

Collective .1 Design Fair

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

Press Release

Collective Design Fair Announces Historic Gaetano Pesce Exhibition And On-Site Programming

New Commission, Tours, Book Signings and Collective Conversations



Gaetano Pesce, *Up Armchair in dress*, 2007



Sebastian Errazuriz, *BLOW ME*, 2013

New York, April 26, 2013 – As part of its presentation, Collective .1 Design Fair will introduce a wide array of programming that includes an historic exhibition of Gaetano Pesce's design work and a new commission by artist and designer Sebastian Errazuriz, as well as a series of tours, book signings and conversations. Programming in this inaugural year draws on the vitality and creativity of New York, with wide-ranging participation from city-based creative professionals, curators, collectors and others.

Gaetano Pesce Exhibition

Collective .1 is proud to host one of the first exhibitions of Gaetano Pesce's design work in New York City in 25 years. Pesce expresses the necessity of working in a multi-disciplinary way and breaking down boundaries between artistic languages. Observing that the culture of the object has been growing rapidly in the past two decades, he insists that those objects are the art of our time. Work on view at Collective .1 has been selected directly from Pesce's studio and personal archives to reveal his process through sketches, models and prototypes. The show has been curated by Gaetano Pesce and co-curated by Daniella Ohad, a renowned independent curator and long-time friend of the artist.

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Pesce says: "For over 50 years, I have firmly believed that, if objects expressed values that were not exclusively utilitarian and that if the so-called work of art revealed its own functionality, as it did in the past, then the frontiers of artistic expression would open up to new territories, eliminating the barriers separating the various creative media and enriching the entire culture."

Gaetano Pesce was born in 1939, in La Spezia, Italy. After living in Venice, London, Helsinki and Paris, he moved to New York in 1980, where he continues to reside today.

Beginning with his first manifesto drafted at the age of 17, through his studies, travels, experiments, and teaching, Pesce has acquired worldwide experience, introducing innovations continuously. He taught for 28 years at the Institut d'Architecture et d'Etudes Urbaines of Strasbourg and has given lectures at the most prominent cultural institutes and most renowned universities in the world. His multidisciplinary designs have been included, among others, in the permanent collections of MoMA and The Metropolitan Museum of Art in New York, the Victoria and Albert Museum in London, the Centre Pompidou in Paris, the Vitra Design Museum in Germany, and the Montreal Museum of Fine Arts, as well as museums in Japan, Portugal and Finland. His architectural, urban planning, interior design work for exhibits or industrial spaces are characterized by the unlimited use of color and revolutionary materials, developed thanks to new technologies. His constant search and trust placed in advanced materials led, in Pesce's case, to continuous innovations regarding both his designs' shapes and production. For example, the iconic *Up #5*, La Mamma of the Up series (1969), was the first industrial design product bearing a political meaning, denouncing women's inferior societal status, with the armchair chained to its own pouf.

Among the most popular of Pesce's exhibits stand the legendary *Italy: the new domestic landscape* displayed at MoMA in 1972; a retrospective on his career entitled *Gaetano Pesce: le temps des questions* at the Centre Pompidou in Paris, in 1996; and the exhibit *Gaetano Pesce: il rumore del tempo* held at the Triennale of Milan in 2005. Pesce has received many awards including the prestigious "Chrysler Award for Innovation and Design" in 1993, the "Architektur & Wohnen Designer of the Year" in 2006 and the "Lawrence J. Israel Prize" awarded by the Fashion Institute of Technology of New York, in 2009.

New Commission by Sebastian Errazuriz: *BLOW ME*

Collective Design Fair has commissioned New York-based artist and designer Sebastian Errazuriz to create one of his signature functional sculptures for the entry of the new fair. Errazuriz decided to create an interactive piece that could receive visitors with his characteristic layering of humor, wit and thoughtfulness. The *BLOW ME* fan makes a reference to the always escalating expectation of visitors and collectors to find something that impresses them and "blows them away." The nine industrial drum fans literally produce this effect for all the visitors who stand in front of the piece and press the foot pedal. The pink neon that lights up shows Errazuriz mocking the cliché of neon art that is so abundant at fairs. The phrase *BLOW ME* also holds sexual and flippant connotations with which the artist has fun reminding colleagues and collectors that, although conscious of the pressures and politics of the game, he will ultimately do what he pleases.

BLOW ME

Sebastian Errazuriz, 2013
114" x 114" x 24"

Industrial Fans, metal structure, neon lights and electric components.

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Tours, Book Signings and Conversations

Collective .1 will host a daily series of tours, book signings and Collective Conversations that will take place onsite and spotlight influential ideas in the world of design.

