

# Collective DESIGN

**COLLECTIVE DESIGN TO OPEN MAY 4 – 8**

**SITE-SPECIFIC INSTALLATION DESIGNED BY  
THE PRINCIPALS TO MARK ENTRANCE TO FAIR AT SKYLIGHT  
CLARKSON SQ IN WEST SOHO**

**DIVERSE SLATE OF NEW PROGRAMMING TO DISTINGUISH THE FAIR'S  
FOURTH EDITION**

**New York, April 21, 2016** – Collective Design today announced a new site-specific installation, *Glacial Drift*, designed by The Principals, that will mark the entrance to the fair, which opens to the public May 4 through 8 at Skylight Clarkson Sq in West Soho, a participant of the city-wide program, NYCxDESIGN. The fourth edition of Collective Design will feature 31 international galleries and 19 special programs, including an installation by Tokyo design collective nendo; an exhibition of work by graduate students from the Cranbrook Academy of Art; and Collective Concept, a new programming element serving as a platform for discovery within the fields of lighting, furnishing, ceramics, and textiles. Designers participating in Collective Concept include Lindsey Adelman Studio, Apparatus Studio, Fort Standard, Calico Wallpaper, and Cocobolo Design.

Conceptualized by The Principals, an experimental Brooklyn-based design studio, *Glacial Drift* will be a 50-foot-wide construction at the fair's entry. Multifunctional clusters of folded cells of recyclable corrugated plastic sheeting, creating spaces for cantilevered plantings and street furniture, will provide shelter and prismatically filter light, resulting in an overall structure that resembles glaciers adrift at sea to mark the passage into the fair.

"Collective Design strives every year to spotlight emerging concepts, material evolution, and international design trends," said Steven Learner, the fair's founder and creative director. "The fair encourages exploration and discovery not only through presentations by galleries from around the world, but also through innovative installations that push the boundaries of design."

The 2016 edition of Collective Design features a diverse roster of domestic and international exhibitors from Beijing, Chicago, Madrid, Mexico City, New York, Oslo, Paris, and Vienna, among other design capitals, showcasing both vintage and contemporary work for sale in imaginative, immersive environments. Special exhibitions, installations, and pop-ups from a number of thoughtfully curated sources round out the offerings to celebrate design innovation and thinking from the start of the 20<sup>th</sup> century to today.

The fair will include 31 global exhibitors, including new and returning participants such as Johnson Trading Gallery, 99¢ Plus Gallery, Bryce Wolkowitz Gallery, Frederieke Taylor, Galleri Format Oslo, Gallery ALL, Hostler Burrows, Jack Chiles, Rauminhalt, and Salomon Contemporary. More information about the exhibitors can also be found at [www.collectivedesignfair.com](http://www.collectivedesignfair.com).

## **2016 Exhibitors**

99¢ Plus Gallery, Brooklyn\*  
ADN Galería, Mexico City  
Bryce Wolkowitz Gallery, New York\*  
Converso, New York\*  
Donzella Ltd, New York  
Etage Projects, Copenhagen  
Fernando Mastrangelo, New York\*  
Frederieke Taylor, New York\*  
Friedman Benda, New York  
Fuglen, Oslo  
Galerie Negropontes, Paris  
Galleri Format Oslo\*  
Gallery ALL, Los Angeles\*  
Garrido Gallery, Madrid  
Glass Past, New York  
Hostler Burrows, New York

J. Lohmann Gallery, New York  
Jack Chiles, New York\*  
Johnson Trading Gallery, New York\*  
Lost City Arts, New York  
Maison Gerard, New York  
Mark McDonald, Hudson, New York  
Nicholas Kilner, New York  
Ornamentum, Hudson, New York  
Patrick Parrish, New York  
R & Company, New York  
Rauminhalt, Vienna\*  
Salomon Contemporary, New York\*  
Sienna Patti, Dalton, MA  
Twenty First Gallery, New York  
Wexler Gallery, Philadelphia

*\*first-time exhibitor at Collective Design*

## **Special Exhibitions and Collective Features**

**Collective Influence:** *nendo* spotlights the Tokyo-founded firm's history of versatile practice and highly conceptual design. For *Collective Influence*, *nendo* presents *Trace*, a series realized exclusively for Collective Design that explores the relationship between sketch and finished product. The exhibition was created in response to the fair's industrial-scale space and reinterprets the idea of an entry sequence. Lacquered metal sconces, each one drawing the arc of an incomplete circle in space, and wood cabinets—paired with repeatedly opening and closing metal frames—bank two sides of the entrance corridor.

**Collective Concept** features acclaimed lighting designers Lindsey Adelman Studio and Apparatus Studio, furniture design studio Fort Standard, wallpaper innovators Calico Wallpaper, and ceramics specialist Cocobolo Design. The capsule presentations encourage each designer to present ideas that inspire them—a newly conceived work, an evolutionary technology, or a unique material used in a thought-provoking way, providing a rare glimpse into the creative practice.

