

# Collective DESIGN

## COLLECTIVE DESIGN ANNOUNCES EXHIBITORS AND SPECIAL INSTALLATIONS FOR ITS 2015 FAIR

PRESENTED AT SKYLIGHT CLARKSON SQ IN WEST SOHO,  
FAIR TO FEATURE INTERNATIONAL ARRAY OF DESIGNERS AND GALLERIES  
AS WELL AS SPECIAL INSTALLATIONS BY DANA BARNES, JONATHAN NESCI,  
AND DESIGN DA GEMA, AMONG OTHERS

## COLLECTIVE DESIGN ALSO ANNOUNCES NEW COLLABORATIONS WITH SIGHT UNSEEN AND AMERICAN DESIGN CLUB

New York, March 12, 2015 – For the third edition of its fair, Collective Design will feature an international array of galleries presenting the best in 20<sup>th</sup>-century and contemporary collectible design alongside a diverse range of special installations by **Jonathan Nesci**, **Dana Barnes**, **Liz Collins**, and **InSek/ Ashira Israel**, among others. The fair will run from May 13 through 17, 2015 at its new location, Skylight Clarkson Sq in West Soho, as part of NYCxDESIGN, and will showcase established and emerging artists and designers from New York, Copenhagen, Milan, Paris, and many other creative capitals. Among the notable names to be featured at the 2015 fair are Nordic modernist **Kaare Klint** (Modernity, Stockholm), dynamic German newcomer **Valentin Loellmann** (Galerie Gosserez, Paris), and revered California enamelist **June Schwarcz** (De Vera, New York).

Collective Design is committed to presenting a carefully curated selection of works that speak to creative ingenuity and aesthetic quality across material, style, and technique. Among the notable projects to be featured at this year's fair are a hand-crafted, organic lighting element by Israeli artist **Ayala Serfaty** (Maison Gerard, New York); ornate mirrors inspired by *Lolita* from **Beth Katleman** (Todd Merrill Studio Contemporary, New York); and bronze sculptural forms by fashion designer **Rogan Gregory** (R & Company, New York).

Collective Design is also pleased to announce a collaboration with Sight Unseen OFFSITE for the 2015 fair. Organized by Monica Khemsurov and Jill Singer, editors of the influential online magazine Sight Unseen, OFFSITE is an annual curated exhibition that showcases the most directional, cutting-edge ideas in contemporary furniture design. Sight Unseen OFFSITE focuses on the best independent design studios and

the brightest American talents, and is among New York design week's must-see destinations. Collective Design will present a Sight Unseen OFFSITE satellite show at Skylight Clarkson Sq, which will highlight the work of several up-and-coming designers. The collaboration underscores Collective Design's commitment to showcasing the full spectrum of design talent from the start of the 20th century to today, providing audiences with the opportunity to experience the latest in design innovation from the next big names in the field.

"The presentations at this year's fair are the most diverse and compelling in our young history. Our featured galleries will offer premier examples of vintage and contemporary material and feature an eclectic mix of well-known and emerging designers. Given our ongoing engagement with the design community, we have the opportunity to present several unique, commissioned installations for our third edition," said Steven Learner, founder and creative director of Collective Design. "A sense of discovery is key to the experience of our fair. From our new location at Skylight Clarkson Sq to our open plan and multiple installations, our vision is to create a unique experience for every visitor that will inspire them to engage with and invest in the incredible objects on view."

Additional exhibitors participating in Collective Design's 2015 fair include: Twenty First Gallery (New York); Etage Projects (Copenhagen); Fuglen (Oslo); ADN Galería (Mexico City); Galerie Negroportes (Paris); Gallery BAC (New York); Gallery Loupe (Montclair, NJ); Garrido Gallery (Madrid); J. Lohmann Gallery (New York); kinder MODERN (New York); Ornamentum (Hudson, NY); Patrick Parrish (New York); ProjectB (Milan); Sienna Patti (Dalton, MA); Vance Trimble (New York); and Wexler Gallery (Philadelphia). A comprehensive list of exhibitors follows.

Several internationally acclaimed designers and brands are organizing special installations to be featured in this year's fair. Among the highlights are:

- **Jonathan Nesci** – With Present Perimeter, Nesci has developed a design framework that combines equal numbers of hexagons, half-hexagons, rhombuses, and triangles. The rigorous method will result in the creation of a series of mirrors produced specifically for Collective Design's fair and in conjunction with a parallel solo exhibition at Patrick Parrish, New York.
- **Dana Barnes** – Following her 2013 installation for Collective Design—SWASH, a series of suspended woven-fiber seats—Dana Barnes will return to the 2015 edition of the fair with new work that continues her explorations of textural compositions, infusing innovative materials into sculptural forms.
- **Design da Gema** – Brazilian artist and designer David Elia, founder of Design da Gema studio, will create a special installation for the fair's café inspired by his surroundings in modern-day Brazil. The presentation will use furniture design to explore the epidemic of violent crime occurring within the city of Rio de Janeiro.