Access to tours, book signings and Collective Conversations are included in the Collective .1 admission. Tours require pre-registration; same-day openings will be made available at the admissions desk.

Tours for adults and children will depart from the Event Lounge. The Lounge will also be the site of all book signings and Collective Conversations.

WEDNESDAY: MUSEUM DAY, 11am-7pm

12pm: Tour of Collective .1 led by the Smithsonian's Cooper-Hewitt, National Design Museum

5pm: Collective Conversation: Predicting the Future—young designers talk about process, production and new technologies changing the creative landscape
Moderators: Monica Khemsurov and Jill Singer, editors of the online magazine *Sight Unseen*

THURSDAY, 11am-7pm

12pm: Tour of Collective .1 led by the Smithsonian's Cooper-Hewitt, National Design Museum

2pm: Collective Conversation: Inside The Design Market—a new perspective on trends, value and what lies ahead for collectors
Moderator: David Brody, Director of the Graduate Program in History of Decorative Arts and Design, Parsons The New School For Design

5pm: Book signing with Christopher Bascom Rawlins, author of *Fire Island Modernist: Horace Gifford and the Architecture of Seduction* (ARTBOOK/DAP)

FRIDAY—LATE NIGHT, 11am-9pm

12pm: Tour of Collective .1 led by the Smithsonian's Cooper-Hewitt, National Design Museum

12pm: Tour of Collective .1 led by Little Collector for children ages 4 to 10

1pm: Tour of Collective .1 led by Little Collector for children ages 4 to 10

2pm: Book signing with Jeffrey Head, author of *Paul Evans: Designer and Sculptor* (Schiffer)

5pm: Collective Conversation: Obsessed — Collecting in the 21st Century
Moderator: Anthony Barzilay Freund, Editor in Chief/Director Fine Art at 1stdibs.com

7pm: Collective Conversation: In Dialogue
Designer Gaetano Pesce and curator Daniella Ohad

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SATURDAY, 11am-5pm

12pm: Tour of Collective .1 led by the Smithsonian's Cooper-Hewitt, National Design Museum

12pm: Tour of Collective .1 led by Little Collector for children ages 4 to 10

1pm: Tour of Collective .1 led by Little Collector for children ages 4 to 10

Ping Pong provided by Grey Area
Bookstore provided by ARTBOOK
Food provided by Monterone

About Collective Design Fair

A new, curated and wide-ranging design fair, Collective .1 will open its doors to the public on Wednesday, May 8, 2013 at Pier 57 on the West Side Highway. The fair was conceived by a passionate group of designers, curators, collectors and gallerists who, together, recognized a need for a new commercial and educational platform for the design collector and connoisseur. With the avid support of the New York creative community, Collective intends to showcase a compelling vision of design today.

The full list of exhibitors includes some of the most respected names in the trade: 21st twenty first Gallery (New York), Casati Gallery (Chicago), Cristina Grajales Gallery (New York), Demisch Danant (New York), Grey Area (New York), J. Lohmann Gallery (New York), Jousse Entreprise (Paris, France), kinder MODERN (New York), Lost City Arts (New York), Magen H. Gallery (New York), Maison Gerard (New York), Mark McDonald (Hudson), Modernity (Stockholm, Sweden), Mondo Cane (New York) Nicolas Kilner (New York), Ornamentum (Hudson), R20th Century (New York), Sebastian + Barquet (New York), Sienna Patti Contemporary (Lenox), Southern Guild (Johannesburg, South Africa), Todd Merrill 20th Century and Contemporary Studio (New York), Volume Gallery (Chicago), Wexler Gallery (Philadelphia).

Partners and Sponsors

Collective .1 receives the support of the following partners and sponsors: 1stdibs. is the Official Design Partner, The Maritime Hotel and The Jane are the Official Hotel Partners, ALTOUR is the Official Travel Partner, the VIP Lounge is designed and furnished by BDDW, and Smithsonian Cooper-Hewitt, National Design Museum is the Official Cultural Partner.

Other Partners and Sponsors include Hudson River Park Trust, Aesop, Perrier, Artspace, NANZ, SPACE Design + Productions, Shinola Detroit and DesignSpotter. Architectural Digest and Surface are the media partners. Bookstore by ARTBOOK. Kids sponsors are Little Collector and kinder MODERN. Wi-Fi is sponsored by Cirkers.

For further information please visit the [Collective Design Fair New York website](#)
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Note to media:

Press Preview, Tuesday, May 7, 12 – 2pm. Registration required in advance.