

Collective DESIGN

**COLLECTIVE DESIGN ANNOUNCES
SPECIAL INSTALLATION BY CADILLAC, EXCLUSIVE AUTOMOTIVE SPONSOR
FOR THE 2015 FAIR**

***DARING DESIGN* WILL FEATURE THE 1953 CADILLAC LEMANS CONCEPT, ONE OF
ONLY FOUR EVER BUILT**

**INSTALLATION ON VIEW THROUGHOUT DURATION OF THE FAIR
OPEN MAY 13-17, 2015 AT SKYLIGHT CLARKSON SQ**



New York, NY, May 8, 2015 – Collective Design is pleased to announce a special installation by Cadillac, the exclusive automotive sponsor for the 2015 fair. Returning for its second year in support of Collective Design, the internationally celebrated brand will present *Daring Design*, an installation featuring the 1953 Cadillac LeMans concept convertible and the first-ever Cadillac ATS-V Coupe. The installation at this year’s fair, which runs May 13 – 17 at Skylight Clarkson Sq in West SoHo, will highlight Cadillac’s innovative and forward-looking vision, 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 an experience. The pairing of the 1953 Cadillac LeMans concept and first-ever

ATS-V Coupe 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 *Daring Design* installation at Collective Design's fair marks the return of the LeMans show car to New York, where it first debuted over 50 years ago at the GM Motorama, GM's traveling show of dream cars. The Cadillac LeMans, named for the 24-hour LeMans race in France, was considered innovative and was widely praised for its weight-saving fiberglass body. GM Styling built four LeMans show cars for various shows and exhibits; the vehicle on view at Collective Design's fair, LeMans #4, was returned to GM after the show circuit and given a styling update under the supervision of Harley Earl, then head of GM Styling.

The Cadillac LeMans was never put into mass production, but its design influenced the Eldorado, one of Cadillac's most popular vehicles. Its presentation at this year's fair offers audiences a rare opportunity to experience one of the most significant vehicles in Cadillac's history.

"Cadillac is partnered with Collective Design again this year to celebrate the best in global design thinking and innovation," said Melody Lee, Director, Brand Strategy & Planning for Cadillac. "Striking and pioneering design has defined Cadillac for 112 years and with Collective Design, we are proud to highlight those who embrace the same spirit in their fields of craft."

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, Milan, New York, Paris, and Stockholm.

2015 Exhibitors

ADN Galería, Mexico City
ammann // gallery, Cologne
BAC, New York
de Vera, New York
Donzella, New York
Etage Projects, Copenhagen
Friedman Benda, New York
Fuglen, Oslo

Galerie Gosserez, Paris
Galerie Negropontes, Paris
Gallery Loupe, Montclair, NJ
Garrido Gallery, Madrid
Glass Past, New York
J. Lohmann Gallery, New York
kinder MODERN, New York
LMD/studio, Chicago

Maison Gerard, New York	R & Company, New York
Memphis-Post Design Gallery, Milan	Sienna Patti, Dalton, MA
Modernity, Stockholm	Todd Merrill Studio Contemporary, New York
Nicholas Kilner, New York	Twenty First Gallery, New York
Ornamentum, Hudson, NY	Vance Trimble, New York
Patrick Parrish Gallery, New York	Wexler Gallery, Philadelphia
ProjectB, Milan	

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

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 20th 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 Ingrao
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
Terence Riley
Jennifer Rubell
Sylvia Smith
Robert Stilin
Steven Volpe
Alan Wanzenberg
Kelly Wearstler
Madeline Weinrib
Kulapat Yantrasast

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