

Collective DESIGN

FIFTH EDITION OF COLLECTIVE DESIGN TO OPEN MAY 3, 2017

CURATED FAIR TO SHOWCASE 28 GLOBAL GALLERIES AND 21 SPECIAL PRESENTATIONS

HIGHLIGHTS INCLUDE CELEBRATION OF MATTIA BONETTI, INSTALLATION BY NOGUCHI MUSEUM,
ENTRY PRESENTATION BY LAB AT ROCKWELL GROUP, TALKS SERIES BY BOOKMARC



Mattia Bonetti, *Sofa 'Cut Out'*, 2004; Merete Rasmussen, *Dark Orange Continuous Form*, Ceramic, 2016;
Philippe Hiquily, *Henri Samuel Side Tables*, 1975

NEW YORK – April 21, 2017 – Collective Design will host its fifth fair **May 3 - 7, 2017** at **Skylight Clarkson Sq** during **NYCxDESIGN**, with 28 international exhibitors and 21 special presentations. Collective Design has pioneered a new framework for a design fair, bringing together a focused, carefully curated selection of established and emerging galleries that showcase 20th and 21st century design from around the globe. With extensive educational programming and process-based designer installations, Collective Design operates as a year-round platform and resource that encourages exploration and connoisseurship of design in all its forms.

The 2017 fair will showcase collectible design for sale alongside an expanded, wide-ranging program of special programs that invite deeper understanding of the creative process. Highlights include a singular exhibition on the work of Swiss designer **Mattia Bonetti**, the 2017 selection for the annual *Collective Influence* series; the debut of five editioned objects from rising design stars, produced in collaboration with **OTHR**, a next-generation 3D-printing company; and a site-specific installation curated by **The Noguchi Museum**, pairing Isamu Noguchi's work with that of contemporary designer Robert Stadler.

Newly announced programming includes *FRACTURED* by Dutch designer **Stefan Hengst**, an installation that will transform the fair's entry with a series of varied, digitally printed works; a recreation of the legendary Milanese café Bar Jamaica, by jeweler **Pomellato**; an elegant café furnished by **Design Within Reach**; an interactive performance from Viennese design collective **Breaded Escalope**; and *New Artifacts* by **Storefront for Art and Architecture**, three limited-edition works commissioned from Adam McEwen, LOT-EK, and Murray Moss+Lobmeyr.

Drawing on a more diverse international talent pool than ever before, Collective Design will host a dynamic roster of galleries from the Far East (Japan, South Korea, China) and Europe (France, Spain, Germany). New participants include Chahan Gallery (Paris), David Gill Gallery (London), Galerie MiniMasterpiece (Paris), ICERA by Gallery LVS & LVS Craft (Seoul), Ippodo Gallery (New York, Tokyo), Leclairer (Paris, Los Angeles), Mindy Solomon Gallery (Miami), and Portuondo (London, Madrid). Following the successful introduction of art galleries to Collective Design's exhibitor list in 2016, this year the art program has been expanded to include several prominent New York City galleries, including Yancey Richardson Gallery, Yossi Milo Gallery and Julie Saul Gallery. Notable returning participants include Bryce Wolkowitz Gallery (New York), Cristina Grajales Gallery (New York), Maison Gerard (New York), R & Company (New York), Garrido Gallery (Madrid), Wexler Gallery (Philadelphia), Gallery Loupe (Montclair, NJ), Sienna Patti (Lenox, MA), and Galerie Negropontes (Paris). Full information on the exhibitors can be found at www.collectivedesignfair.com.

SPECIAL EXHIBITIONS

Collective Influence: Mattia Bonetti

A hallmark presentation since the inaugural fair in 2013, *Collective Influence* celebrates the contribution and career-long impact of a single creator. In 2017, Collective Design will honor acclaimed Swiss designer Mattia Bonetti with a comprehensive survey of his most important work, curated by Glenn Adamson, Senior Scholar, Yale Center for British Art. A force in the design world for over 40 years, Bonetti is known for his uncompromising vision that spans a multitude of styles and rarely follows dominant trends. His approach is sophisticated yet whimsical, fantastically surreal yet grounded in the influence of the natural world. Since 1988, Bonetti has worked with the iconic David Gill Gallery in London, which will show a series of his most recent pieces at the gallery in June 2017.

