & Pieke Bergmans*
Gallery Libby Sellers *presenting Simon Heijdens*
Karena Schuessler Gallery *presenting Oskar Zieta*
Riflemaker *presenting John Maeda*
Particles Gallery *presenting Aldo Bakker*
Secondome *presenting Kiki Van Eijk*

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NOTES TO EDITORS:

Schedule of Events

Design Miami/ Basel
14-19 June 2010
Public Hours of Admission
11am-7pm daily

14 June/ VIP Opening
Press Conference/ 12-1pm
Press Preview/ 1-2:30pm
Registration Required

Collectors Preview/ 3-6pm
By Invitation Only

Vernissage/ 6-10pm
Invitation, Design Miami/ or Art Basel VIP Card Only

17 June/ Nocturne
7-9pm
Invitation, Design Miami/ or Art Basel VIP Card Only

About Design Miami/

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 more information please visit www.designmiami.com.

Design Miami/ 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 Miami and to continuing to explore new opportunities together with Design Miami/ into the future.

In Partnership with HSBC Private Bank

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At 31st December 2009, profits before tax were US\$1,108 million for the financial year ending December 09 and reported total client assets under management were US\$460 billion.

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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 more than 950,000 cars 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.

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

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