

Collective DESIGN

**COLLECTIVE DESIGN ANNOUNCES
SPECIAL INSTALLATION BY CADILLAC, CONTINUED EXCLUSIVE
AUTOMOTIVE SPONSOR FOR THE 2016 FAIR**

HAND-BUILT, RARE 1957 ELDORADO BROUGHAM TO BE FEATURED

**INSTALLATION ON VIEW THROUGHOUT DURATION OF THE FAIR
OPEN MAY 4 – 8 SKYLIGHT CLARKSON SQ**



New York, NY, April 28, 2016 – Collective Design is pleased to announce a special installation by Cadillac, the exclusive automotive sponsor for the 2016 fair. Returning for its third year in support of Collective Design, the internationally celebrated brand will present an installation featuring the 1957 Eldorado Brougham and the first-ever 2016 CT6 prestige sedan. The installation at this year's fair, which runs May 4 through 8 at Skylight Clarkson Sq in West Soho, will highlight Cadillac's continued leadership in forward-looking design and innovation, as part of Collective Design's commitment to celebrating the best in 20th-century and contemporary design.

"We're incredibly thankful to Cadillac for their continued support of Collective Design's fair," said Steven Learner, founder and creative director of Collective Design. "Design has a significant impact on our daily lives, and Cadillac represents the highest expression of design as personal experience. The pairing of the 1957 Cadillac Eldorado and first-ever CT6 prestige sedan at this year's fair, alongside a range of vintage and contemporary design works presented by our galleries from across the globe, speaks to the breadth and depth of the international design community."

The Cadillac installation at Collective Design's fair showcases the brand's leadership in technologically advanced and ultra-luxury vehicles. First introduced as a show car for the

1955 Motorama, Cadillac's Eldorado Brougham production car featured a bevy of styling and technological innovations as standard equipment, including: the quad headlight system, a brushed stainless-steel roof panel, a power seat with memory, automatic door locks, the first transistor radio, whitewall (low-profile) tires, forged-aluminum wheels, and air suspension.

Only 400 were built in 1957: a range-topping, hand-built, limited-edition car. The vehicle's design is one of the most well-known throughout Cadillac's history, with unique exterior detailing and craftsmanship along with numerous advances in passenger amenities. The Eldorado Brougham gives fairgoers the chance to interact with one of Cadillac's most iconic vehicles from its illustrious heritage.

The 2016 Cadillac CT6 continues this heritage with the brand's return to the global prestige luxury segment. With its dynamic use of line work, sophistication, and surfacing precision, CT6 looks as light and agile as it actually is. Equipped with the most advanced body structure in the world, it is ingeniously designed using mixed materials for significant weight reduction and a superb driving experience. Together, they represent the rocket science of modern automotive manufacturing.

Inside, Cadillac designers elevate modern craftsmanship with curated environments that are rich, expressive, and spacious, combining luxurious leathers, exotic woods, carbon fiber, and metal in unprecedented ways.

"Cadillac's continued partnership with Collective Design is yet another demonstration of our brand's commitment to being a patron of the arts," said Melody Lee, Director, Brand Strategy & Planning for Cadillac. "Being a pioneer in design and innovation has been at the heart of Cadillac's 113-year history, and with Collective Design we are proud to highlight those who embrace the same spirit."

In 1902, Henry Leland founded Cadillac with a philosophy centered upon craftsmanship, precision, and ingenuity. Leland redefined luxury automobile production by designing interchangeable parts, establishing Cadillac's leadership position in the process. Today, Cadillac continues to create unforgettable vehicles with bold design and artistic integration of technology. Signature cues that instantly distinguish the modern Cadillac include sophisticated surfacing, vertical lamp graphics, and function-driven design that command attention on every drive.

The installation by Cadillac joins an impressive roster of exhibitions, installations, and presentations by an international selection of galleries from the world's cultural capitals, including Copenhagen, Vienna, New York, Oslo, Madrid, and Mexico City.

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

About Cadillac

Cadillac has been a leading luxury auto brand since 1902. Today Cadillac is growing globally, driven by an expanding product portfolio featuring dramatic design and technology. More information on Cadillac appears at www.cadillac.com. Cadillac's media website with information, images, and video can be found at media.cadillac.com.

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 Collective Design

Collective Design engages a diverse range of global voices and expertise to create a compelling discourse on 20th- and 21st-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
DD Allen
Roman Alonso
Kelly Behun
Muriel Brandolini
Sabrina Buell
Tony Chambers
Christopher Coleman
Robert Couturier
Jamie Drake
Steven Gambrel
William T. Georgis
Franklin Getchell
Tyler Hays

James Huniford
Anthony Ingrao
Delphine Krakoff
Reed Krakoff
Ryan C. Lawson
Fern Mallis
Amy Mellen
Julianne Moore
Murray Moss
Dung Ngo
Michele Oka Doner
Russell Piccione
Suchi Reddy

Charles Renfro
Michael Reynolds
Terence Riley
Jennifer Rubell
Ian Schrager
Sylvia Smith
Robert Stilin
Steven Volpe
Alan Wanzenberg
Kelly Wearstler
Madeline Weinrib
Kulapat Yantrasast

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