

## SECOND EDITION OF COLLECTIVE DESIGN FAIR DRAWS BIG CROWDS, COLLECTORS AND SALES



Collective Design Fair/Photo by Benjamin Lozovsky/BFAnyc.com



Collective Design Fair/ Photo by Scott Rudd

**New York, May 20, 2014** – On Sunday, May 11, 2014, Collective 2, the second edition of Collective Design Fair, drew to a close following a highly successful four-day run. Attendance well exceeded last year's records, as 8,000-plus collectors, museum professionals, tastemakers and an audience eager to learn more about collectible design converged on Skylight at Moynihan Station to explore the offerings of 36 emerging and established exhibitors. Held at a spacious new venue, Collective 2 was nearly twice as large and significantly more diverse in the works on show than the inaugural edition, with exhibitors participating from the design capitals of Beirut, Brussels, Cologne, London, Los Angeles, Mexico City, Paris and more.

Collective 2 kicked off with an exclusive preview night on Wednesday, May 7 that welcomed nearly 3,000 visitors, among them some of the most prominent names in the creative community. Guests included **Liv Tyler, Martha Stewart, Amy Phelan, Beth Rudin DeWoody, Wendell Castle, Jamie Drake, Fern Mallis, Jessica Joffe, Laura de Gunzburg, Tom Sachs, Ambra Medda** and **Stefano Tonchi**, among many others. In the following days, the fair hosted collectors **Nancy Magoon, Anne Tennenbaum, Cindy Rachofsky** and **Dee Dee Rose**; gallerists **Sean Kelly, Gordon VeneKlasen, Dominique Levy** and **Patrick Seguin**; designers **Jacques Grange, Brian McCarthy, Robert Couturier** and **Alan Wanzenberg**; and fashion figures **Francisco Costa, Victor & Rolf, Giancarlo Giammetti** and **Gucci Westman**. Among the museum professionals visiting were **Madeleine Grynsztejn**, Director of the Museum of Contemporary Art Chicago; **Carter Foster**, the Whitney Museum of American Art's Curator of Drawings; **Darrin Alfred**, Curator of Architecture and Design at the Denver Museum of Art; **Damien Whitmore** of the Victoria and Albert Museum; **Glenn Adamson**, Director of the Museum of Arts and Design; and **Caroline Baumann**, Director of the Smithsonian's Cooper-Hewitt, National Design Museum.

Strong sales of vintage and contemporary works were reported by exhibitors throughout the four-day fair. Important 20<sup>th</sup> century design continued to be one of the main highlights: among the reported sales were a unique pair of Luis Barragan *Botaque "Miquelito"* chairs from 1968 at ADN Galería of Mexico City (exhibiting for the first time in the US), which sold for \$48,000 to a private collector on behalf of an institution. Fontana Arte pieces performed exceptionally well, with 88 Gallery of London selling a Max Ingrand chandelier at \$20,000 and Donzella 20<sup>th</sup> Century Gallery selling a cocktail table for \$75,000. Scandinavian works also moved briskly, as Vance Trimble sold a pair of Flemming Lassen chairs and a rare Hans J. Wegner armchair to a private collector, and Modernity sold an Arne Jacobsen *Egg* chair in its original cognac leather for \$40,000.

Contemporary design also had a strong showing at many booths. Galerie BSL of Paris took commissions for two pendant lamps by Studio Cogitech from a private dealer for \$115,000 and sold out of Djim Berger's candy-colored porcelain stools. Wexler Gallery sold Gregory Nangle's *Don't Fade Away* mirror to a Russian collector, and Victor Hunt sold *Collection of Lights* by Humans Since 1982 to a private collector from South Africa. At 21<sup>st</sup> twenty first Gallery, legendary interior designer Jacques Grange bought a Saccomano-Dayot *Yaka Oak* chair; and Volume Gallery of Chicago sold four Sterling Lawrence lights (*Study for a Void 1.1*, *Study for a Void 1.2*, *Arch Lamp 1*, *Arch Lamp 2* – all from 2013) and a unique 2014 steel-and-textile bench by Tanya Aguiniga, *Untitled (lounge)*.

Many institutions were among the reported buyers at the fair. Cristina Grajales sold Sebastian Errazuriz's 2008 *Wing Chez Lounge* to the Palm Springs Art Museum; Ornamantum of Hudson, New York sold a \$20,000 necklace by Munich-based contemporary designer Gerd Rothman to the Los Angeles County Museum of Art; J. Lohmann sold Sandra Davolio's 2014 *White Porcelain Vessel with Blue Edges* to a major U.S. design museum; Modernity sold five Eliel Saarinen chairs from 1907, one of them going to Los Angeles County Museum of Art; and Gallery Loupe sold two necklaces by Jennifer Trask—*Compositae Neckpiece*, 2013, and *Rocaille Neckpiece*, 2013—into museum collections, both domestic and foreign.

