

Collective DESIGN

COLLECTIVE DESIGN ANNOUNCES ELLE DECOR, CADILLAC AND LALIQUE AS SPONSORS FOR 2015 FAIR

CULTURAL PARTNERS INCLUDE MUSEUM OF ARTS AND DESIGN, COOPER-HEWITT, SMITHSONIAN DESIGN MUSEUM, NEW MUSEUM, AND CHILDREN'S MUSEUM OF THE ARTS

New York, January 29, 2015 – Collective Design is pleased to announce several sponsors and cultural partners for the third edition of its fair. This year, Collective Design will collaborate with internationally acclaimed brands **ELLE DECOR**, **Cadillac** and **LALIQUE** on programming and events celebrating the best in design today. ELLE DECOR will serve as Media Partner, and LALIQUE will be the Design Sponsor for the fair. Cadillac is returning this year as the Exclusive Automotive Sponsor.

Additionally, four of New York's internationally acclaimed institutions—**Museum of Arts and Design**, the **Cooper-Hewitt**, **Smithsonian Design Museum**, **New Museum** and the **Children's Museum of the Arts**—will also participate in the 2015 fair as Cultural Partners, underscoring the range of Collective Design's audiences and the fair's dynamic role in the city's design culture. The museums will organize onsite customized tours throughout the duration of the fair, which runs May 13 – 17, 2015, supporting Collective Design's mission to serve as an educational and commercial platform.

Featured sponsors and cultural partners enhance the experience of the fair, which presents an array of emerging and established designers and offers an opportunity to discover the best of 20th-century and contemporary design.

"The participation of our sponsors and partners is crucial to Collective Design's success. They bring a range of perspectives that create a fuller, more nuanced experience," said Steven Learner, Founder and Creative Director of Collective Design. "We're proud to be working with these brands and institutions that share our passion and enthusiasm for design."

ELLE DECOR, a leading design and style magazine, is the official Media Partner for the 2015 fair. Editor-in-Chief Michael Boodro will co-host the fair's VIP Cocktail Preview on May 12 and will participate in the Collective Conversations series, sharing his insights as a style arbiter and leader in the design community.

“ELLE DECOR looks to the world's best dealers for ideas and inspiration, and Collective Design has one of the best and freshest lineups of dealers of any design fair,” said Boodro. “Last year I made several discoveries and I look forward to making more this year. I am very excited that ELLE DECOR will be the Media Partner of this wonderful addition to the New York design calendar.”

Cadillac returns to the fair as the Exclusive Automotive Sponsor. 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.

Iconic lifestyle brand **LALIQUE** will participate in the 2015 fair as a Design Sponsor. From the early 20th-century work of founder René Lalique to the iconic brand of today, LALIQUE has endured for over a century as the ultimate symbol of French luxury. Known for historical architectural commissions such as the interiors of the Orient Express, SS Normandie, Teien Palace, and Claridges Hotel, René Lalique established himself as one of the most sought-after and prolific designers of his time. Inspired by Lalique's original Art Nouveau and Art Deco creations, today's designers and artisans continue to bring to life objets d'art, barware, jewelry, fragrance, furniture, and interior fixtures.

ELLE DECOR



LALIQUE

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. While train tracks still run through a portion of the building in West SoHo—which is three city blocks—Skylight, New York's largest event venue development firm, has adaptively reused a portion of the historic property to create one of the city's most buzz-worthy event spaces. The scale and scope of this "horizontal skyscraper" gives 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 Collective Design

Collective Design presents a curated selection of the best in 20th-century and contemporary design from a global roster of emerging and established galleries.

Collective Design was founded by Steven Learner, an architect, interior designer and collector who recognized that New York needed a vibrant, forward-thinking design event to complement the energy of the city. Learner enlisted a passionate group of architects and designers, cultural patrons, and gallerists to form the Collective and Design Council, supporting the creation of a new commercial and educational platform. Collective Design focuses on the design process as well as the design

object, engaging the entire creative community during the fair and with a series of events throughout the year.

The fair is guided by a vision of inclusivity—both in its participants and audiences—as well as a sense of discovery. Members of the founding Collective and broader Design Council are constantly seeking new avenues to bring design innovation and ideas to the fore, exploring the significance of design across creative disciplines and everyday life.

The Collective

Caroline Baumann, Cooper-Hewitt, Smithsonian Design Museum

Kyle DeWoody, Grey Area

Brad Ford, Brad Ford ID

Cristina Grajales, Cristina Grajales Gallery

Alexander Gorlin, Alexander Gorlin Architects

Steven Learner, Collective Design

David Mann, MR Architecture + Decor

Sarah Medford, Collective Design

Zesty Meyers, R & Company

Todd Merrill, Todd Merrill 20th Century and Studio Contemporary

Nessia Pope, curator

Beth Rudin DeWoody, collector and philanthropist

Evan Snyderman, R & Company

Design Council

Jonathan Adler

D.D. Allen

Roman Alonso

Kelly Behun

Michael Boodro

Muriel Brandolini

Sabrina Buell

Chris Coleman

Robert Couturier

Jamie Drake

Steven Gambrel

William T. Georgis

Franklin Getchell

Tyler Hays

James Huniford

Anthony Ingrao

Delphine Krakoff

Fern Mallis

Amy Mellen

Julianne Moore

Murray Moss

Dung Ngo

Michele Oka Doner

Russell Piccione

Suchi Reddy

Charles Renfro

Michael Reynolds

Jennifer Rubell

Sylvia Smith

Robert Stilin

Steven Volpe

Alan Wanzenberg

Madeline Weinrib

Kulapat Yantrasast

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