Waiting Room: Noguchi/Stadler

In an unexplored industrial space at the south end of the fair, the works of Isamu Noguchi and Robert Stadler will come together in *Waiting Room: Noguchi/Stadler*, a surreal, somewhat otherworldly pastiche of public and private forms of standing-by. The immersive installation coincides with *Solid Doubts: Robert Stadler*, April 26 through September 3, at The Noguchi Museum, the first exhibition to pair Noguchi's work with that of a contemporary designer. Stadler will also be the subject of a solo exhibition at Carpenters Workshop Gallery from April 27 through June 17, 2017.

Tinsel Town Entry Installation by LAB at Rockwell Group

The LAB, Rockwell Group's in-house design innovation studio, will create an immersive arrival moment and beacon at the entrance of the fair. Aptly named *Tinsel Town*, an undulating passageway made of CNC-milled plywood ribs thatched over with reflective mylar fringe will welcome visitors into a world of Collective Design's signature blue. Inspired by the performance and choreography of the red carpet, *Tinsel Town* utilizes a mixture of digital and handmade craft to result in a site specific, interactive installation that will breathe almost as if alive. *Tinsel Town* will be fabricated by Brooklyn-based The Factory NYC with lighting generously provided by Philips.

COLLECTIVE FEATURES

Collective Concept

Initiated at the 2016 fair, Collective Concept invites leading designers to explore new processes and directions through immersive capsule presentations in lighting, furnishing, ceramics, and textiles. 2017 participating designers include lighting studio APPARATUS (New York), Calico Wallpaper (New York), lighting designer Christopher Boots (Melbourne), furniture designer Fernando Mastrangelo (New York),

wallcovering company Flavor Paper (New York), metal sculptor Gianluca Pacchioni (Milan), independent design studio PELLE (New York), and ceramicist Peter Lane (New York).

The *Vanguard Series* with OTHR

In a special collaboration with OTHR, the first company dedicated to creating functional products for the home using 3D printing, Collective Design has assembled five influential figures in the world of design to introduce a distinct roster of new talent. The *Vanguard Series* nominees have each created a signature 3D-printed vessel to debut at the fair in May and be available for sale both on-site and online. The collaboration will foster accessibility to great design while showcasing the potential of emerging technologies.

Nominators and their nominees are: Architect Annabelle Selldorf and Egg Collective (New York); PIN-UP's Felix Burcher and Ania Jaworska (Chicago); Interior Designer India Mahdavi and Marie Victoire-Winkler (Paris); Curator Murray Moss and Chen Chen & Kai Williams (New York); and Christian Larsen, Decorative Arts Curator of The Metropolitan Museum of Art and Guillermo Parada (Santiago).

***Green Corridor* from Brook Landscape**

Landscape Designer Brook Klausing will create a site-specific green corridor that transports visitors from the fair entrance through an old world garden passageway. The imaginative installation will feature raw timbers salvaged from the Rockaway boardwalk after Hurricane Sandy. Select pieces from Natural Workshop, a new product company launching this spring from Klausing and collaborator Brian Green, will be integrated into the space. Bringing the outdoors in, the project will impart a transitional space with an air of permanence and playfulness.

***Ambassador* by Stickbulb**

Stickbulb, a sleek, modular lighting brand committed to using sustainably sourced materials, will debut the ambitious installation *Ambassador*, designed in collaboration with RUX. Both a large-scale sculpture and optical illusion, it re-adapts 300-year-old redwood reclaimed from New York City water towers into a 16-foot half-moon of ethereal light. The form and scale are intended to reflect the majesty of the world's largest and most ancient trees.

***New Artifacts* by Storefront for Art and Architecture**

Storefront launches *New Artifacts*, the first iteration of Storefront Editions, presenting three limited works from the worlds of art, architecture, and design. The works have been specially commissioned for Storefront's 2017 Spring Benefit: Artifact, which will take place at Federal Hall on May 23rd. They include *L-Ruler* by Adam McEwen, *LITE-SCAPES SF* by LOT-EK, and *Marilyn* by Murray Moss in collaboration with Lobmeyr.

***Original Stool* by BreadedEscalope**

BreadedEscalope is an experimental design collective from Vienna, Austria. At Collective, they will present a new iteration of their on-going project *Original Stools*, in which a colorful resin stool is produced through a unique process based on environmental interaction and serendipity. Each process begins with a hollow orb containing a flexible silicone mold. The orb is filled with resin and set in motion, rolling through a chosen location: city streets, down a slope, into water, and more, encompassing over 40 settings around the globe to date. The flexible form "records" all influences from the outside environment as the resin hardens during the orb's journey. An *Original Stool* is always an unpredictable character that describes the unique story and place of its evolution.