**Cranbrook Academy of Art: Fine Design for the End of the World** will contribute student works from the graduate department of 3D design that reflect on such themes as economic inequality, rampant material consumption, and environmental degradation. Another Collective Design first, Cranbrook's exhibition will consider social commentary through the language of design, evoking some of today's most pressing challenges as subjects for critical and poetic reflection.

## **Collective Features**

**Sight Unseen** will debut new production by five rising independent American design studios. Such ambitious presentations incorporate furniture, objects, and lighting set against a backdrop of custom-developed wallpaper created in coordination with Designtex. The emerging talent includes Only Love Is Real, Alex Proba + Bower, Chris Wolston, and Fort Makers, and highlights a range of aesthetic approaches from geometric handcraft to explorations in aluminum and glass to interactive art.

**A/D/O and CW&T** are presenting a live demonstration of work produced onsite. Brooklyn-based CW&T is an art and design studio favoring minimal aesthetics, intuitive interfaces, and over-engineered construction. The collaborative

installation will be a live demonstration of Roto-Jam, which uses particle jamming to produce thin-shelled casts with reusable dynamic molds. The casting technology results in unique one-off pieces that crystallize the intricate textures and formwork from this custom fabrication process. The work is presented in collaboration with A/D/O, an organization that will open a 23,000-square-foot workspace, event venue, and design store in Greenpoint, Brooklyn to accompany its professional programs in late summer 2016.

**Print All Over Me and Various Projects, Inc.** are collaborating to create a dramatic landscape of blocked shapes taken from photographs of the sky. The celestial topography is situated within a large-scale, transferable wall mural created in partnership with Wallpaper Projects.

**Nicole Nadeau**, a New York-based artist, presents *Everyone thought I was you*, an installation of pressed ceramic tiles molded from a representation of the artist's breasts. The installation is intended to function as a homology for the felt experience of the body and natural configurations, as opposed to the received notion of objectification. For Nadeau, a twin, the investigation of individualized identity is always present in her work, which has been exhibited nationwide.

**Ini Archibong**, a designer based in Basel, Switzerland, brings *In the Secret Garden* to Collective Design in a presentation by Amen&Amen. The multi-part work in glass, marble, and brass references the escape that Archibong made as a child through books to places of heroic deeds and fantastical landscapes, where distortion is commonplace and familiar rules of behavior do not apply.

### **Sponsors & Pop-Ups**

Collective Design showcases an array of leading companies in the field responsible for adding energy and support to an unconventional fair experience. Collective Pop-ups and Sponsor Installations are a bold representation of design masters and up-and-coming talent in the industry.

**ASH NYC** will design the VIP Lounge and the Café for the 2016 fair and contribute furniture of its own design to both areas. *Office Space*, the theme for the VIP Lounge, conflates the banality of office culture and the exuberance of the art fair experience by reinterpreting cubicles, dropped-ceiling panels, and ready-made office furnishings. Guests are invited to stop by the proverbial water cooler and enjoy the show. ASH NYC's interior design practice serves private residential clients, hotels, and large-scale residential buildings. ASH favors an organic approach that is influenced equally by architecture, history, art, light, and color. Paying special attention to detail, material, and source, ASH combines the modern and the ancient, deftly balancing periods along the entire spectrum of design history.

**LALIQUE** is an iconic lifestyle brand participating in the 2016 fair as a returning Design Sponsor. LALIQUE has endured for over a century as the ultimate symbol of French luxury. Inspired by LALIQUE's original Art Nouveau and Art Deco creations, the company's designers and artisans continue to bring to life *objets d'art*, barware, jewelry, fragrance, furniture, and interior fixtures.

**Cadillac** will return to the fair in its third year as Exclusive Automotive Sponsor. Cadillac has been a leading luxury automotive brand since 1902 and today is growing globally, driven by an expanding product portfolio featuring sophisticated design and artistic integration of technology. At this year's fair, Cadillac will be showcasing precise details that invite discovery by featuring a rare 1957 Eldorado Brougham alongside the first-ever Cadillac CT6 prestige sedan.

**Wallpaper\*** will be the Project Partner of the 2016 fair. Truly international, consistently intelligent, and hugely influential, *Wallpaper\** is the world's most important design and style magazine. *Wallpaper\** has readers in 93 countries and unparalleled success in reaching the design elite across the globe.

**Artsy** functions as an online resource for art collecting and education, and will return as the Exclusive Online Partner of the 2016 fair. Artsy will create a dedicated section of their website that allows viewers to browse the fair and make online purchases. Updated daily, the online experience Artsy creates will make Collective Design accessible to even greater numbers of design collectors worldwide.

**Flavor Paper with David Nosanchuk** makes a digital reconnaissance of art and architecture in Rome and New York City in Nosanchuk's work *Capture*. Drawing on his work in several media, Nosanchuk presents an installation from the "Super Series" of photo-based wallpapers he has created for Flavor Paper in dialogue with *Louie*, a limited-edition, 3D-printed pendant light designed for .exnovo and commissioned for the Italian Pavilion at the 2016 Olympic Games. *Capture* celebrates the past through a marriage of scale, lighting, and storytelling.