Collective Design also remains dedicated to revealing the creative process, as well as the material culture, of design. For this year's fair the American Design Club, which promotes the efforts of young American designers worldwide, has been invited to present the work of two contemporary designers who will produce work onsite, allowing visitors to engage in the making of design.

- **Liz Collins** – The New York-based artist and fashion and textile designer will create a woven tapestry installation that places art and applied design in conversation with each other. This performance installation invites audiences into the process, and will be created live during the run of the fair.
- **InSek/ Ashira Israel** – The Brooklyn-based studio InSek will present an installation by Ashira Israel that explores the intersection of architecture, art, and design. The presentation will encompass two spaces: a lab-like environment and a larger space that functions as a type of archaeological site.

Each year, Collective Design's *Focus* presentation features influential design from a particular country or region. In 2015 the special presentation will highlight the enduring impact of Italian design on artists and designers from across the globe, and will feature objects from **Memphis-Post Design Gallery** (Milan), **Donzella** (New York), **Nicholas Kilner** (New York), and **Glass Past** (New York). Stefano Tonchi, editor-in-chief of *W* magazine, will curate the *Collective Focus: Italy* exhibition. Tonchi will collaborate on the installation, contribute a curatorial statement to the 2015 fair guide, and participate in Collective Conversations, a series of panel discussions in which design leaders share their insights on the field.

Additionally, Collective Design announces new sponsors for the 2015 fair, including Design Sponsor **Calvin Klein Home** and Official Hotel Partner **Hôtel Americano**. These sponsors will join the roster of internationally-acclaimed brands supporting this year's fair, including: Media Partner **ELLE Decor**; Exclusive Automotive Sponsor **Cadillac**; Exclusive Online Partner **Artsy**; Design Partners **Benjamin Moore**, **LALIQUE**, and **Nanz**; Media Supporters **Cultured**, **Metropolis**, and **Surface**; and additional sponsors **Bruun Rasmussen Auctioneers**, **Dutch Culture USA**, **Hedley's Inc.**, **Instituto Italiano di Cultura**, **Monadnock**, **Perrier**, **Shinola Detroit**, and **Turon Travel**.

## 2015 LIST OF EXHIBITORS

ADN Galería, Mexico City  
De Vera, New York  
Donzella, New York  
Etage Projects, Copenhagen  
Fuglen, Oslo  
Galerie Gosserez, Paris  
Galerie Negropontes, Paris  
Gallery BAC, New York  
Gallery Loupe, Montclair, NJ

Glass Past, New York  
J. Lohmann Gallery, New York  
kinder MODERN, New York  
Maison Gerard, New York  
Memphis-Post Design Gallery, Milan  
Modernity, Stockholm  
Nicholas Kilner, New York  
Ornamentum, Hudson, NY  
Patrick Parrish Gallery, New York

ProjectB, Milan  
R & Company, New York  
Sienna Patti, Dalton, MA  
Todd Merrill Studio Contemporary,  
New York  
Garrido Gallery, Madrid

Twenty First Gallery, New York  
Vance Trimble, New York  
Wexler Gallery, Philadelphia

### **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 long—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 engages a diverse range of voices and expertise from around the world to present a compelling vision of design throughout the 20<sup>th</sup> century and today. It is guided by its founder, architect Steven Learner, and a passionate group of industry leaders, including designers, architects, gallerists, and collectors. Active in the creative community throughout the year, Collective Design focuses its shared knowledge in an annual fair in New York City that showcases the latest in design thinking and innovation.

The annual Collective Design fair is a commercial and educational platform featuring expertly selected works from a global roster of established and emerging galleries. Presented in a new, unexpected location each year, Collective Design cultivates a spirit of discovery that appeals to both avid patrons and those new to collectible design. The fair has leveraged the city's energy to become a vital part of New York's cultural calendar.

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 education 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  
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 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  
Kyle DeWoody  
Jamie Drake  
Steven Gambrel

William T. Georgis  
Franklin Getchell  
Tyler Hays  
James Huniford  
Anthony Ingraio  
Delphine Krakoff  
Reed 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

**VIP Lounge By Sponsor**

Calvin Klein  
home

**Media Partner**

ELLE DECOR

**Exclusive Automotive Sponsor**



**Exclusive Online Partner**



**Official Hotel Partner**

HÔTEL  
AMERICANO  
CHELSEA NEW YORK

**Design Partners**



LALIQUE

Media Supporters



Additional Partners



###

For additional information, please contact:

Kyla McMillan/Chelsea Bruck/ Anne Wilson  
Resnicow + Associates  
212-671-5154/212-671-5164/212-671-5163  
[kmcmillan@resnicow.com](mailto:kmcmillan@resnicow.com)  
[cbruck@resnicow.com](mailto:cbruck@resnicow.com)  
[awilson@resnicow.com](mailto:awilson@resnicow.com)

