

Collective .1 Design Fair

Pier 57, New York
May 8-11, 2013
collectivedesignfair.com

Press Release

For Immediate Release:

COLLECTIVE: DESIGN FAIR NEW YORK INAUGURAL FAIR LAUNCHES IN MAY 2013

Wednesday, May 8 – Saturday, May 11, 2013

Professional/Press Preview Tuesday, May 7, 11:00am - 5:00pm

VIP Cocktail Reception, Tuesday, May 7, 5:00pm - 9:00pm

Hudson River Park's Pier 57 at 15th Street, New York, NY

New York, January 31, 2013 – Collective, a new design fair in New York, is pleased to announce its debut in May 2013. This new platform celebrates the convergence of the international design and art communities, and will coincide with the second edition of Frieze New York and the New York auction houses' May sales. Collective will draw together preeminent galleries and dealers who work with the pioneers of studio design and production as well as with historic material that has shaped the current conversation around design.

As interest and the connoisseurship associated with collecting design continue to grow, the demand for related events has culminated in fairs around the globe. New York, a hub of creativity, innovation and commerce, is one of the most desirable locations for an event that supports the advancement of design, catering to the growing demographic of enthusiasts while encouraging education in the field.

"As an architect and collector, I've visited the greatest design fairs in the world and realized that we need an event of this caliber in New York," says Founder and Creative Director Steven Learner. "The name *Collective* tells the story: a passionate group of architects and designers, patrons and gallerists, uniting to create an international platform for the very best of vintage and contemporary design."

Collective .1, the first edition, will host over twenty-five international galleries as well as curated exhibitions, institutional displays and special programming, to present a timely and diverse perspective on the global design world. It will offer a broad view that ranges from rare vintage works to the most innovative contemporary material being produced today.

Premiering at Hudson River Park's Pier 57, on the West Side Highway at 15th Street, Collective is positioned at the nexus of the art and design worlds. Collective will draw not only seasoned

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audiences but also visitors to Chelsea's booming gallery district, the flourishing cultural promenade of the High Line, and the Meatpacking District's vibrant retail and entertainment center.

Hudson River Park's Pier 57 provides a quintessential downtown New York setting in which to create a dynamic viewing experience, with 20-foot ceilings and abundant natural light. An open floor plan, designed by architectural firm Steven Learner Studio, will offer visitors multiple paths across the 70,000 square-foot space, creating optimum views of the selection of the best galleries, young designers and museum presentations.

The core Collective team also includes Strategic Development Director Sarah Medford and Fair Manager Helen Toomer, who bring extensive experience in the design, media and fair worlds that will set the level of professional excellence for the event.

In order to accommodate all of the related arts and culture events occurring the week of Collective, there will be extended hours on Friday, May 10th until 9:00pm.

General Information:

Collective will take place Wednesday, May 8 – Saturday, May 11, 2013 at Hudson River Park's Pier 57, West Side Highway at 15th Street, New York, NY.

Fair Hours:

Wednesday, May 8, 11am – 7pm

Thursday, May 9, 11am – 7pm

Friday, May 10, 11am – 9pm

Saturday, May 11, 11am – 5pm

Further information on exhibitors, institutional partners, and additional programs will be announced in February 2013: <http://www.collectivedesignfair.com/>

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