**LIZWORKS**, which connects artists with brands to create thought-provoking collaborations, also joins the fair as a Design Sponsor. At Collective Design, LIZWORKS will feature *Oculist Witness*, eyewear designed by Japanese photographer Hiroshi Sugimoto for LIZWORKS and Selima Optique. This unique collaboration has produced an art edition comprised of a pair of sterling silver frames with a palette of seven interchangeable tinted lenses covering the spectrum of grays. The boxed set of frames and lenses is limited to 25. Artist Sugimoto has taken inspiration in part from Marcel Duchamp's iconic artwork, *The Bride Stripped Bare by her Bachelors, Even (The Large Glass)*.

**Joseph Carini Carpets** has designed and produced Tibetan carpets since 1997, focusing on the use of specialized botanical dyes, design etymologies, and ancient weaving techniques. At the 2016 fair, the maker of fine hand-knotted carpets will highlight its use of natural indigo in its hand-dyeing processes.

#### **Fair Hours:**

Wednesday, May 4	11 a.m. – 8 p.m.
Thursday, May 5	11 a.m. – 8 p.m.
Friday, May 6	11 a.m. – 8 p.m.
Saturday, May 7	11 a.m. – 8 p.m.
Sunday, May 8	11 a.m. – 5 p.m.

#### **About Skylight Clarkson Sq**

Developed and managed by Skylight Group, Skylight Clarkson Sq is a sprawling 60,000-square-foot ground-level space located in West SoHo. One of the city's largest event floor plates, the space offers an opportunity to create an all-new experience that engages audiences and encapsulates the design sensibility of a fair developed by those at the forefront of the field. Once the southernmost terminal of the High Line, Skylight Clarkson Sq is among the few yet-to-be-explored interiors in the city.

#### **About NYCxDESIGN**

Since its inception, Collective Design has been an active supporter of and participant in NYCxDESIGN, New York City's official celebration of global design, which has been fashioned by some of the city's most renowned names in the design world and beyond. A platform to showcase the tremendous artistry that can be found across the five boroughs, NYCxDESIGN highlights NYC's cultural and commercial opportunities, elevates established and emerging design practices, and increases awareness of and appreciation for design by audiences around the world. Managed by NYC & Company and NYC Economic Development Corporation; and informed by a Steering Committee composed of leaders from the design industries, schools, and museums in the city; NYCxDESIGN features exhibitions, installations, trade shows, talks, launches, and open studios, spanning all disciplines of design.

#### **About Collective Design**

Collective Design engages a diverse range of global voices and expertise to create a compelling discourse on 20<sup>th</sup>- and 21<sup>st</sup>-century design. It is guided by a passionate group of industry leaders including designers, architects, gallerists, and collectors, under the direction of its founder, architect Steven Learner. Active in the creative

community throughout the year, Collective Design focuses its shared knowledge during its annual fair in New York City, which showcases the latest in design thinking and innovation.

The Collective Design fair is a commercial and educational platform featuring an exciting array of works from an international roster of established and emerging galleries. The fair has leveraged the city's energy to become a vital part of New York's cultural calendar, cultivating a spirit of discovery that appeals to both avid patrons and those new to collecting design.

Collective Design is dedicated to exploring the significance of design across creative disciplines and everyday life. Through its annual fair, Collective Design illuminates both the design process and the diversity of today's material culture, originating a robust series of conversations and educational programs to foster dialogue, encourage the exchange of ideas, and build a growing audience for collectible design.

### **The Collective**

Caroline Baumann, Cooper Hewitt, Smithsonian Design Museum  
Brad Ford, Brad Ford ID  
Alexander Gorlin, Alexander Gorlin Architects  
Cristina Grajales, Cristina Grajales Gallery  
Steven Learner, Collective Design  
David Mann, MR Architecture + Decor  
Sarah Medford, Collective Design  
Todd Merrill, Todd Merrill Studio Contemporary  
Zesty Meyers, R & Company  
Nessia Pope, Curator  
Beth Rudin DeWoody, Collector  
Evan Snyderman, R & Company

### **Design Council**

Jonathan Adler	James Huniford	Charles Renfro
DD Allen	Anthony Ingrao	Michael Reynolds
Roman Alonso	Delphine Krakoff	Terence Riley
Kelly Behun	Reed Krakoff	Jennifer Rubell
Muriel Brandolini	Ryan C. Lawson	Ian Schrager
Sabrina Buell	Fern Mallis	Sylvia Smith
Tony Chambers	Amy Mellen	Robert Stilin
Christopher Coleman	Julianne Moore	Steven Volpe
Robert Couturier	Murray Moss	Alan Wanzenberg
Jamie Drake	Dung Ngo	Kelly Wearstler
Steven Gambrel	Michele Oka Doner	Madeline Weinrib
William T. Georgis	Russell Piccione	Kulapat Yantrasast
Franklin Getchell	Suchi Reddy	
Tyler Hays		

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