

Collective DESIGN

COLLECTIVE DESIGN ATTRACTS INTERNATIONAL CROWD FOR FOURTH EDITION OF ITS FAIR AT SKYLIGHT CLARKSON SQ

EXHIBITORS REPORT STRONG SALES AND OUTSTANDING FAIR EXPERIENCE

New York, May 9, 2016 – The fourth edition of Collective Design closed on Sunday, May 8, with exhibitors, collectors, and visitors expressing tremendous enthusiasm for the quality of the exhibitions and diversity of the projects. Collective Design welcomed more than 11,000 visitors across its six-day run at Skylight Clarkson Sq in West Soho, including 4,000 collectors, designers, and tastemakers attending on opening night. The 2016 fair featured 33 exhibitors from across the globe—including 11 galleries participating for the first time this year—from the design capitals of Beijing, Copenhagen, Madrid, Mexico City, New York, Oslo, Paris, and Vienna, among others.

“Each year, Collective Design continues to surprise, bringing in more exhibitors presenting significant pieces and showing cutting-edge design works, and attracting a larger and more diverse audience from around the globe,” said Steven Learner, Founder and Creative Director of Collective Design. “This year we had an unprecedented number of exhibitors participating, many of whom reported record sales to major collectors, interior designers, and institutions. We are proud to present the world’s best design here in New York City to a sophisticated and appreciative audience that grows during this important week for the international creative community.”

Among the prominent figures to experience the breadth of design innovation and thinking were Wendell Castle, Julianne Moore, David Byrne, Beth Rudin DeWoody, Maja Hoffmann, Helen Marden, John Demsey and Michael Boodro; gallerists Sean Kelly, Cristina Grajales, and Paul Kasmin; interior designers Jamie Drake, Chahan Minassian, Robert Couturier, Pierre Yovanovitch, Kelly Behun, Haynes-Roberts, Francis Sultana, Steven Gambrel, Anthony Ingrao, and Brian McCarthy; and representatives from national museums, including leadership from the Metropolitan Museum of Art; Museum of Fine Arts, Boston; Museum of Modern Art; Philadelphia Museum of Art; Museum of Arts and Design; Cooper Hewitt, Smithsonian Design Museum; Carnegie Museum of Art; and Neue Galerie, among others.

In addition to hosting 33 galleries, Collective Design included 19 special programs, installations, and exhibitions highlighting members of the diverse creative community working in design today. Among this year’s programming successes were a 50-foot-wide installation at the fair’s entrance, *Glacial Drift*, designed by innovative design team The Principals; an installation created expressly for the fair 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 among established independent designers within the fields of lighting, furnishing, ceramics, and textiles. Designers participating in Collective Concept included Lindsey Adelman Studio, Apparatus Studio, Fort Standard, Calico Wallpaper, and Cocobolo Design.

Gabriel Hendifar, Co-founder and Creative Director of Apparatus Studio, commented, "It is a pleasure to show new work at Collective Design among galleries that feature such important 20th- and 21st-century design. It places our studio in a larger context that is enriching and enlivening."

Strong sales of vintage and contemporary works were reported by exhibitors throughout the fair, reflecting a broad range of material, style, and price aimed to attract both the avid collector and an audience new to collectible design. Lost City Arts placed a Harry Bertoia sound sculpture priced at \$650,000 with a prominent European collector; Denmark-based Etage Projects boasted a nearly sold-out booth, and placed works by Sabine Marcelis, Brit van Nerven, and FOS with international collectors. First-time participant Johnson Trading Gallery of New York City, which specializes in both contemporary and historical design, sold several important works by Isamu Noguchi, including a rare Rudder stool from 1944.

Friedman Benda presented works by influential contemporary designers Andrea Branzi and Fernando and Humberto Campana, among others, and collaborated on the fair's Collective Influence presentation, featuring nendo. Marc Benda, Principal of Friedman Benda, commented, "We are very pleased that nendo was chosen as this year's Collective Influence and are happy to have collaborated on its *Trace* installation."

At first-time exhibitor Frederieke Taylor Gallery's booth, several pieces of contemporary lighting and furniture by Swiss architect Christian Wassmann sold to a Hong Kong collector. Gallery ALL of Los Angeles also sold a range of significant pieces, including Naihan Li's expandable bar cabinet.

Nicholas Kilner, a specialist in vintage Italian design, sold many important works, including a Gio Ponti Distex lounge, a center table by Osvaldo Borsani, a Toni Zuccheri lamp, and prints by artists Blinky Palermo and John Chamberlain.

Ornamentum Gallery sold a large wall piece by Jaydan Moore priced at \$45,000; a Dallas collector acquired a Camilla Prasch ring, and a Miami collector purchased a David Bielander silver "paper bag," a pewter Ted Noten acrylic handbag sculpture, and works by David Bielander and David Clark.

R & Company placed all of Jeff Zimmerman's hanging lights; The Haas Brothers' ceramics and "mini creatures;" and several works by Thaddeus Wolfe and Rogan Gregory with new and returning collectors.

Looking to appeal to a wide-ranging audience, Sienna Patti, who specializes in contemporary jewelry made by artists, sold many one-of-a-kind pieces, including a Giampaolo Babetto necklace priced at \$40,000, as well as numerous limited-edition "symbol pins" by Mallory Weston priced between \$20 and \$30 each.

Many exhibitors used Collective Design as a platform to showcase the emerging artists on their rosters. Sherri Apter Wexler, Owner of Wexler Gallery, commented, "This is our fourth consecutive year participating in Collective Design and, as always, the enthusiasm from collectors and designers we meet continues to fuel our creativity and passion for what we do. This year, young artists Roberto Lugo and Peter Pincus were standouts, garnering strong sales and collector recognition."

In addition to excellent sales, Collective Design drew prominent collectors, curators, museum professionals, and design enthusiasts throughout the week. Paulina Hassey and Paulo Peña, Partners in ADN Galeria, observed, "This is our third year participating in the fair, and we love that it always attracts people who are very interested and knowledgeable about design, and enjoy having conversations and discovering new designers. We saw very engaged collectors from Hong Kong, Los Angeles, and Miami, to name a few."

Juliet Burrows, Co-founder of Hostler Burrows added, “We were very impressed with the major collectors and significant visitation by museums and other institutions. The downtown location also brings in a great mix of people, including younger collectors who we don’t always see at design events held uptown.”

Sienna Patti shared, “Collective Design was a great platform to present work by our contemporary jewelry artists, including Lola Brooks, Helen Britton, and Jamie Bennett. Not only were we able to place works in the hands of collectors from all over the world and establish new relationships, but we also saw many visitors from major institutions.”

Xiao Lu, Director of Los Angeles- and Beijing-based Gallery ALL, said, “This was our first time participating in a fair in New York City. Collective Design presented the opportunity to meet and talk with many interior designers from around the world who showed great interest in our designers’ work.”

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 Schragar

Sylvia Smith
Robert Stilin
Steven Volpe
Alan Wanzenberg
Kelly Wearstler
Madeline Weinrib
Kulapat Yantrasast

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