***FRACTURED* by Stefan Hengst**

Dutch designer Stefan Hengst works to challenge perceptions through design. At Collective Design Hengst will debut *FRACTURED*, a digitally printed installation transforming the entrance area to the fair. The multi-layered art piece has been created using a variety of fabrication techniques and will incorporate intricate stitching super-imposed atop a digitally fabricated work. *FRACTURED* explores the porous boundaries between art and design and conveys multiple points of view, sparking a dialogue between tradition and modernity. Reflecting and honoring the complicated world we inhabit, the installation is digitally produced by FaberExposize (The Netherlands).

SPONSORS AND POP-UPS

Bookmarc x Collective Conversation Series

Marc Jacobs' *Bookmarc* is joining Collective Design for the first year to present a curated selection of objects and photography, as well as fine art, design, architecture, and new & rare titles for sale. Together with Collective Design, Bookmarc will present a special series of on-site talks with leaders in the creative industries, to include Mattia Bonetti, among others. A full roster of talks will be announced in advance of the fair.

Bar Jamaica by Pomellato

In honor of its 50th Anniversary, the global luxury brand and Italian fashion fine jeweler Pomellato will recreate an exciting and evocative scene from the legendary Milanese café Bar Jamaica: a tribute to its origins in the place where it all began. A popular hangout for the artists, intellectuals and bohemians of the late Sixties, Bar Jamaica is where the founder of Pomellato conceived of a new way of thinking about jewelry: to capture the essence of the times in contemporary designs using traditional time-honored jewelry-making techniques.

Café by Design Within Reach

The Café will be a casually elegant space featuring furniture and lighting provided by Design Within Reach. George Nelson Bubble Pendants will be suspended above Luciano Bertoncini's minimal Min Tables and Jacob Plejdrup's farm-style Gather Tables; seating will be a mix of classic Eames® Molded Plastic Side Chairs and eco-friendly Broom Chairs designed by Philippe Starck for Emeco.

Huniford Design Studio

James Huniford will create a subtle, elegant vision for the 2017 VIP Lounge, featuring his signature designs which blend new and old, uniting found objects with refined materials in distinctive combinations. The design will showcase furniture from the firm's latest Huniford Collection, a luxury furnishings line, and will mark the launch of the new collection this Spring 2017. The VIP Lounge will also incorporate artisanal works from Yarema and Beavaus Carpeting and art work by Jennifer Steinkamp, Harmony Hammond, Jack Tworkov and Hassan Sharif, in collaboration with Lehmann Maupin and Alexander Gray Associates.

Artsy Professional Buyers Program

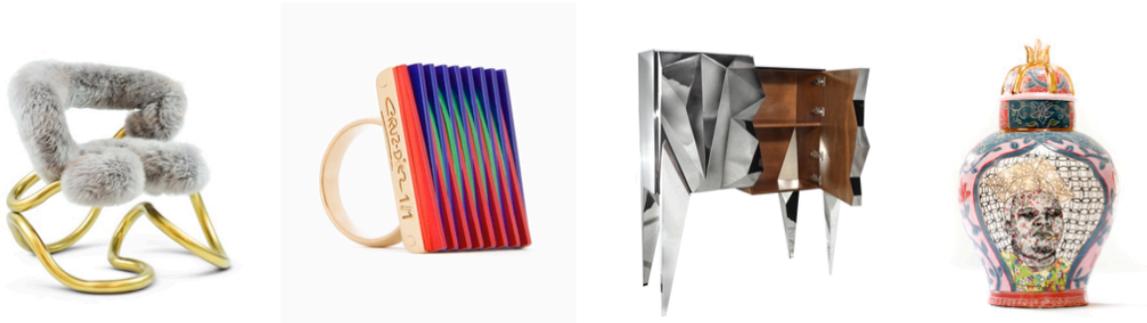
Partnering with Collective Design for the fourth consecutive year, Artsy will present an exclusive online fair preview that will launch to the public on Wednesday, April 26, 2017. The Artsy preview will include an online catalogue of exhibitor booths and opportunities for collectors to place sales inquires on available artworks and design objects in advance of the fair. For more information about Collective Design on Artsy, visit artsy.net/collective-design.

