

# Collective DESIGN

## COLLECTIVE DESIGN DRAWS CROWDS AND ACCLAIM FOR THIRD EDITION OF ITS FAIR AT SKYLIGHT CLARKSON SQ

### EXHIBITORS REPORTED STRONG SALES AND PRAISED QUALITY OF FAIR EXPERIENCE

**New York, May 19, 2015** – The third edition of Collective Design’s fair closed on Sunday, May 17, with exhibitors, collectors, and visitors across the board expressing tremendous enthusiasm for the diversity and ingenuity of this year’s presentations. Collective Design welcomed more than 10,000 visitors across its five-day run at Skylight Clarkson Sq in West Soho, a 25 percent increase in attendance from 2014. Its exceptional opening night drew several thousand tastemakers, design professionals, and buyers.

The 2015 fair featured 29 exhibitors from across the globe, including gallerists from Copenhagen, Madrid, Milan, New York, Oslo, Paris, and Stockholm, as well as 14 special installations, which highlighted the depth of Collective Design’s engagement with the creative community. The *Collective Influence: Ingo Maurer* exhibition and Sight Unseen OFFSITE pop-up, which were open to the public without ticket purchase, created dynamic counterpoints, allowing visitors to interact with the work of a design master alongside emerging voices.

“This has been the most successful year for Collective Design to date—we broke all of our previous attendance records, welcoming both connoisseurs and the design-loving public. It’s been so gratifying to bring together a diverse range of talents to celebrate design innovation and engage with the broader creative community,” said Steven Learner, Founder and Creative Director. “Our exhibitors and partners presented some of the most important historical material and exciting work being made today, enticing established collectors and many new visitors to discover design.”

Among the prominent figures to experience the spectrum of design innovation and thinking were **Maurizio Cattelan, Wendell Castle, Sofia Coppola, Beth Rudin DeWoody, Ronald and JoCarole Lauder, Don and Mera Rubell, Julianne Moore, Emily Blavatnik, Michael Boodro, Olivier Sarkozy, Annabelle Selldorf, Stefano Tonchi, and Glenda Bailey**; fashion designers **Mary-Kate Olsen** of The Row and **Francisco Costa** of Calvin Klein; gallerists **Sean Kelly, Cristina Grajales, and Paul Kasmin**; interior

designers **Jamie Drake, Robert Couturier, India Mahdavi, Steven Gambrel, Anthony Ingrao, and Brian McCarthy**; and designers **Lindsey Adelman, Max Lamb, Jaime Hayon, Bethan Laura Wood, Sebastian Errazuriz, and Piet Hein Eek**; as well as dignitaries from Italy, Norway, and Denmark. The fair also saw high visitation 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, National Design Museum; Carnegie Museum of Art**; and **Neue Galerie**, among others.

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 those new to collectible design. **Maison Gerard** sold the 2015 lighting sculpture *Entudia* by artist Ayala Serfaty for more than \$250,000 to a design industry leader. **Nicholas Kilner** sold a rare and important illuminated desk by Guglielmo Ulrich and a unique suite of furniture by Carlo Enrico Rava—both with asking prices well over \$100,000. **MMATERIAL**, led by Fernando Mastrangelo, sold more than \$300,000 in objects from its new outdoor furniture collection. **Sienna Patti** sold out of the featured Lola Brooks jewelry collection, with asking prices ranging from \$8,000–23,000, and **J. Lohmann Gallery** noted sales across all his featured artists, including Merete Rasmussen, a piece of whose sold for nearly \$15,000, and Sandra Davolio, whose work sold at prices ranging from \$8,000–12,000.

First-time exhibitors **LMD/studio**, Chicago; **Memphis–Post Design Gallery**, Milan; and **Friedman Benda**, New York, drew new and seasoned collectors. LMD/Studio, helmed by Lukas Machnik, sold out their booth of contemporary, minimalist design by Rick Owen, Parts of Four, and others. Friedman Benda sold works by Wendell Castle, Adam Silverman, and Misha Kahn. Memphis–Post Design Gallery inspired significant interest from private collectors and museums across the country in Memphis material, reinforcing its importance to the evolution of design. The gallery sold more than \$150,000 in objects, including three pieces by Shiro Kuramata, and is in discussion with a major institution regarding a large acquisition.

