

# Collective DESIGN

FIFTH EDITION OF COLLECTIVE DESIGN CLOSES TO STANDOUT SALES AND STRONG ATTENDANCE

2017 FAIR DISTINGUISHED BY CURATED INTERNATIONAL EXHIBITORS,  
ONE-OF-A-KIND INSTALLATIONS, AND COMPELLING PROGRAMS



Galerie Negropontes (Photo: Scott Rudd); 'Ambassador' by Stickbulb (Photo: BFA.com)

**NEW YORK – Collective Design** closed its fifth-anniversary edition on **Sunday, May 7<sup>th</sup>** to an outstanding response from participants and the public alike. The fair kicked off the **NYCxDESIGN** calendar with a record number of visitors in attendance over its five-day run, with an exceptional group of design luminaries and esteemed collectors joining on opening night. Noteworthy sales were reported of both unique vintage pieces and important contemporary works.

The 2017 Collective Design brought together a focused, carefully curated selection of **28 exhibitors** and **21 special presentations** from designers, cultural partners and makers from around the world, reinforcing the fair's commitment to representing a complete view of design today. "I am very proud to see how the fair has grown over the past five years to become an essential destination on the spring cultural calendar," said **Steven Learner**, Founder and Creative Director of Collective Design. "We are thrilled by the continued support of the design and art communities for our platform."

**The Noguchi Museum** returned to the fair to co-curate the site-specific installation *Waiting Room: Noguchi/Stadler*, which paired Isamu Noguchi's work with that of contemporary designer Robert Stadler. Dakin Hart, the museum's Senior Curator, commented, "There aren't many institutions where the definitions of art and design are both truly irrelevant and in meaningful congress. The Noguchi Museum has long been one. Collective Design Fair has become another."

**The LAB**, Rockwell Group's in-house design innovation studio, created an immersive arrival moment to the fair titled *Tinsel Town*. **David Rockwell**, founder and President, Rockwell Group stated, "We're thrilled to have been invited to create *Tinsel Town* for Collective Design. This year's fair featured such an amazingly curated selection of objects and installations. It was really fantastic to see such extraordinarily creative work....surprising and inspiring."

The annual *Collective Influence* series this year honored Swiss designer **Mattia Bonetti** with a comprehensive survey of his most important work, curated by Glenn Adamson. Since 1988, Bonetti has worked with the iconic **David Gill Gallery** in London, a new exhibitor for 2017. The gallery's CEO, Francis Sultana, remarked, "[We] had a great experience exhibiting for the first time at Collective Design in 2017. We were delighted that gallery artist Mattia Bonetti was honored in the Collective Influence presentation, and especially pleased that our artists Fredrikson Stallard picked up the Editor's Choice Award for their incredible new 'Antarctica' table, which received much attention at the booth. It has been an honor to be shown in NYC alongside pioneers of contemporary design from around the world, and we have seen many friends and collaborators here."

A special partnership with Marc Jacobs' Bookmarc book store resulted in the *Collective Design x Bookmarc Conversation Series* of inspiring on-site talks with leaders in the creative industries, including designer Mattia Bonetti, contemporary artist Maripol, architect Shohei Shigematsu of OMA, and curator Aric Chen of M+ Museum in Hong Kong. The talks took place in the VIP Lounge designed by James Huniford, featuring the new Huniford Collection, a series of distinctive sofas, chairs, tables and lighting fixtures made in New York.

Modular lighting brand **Stickbulb** debuted *Ambassador*, a large-scale sculpture made from 300-year-old redwood reclaimed from New York City water towers. Co-founder Russell Greenberg relayed, "This was Stickbulb's first time exhibiting at Collective, and one of the highlights for me was collaborating with Steven Learner and his team on our light sculpture *Ambassador*. The incredible people behind Collective are what make it an amazing fair for both visitors and exhibitors."

**Fernando Mastrangelo**, featured in the *Collective Concept* program and a returning exhibitor, said, "This year's Collective Design fair has solidified its position as the leading platform for both independent design studios as well as world-class galleries to showcase in the ever-vibrant New York design world. Collective has highlighted the top design talent and has helped fuel a burgeoning market that will soon be compared to the art world."

Collective Design offered works appealing to both new and seasoned collectors, with a curated array of 20<sup>th</sup>-century vintage collectibles and key 21<sup>st</sup>-century contemporary pieces selling at a wide variety of price points. **R & Company** (New York) sold 12 historical Joaquim Tenreiro chairs as well as multiple Haas Brothers works. **Wexler Gallery** (Philadelphia) reported a nearly sold out booth, placing a set of Barbara Kruger prints from 1985 for \$65,000, along with a significant work by the contemporary potter Roberto Lugo for \$13,000. **Lost City Arts** (New York), a longstanding exhibitor, saw strong 20<sup>th</sup>-century sales with a 1967 painting by Allan D'Arcangelo trading for \$58,000 and a Harry Bertoia silver gong pendant from the 1950s selling to an important collector for \$47,000.