Architectural Digest

Architectural Digest, the 2017 headline Media Partner, will co-host the opening night of Collective Design and present an on-site selection of Editor's Choice highlights. *Architectural Digest* provides exclusive access to the world's most beautiful homes and the fascinating people who live in them, bringing its audience a wealth of information on architecture and interior design, art and antiques, travel destinations, and extraordinary products.

EDITION Hotels

Edition Hotels will return as the Official Hotel Partner of Collective Design. EDITION, conceived by Ian Schrager, emphasizes great design and true innovation with friendly, modern service. The hotel will host special off-site events and programs.



ARANDA\LASCH, *R3*, 2016; Carlos Cruz Dies, *Rings "Chromfingers"*, 2014;
Juan Garrido and Paloma Garrido, *Tall Mineral Commode*; Roberto Lugo, *Mike Brown / Trayvon Martin Urn*, 2017

2017 EXHIBITORS

Galleries:

ammann // gallery (Cologne)
Bryce Wolkowitz Gallery (New York)
Chahan Gallery (Paris)*
Cristina Grajales Gallery (New York)
David Gill Gallery (London)*
Donzella (New York)
FAIR (New York)
Frederieke Taylor Gallery (New York)
Gallery ALL (Los Angeles)
Garrido Gallery (Madrid)
Glass Past (New York)
Gallery Loupe (Montclair, NJ)
ICERA by Gallery LVS and LVS Craft (Seoul)*
Ippodo Gallery (New York)*

Galerie MiniMasterpiece (Paris)*
Galerie Negropontes (Paris)
J. Lohmann Gallery (New York)
Julie Saul Gallery (New York)*
Leclaireur (Los Angeles)*
Lost City Arts (New York)
Mindy Solomon Gallery (Miami)*
Maison Gerard (New York)
Portuondo (Madrid, London)*
R & Company (New York)
Sienna Patti (Lenox, MA)
Wexler Gallery (Philadelphia)
Yancey Richardson Gallery (New York)*
Yossi Milo Gallery (New York)*

Collective Concept:

APPARATUS (New York)
Calico Wallpaper (New York)
Christopher Boots (Melbourne)*
Fernando Mastrangelo Studio (New York)

Flavor Paper & UM Project (New York)
Gianluca Pacchioni (Milan)*
PELLE (New York)*
Peter Lane (New York)*

**First-time exhibitors to Collective Design*

Fair Hours:

Wednesday, May 3	11am – 8pm
Thursday, May 4	11am – 8pm
Friday, May 5	11am – 9pm
Saturday, May 6	11am – 8pm
Sunday, May 7	11am – 5pm

About Skylight Clarkson Sq

Once the southernmost terminal of the High Line, Skylight Clarkson Sq is among the few yet-to-be-explored interiors in the city. Skylight is in the business of pairing premier brands with historic and significant properties, creating inspirational venues in unusual places. Train tracks still run through a portion of the building in West SoHo, but Skylight's facilitation of adaptive reuse has made Clarkson Sq a versatile space in which creators are limited only by their imagination. The scale and scope of this "horizontal skyscraper," which spans three city blocks, give designers the opportunity to create an all-new experience that engages audiences and encapsulates the sensibility of a fair developed by those at the forefront of the field.

About NYCxDESIGN

Since its inception, Collective Design has been an active supporter of and participant in NYCxDESIGN, New York City's official citywide celebration of design, which will run from May 3-24, 2017. Spanning all disciplines of design, NYCxDESIGN creates a collaborative platform for cultural and commercial opportunities, elevates established and emerging design practices and increases awareness of and appreciation for design by all audiences. Hosted in New York City, NYCxDESIGN brings together all the disciplines of design, commerce, culture, education, and entertainment with a full, varied program, including exhibitions, installations, trade shows, talks, launches and open studios. The program is overseen by NYCEDC together with a Steering Committee comprised of leaders and leading institutions across most design disciplines.

About Collective Design

Based in New York City and active in the creative community throughout the year, Collective Design presents engaging conversations and educational programs to foster dialogue, encourage the exchange of ideas, and build a growing audience for collectible design and art. Programming culminates each May in the annual Collective Design fair, which showcases masterworks of the 20th and 21st centuries alongside experimental works from the next generation of global talent. The fair, celebrating its fifth anniversary in 2017, illuminates both the design process and the diversity of our material culture, promoting a spirit of discovery that resonates with new and seasoned collectors alike.

www.collectivedesignfair.com

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