Designers featured in special installations and exhibitions highlighted the inclusive nature of the fair, attracting an array of buyers as well. **Ashira Israel**, of the Brooklyn-based studio **IN.SEK**, who cast and finished a series of concrete vessels onsite, sold nearly 200 unique pieces. **Brian Thoreen**, whose work was featured in **Sight Unseen OFFSITE's** pop-up at the Collective Design fair, sold eight works, together worth more than \$150,000.

Among additional sale highlights: **Glass Past** sold a rare Murrine plate from 1959 by Paulo Venini to private collectors; **Donzella** sold nearly 50% of its booth, including several Fontana Arte mirrors and lighting pieces; **Patrick Parrish Gallery** sold more than 30 pieces from Cody Hoyt's onsite studio; **Wexler Gallery** sold out of ceramics by Roberto Lugo and sold the *Yumi Chair II* by Laura Kishimoto to a private collection focused on American chairs; **Galerie Gosserez** sold a lighting installation by Dutch

duo OS & OOS to a New York collector as well as two rare textile sculptures by Simone Pheulpin; among the works sold by **Ornamentum** were two pieces by Ted Noten at \$25,000 each; and **R & Company** sold more than 15 works, including several of The Haas Brothers' "Beasts" and glass pieces by Thaddeus Wolfe.

**Exhibitors praised the Collective Design fair on closing day:**

"Collective Design continues to grow in strength and importance. Steven Learner continues to prove that he has his finger on the pulse of what is happening in design today, both in New York and internationally." –Patrick Parrish Gallery

"We are a different type of gallery. We are about collaboration. What we're showing—this is our lifestyle. Collective Design gave us the opportunity to share our lifestyle with a new audience. The traffic has been so consistent. We've been able to create new relationships. It was a terrific experience." –LMD/studio

"Opening night was fabulous. We were able to meet new clients and made major sales. Collective Design has really become a destination, and there is a clear sense of vision. The special installations and new projects are also stimulating and invigorating to the experience." –Sienna Patti

"Collective Design is a unique situation for independent makers, because we're being situated alongside galleries. There is a quality and knowledge to the conversations on the floor with collectors, media, and retailers alike. This could be a pivotal moment in my career, as both an artist and a designer." –Liz Collins

"Collective Design has been an amazing experience. The collectors are educated and knowledgeable. The fair is bringing in serious buyers. When I look around, I see a rare Le Corbusier to the right, and an onsite knitting project to left. There's something for everyone." –Etage Projects

"The range of collectors has been exceptional. We've met people from New York, Los Angeles, Miami, San Francisco, Texas, Mexico, and Australia. That's the reach we're looking for, and the exposure has been wonderful." –Galerie Gosserez

"For our first Collective experience, we were excited to introduce Adam Silverman and Misha Kahn to the New York audience, alongside the iconic Wendell Castle. It is gratifying to see the response that these artists of three distinct generations had from the many collectors and curators who came to the fair from across the country." –Friedman Benda

"Collective Design puts design in context. This experience has been as much about the commercial aspect as education by having such a range and diversity in one place. It's really helped legitimize design from the 1980s, and expand understanding. The conversations with curators, collectors, and those new to design have been engaging and compelling. We're looking forward to doing something even bigger next year." –Memphis-Post Design Gallery

## **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

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

D.D. Allen

Roman Alonso

Kelly Behun

Michael Boodro

Muriel Brandolini

Sabrina Buell

Chris Coleman

Robert Couturier

Franklin Getchell

Tyler Hays

James Huniford

Anthony Ingrao

Delphine Krakoff

Reed Krakoff

Fern Mallis

Amy Mellen

Julianne Moore

Suchi Reddy

Charles Renfro

Michael Reynolds

Terence Riley

Jennifer Rubell

Sylvia Smith

Robert Stilin

Steven Volpe

Alan Wanzenberg

Kyle DeWoody  
Jamie Drake  
Steven Gambrel  
William T. Georgis

Murray Moss  
Dung Ngo  
Michele Oka Doner  
Russell Piccione

Kelly Wearstler  
Madeline Weinrib  
Kulapat Yantrasast

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