Returning exhibitor **Frederieke Taylor Gallery** (New York) brought innovative and accessibly-priced designers, selling an acrylic-on-paper work by Mary Lum for \$5,000 and an 'Original Stool,' one of the performative pieces made at the fair by the Viennese design collective breadedEscalope, for \$3,500. **Mindy Solomon Gallery** (Miami) sold nearly all of the gallery's contemporary ceramic works, which ranged in price from \$450-\$3,000, including Glenn Barkley vessels and eye-catching Linda Lopez pieces. **Sienna Patti** (Lenox, MA) had two museum sales of her contemporary studio art and jewelry.

**Bryce Wolkowitz Gallery** (New York), exhibiting for the second year at Collective Design, sold paintings by José Parlá and video works by Yorgo Alexopoulos. The gallery said, "We had a successful fair selling key works and continue to be impressed with the quality of designers, architects and real estate developers we met."

**Ippodo Gallery** (New York, Toyko), a new exhibitor adding contemporary Japanese work to the wide range of ceramics offered at the fair this year, noted, “We were very pleased with our participation in the Collective Design fair. We were able to reach a diverse cross section of new clients and in general we found the reception to our artists very enthusiastic.”

Ceramicist **Peter Lane**, a *Collective Concept* participant, stated, “I am very happy to have joined, for my first time, in Collective Design. My goal in participating was to communicate the scope and potential of my practice to a wider audience of architects and design professionals—a goal which was fully realized. We met so many important clients and collectors here, people whom I expect to be able to collaborate with in the future.”

Notable guests to the 2017 fair included Julianne Moore, Dev Hynes and Ana Kraš, Phillip Lim, Reed and Delphine Krakoff, Alice Tisch, Clarissa Bronfman, Deedie and Lela Rose, and Jeffery Seller; and tastemakers Murray Moss and Franklin Getchell, Mica Ertegun, Bruce Pask, Adam Glassman, Kelly Framel, Fern Mallis, Julie Gilhart, Kate Lanphear, Robert Rufino, Carlos Mota, and Scott Lipps. Collectors enjoying the fair included Beth Rudin DeWoody, Stuart Parr, David Meitus, Clara and Alf Naman; visiting artists and gallerists included Richard Prince, Will Cotton, Andres Serrano, Mary Heilmann, Sean Kelly, and Paul Kasmin. Designer guests included David Rockwell, Michael Smith, Lindsey Adelman, Wendell Castle, David Kleinberg, Ricky Clifton, India Mahdavi, Billy Cotton, Carl D'Aquino, Jamie Drake and Caleb Anderson, Charlie Ferrer, Emily Summers, Robert Stilin, Alan Wanzenberg, and Brian McCarthy; as well as representatives and curators from the Metropolitan Museum of Art, the Museum of Modern Art, Dallas Museum of Art, Museum of Fine Arts Houston, LACMA, The Wolfsonian, the Carnegie Museum, the Museum of Arts and Design, the Brooklyn Museum, and the Cooper Hewitt Smithsonian Design Museum, among others.



Gianluca Pacchioni in *Collective Concept* (Photo: Scott Rudd); *Waiting Room: Noguchi/Stadler* (Photo: Nicholas Knight. ©The Isamu Noguchi Foundation and Garden Museum, New York / Robert Stadler / Artists Rights Society (ARS))

## 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.

### 2017 GALLERIES:

ammann // gallery (Cologne)	Galerie MiniMasterpiece (Paris)*
Bryce Wolkowitz Gallery (New York)	Galerie Negropontes (Paris)
Chahan Gallery (Paris)*	J. Lohmann Gallery (New York)
Cristina Grajales Gallery (New York)	Julie Saul Gallery (New York)*
David Gill Gallery (London)*	Leclairleur (Los Angeles, Paris)*
Donzella (New York)	Lost City Arts (New York)
FAIR (New York)	Mindy Solomon Gallery (Miami)*
Frederieke Taylor Gallery (New York)	Maison Gerard (New York)
Gallery ALL (Los Angeles)	Portuondo (Madrid, London)*
Garrido Gallery (Madrid)	R & Company (New York)
Glass Past (New York)	Sienna Patti (Lenox, MA)
Gallery Loupe (Montclair, NJ)	Wexler Gallery (Philadelphia)
ICERA by Gallery LVS and LVS Craft (Seoul)*	Yancey Richardson Gallery (New York)*
Ippodo Gallery (Tokyo, New York)*	Yossi Milo Gallery (New York)*

### 2017 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

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