Vintage and contemporary jewelry were especially popular this year. A major highlight for visitors was Sienna Patti's installation *SWARM*, by Norwegian designer Nanna Melland, which consisted of thousands of small flat aluminum airplanes suspended from a wall in a cloud formation, offering whimsical and accessible design at an accessible price (between \$20 and \$100 each). On the other end of the spectrum were gold earrings by Alexander Calder, priced at nearly \$100,000, and several jeweled Salvador Dali brooches, all at London dealer Didier Ltd.

To highlight the collaborative relationship between galleries and interior designers, Collective 2 invited six exhibitors to collaborate on the design of their installations for the fair. The program, entitled *Collective Settings*, included **Jonathan Adler** for **Donzella 20<sup>th</sup> Century Gallery**; **Robert Couturier** for **Cristina Grajales Gallery**; **India Mahdavi** for **Carwan Gallery**; **David Mann** for **Maison Gerard**; **Suchi Reddy** for **ammann//gallery**; and **Alan Wanzenberg** for **1950 Gallery**.

Several special exhibitions were also featured as part of the programming. A unique installation of *Self Unself*, an internationally-acclaimed showcase of works by students of Design Academy Eindhoven in the Netherlands, was commissioned for its sole U.S. exhibition; works by famed designer Hella Jongerius were presented by Murray Moss and Franklin Getchell of MOSS BUREAU; and Glenn Adamson, Director of the Museum of Arts and Design, curated *Collective Focus*:

*Scandinavia* spanning three centuries of Nordic design. And extending the boundaries of traditional automotive sponsorships, Cadillac mounted a popular exhibition pairing two iconic coupes, a 1967 *Eldorado* and a 2014 *ELR*, as part of its presence at the fair.

Collective 2 also expanded upon last year's series of intimate discussions, *Collective Conversations*, with a diverse group of experts that included **Glenn Adamson**, Director of the Museum of Arts and Design; American design icon **Wendell Castle**; **Jane Adlin**, Associate Curator, Department of Modern and Contemporary Art, the Metropolitan Museum of Art; jewelry designers **Jennifer Trask** and **Michele Oka Doner**; Los Angeles-based design duo **The Haas Brothers**; **Julia Kaganskiy**, curator at the New Museum; and **Ellen Lupton** of the Smithsonian's Cooper-Hewitt, National Design Museum, among others. This series was conceived as an open forum to enhance visitors' experience of the fair and their understanding of how design contributes to our daily lives.

"Design has found a new home in New York," said Steven Learner, Founder and Creative Director of Collective Design Fair. "I am proud to provide a platform for the highest caliber of international design, and I am grateful to our exhibitors for making this second edition such a success. We look forward to sharing news of our plans for 2015 in the months ahead."

### About Collective Design Fair

Collective Design Fair was launched in May 2013. The fair was conceived by a passionate group of designers, curators, collectors and gallerists who recognized a need for a new commercial and educational platform for the design collector and connoisseur. With the avid support of the New York creative community, Collective showcases a compelling vision of design today.

The full list of 2014 exhibitors included some of the most respected names in the trade: 1950 Gallery, 21<sup>st</sup> twenty first Gallery, 88 Gallery, ADN Galería, ammann // gallery, Carwan Gallery, Cristina Grajales Gallery, Demisch Danant, Didier Ltd, Dienst + Dotter Antikviteter, Domestic Furniture, Donzella 20<sup>th</sup> Century, Fuglen, Galerie BSL, Gallery Anne Autegarden, Gallery Loupe, Gallery SEOMI, Grey Area, J. Lohmann Gallery, kinder MODERN, Lost City Arts, Magen H. Gallery, Maison Gerard, Moderne Gallery, Modernity, Nicolas Kilner, Ornamentum, Patrick Parrish, R & Company, Sienna Patti Contemporary, Todd Merrill Studio Contemporary, Vance Trimble, Victor Hunt Designart Dealer, Volume Gallery and Wexler Gallery.

### Partners and Sponsors

Collective 2 received the support of many partners and sponsors, including Cadillac as the Official Automotive Sponsor, Artsy as the fair's Official Online Partner and HôtelAmericano as Official Hotel Sponsor. Additional sponsors included Aesop, BDDW, Nanz, Perrier, and Turon Travel.

Cultural Partners included the Smithsonian's Cooper-Hewitt, National Design Museum, The Glass House, the Museum of Arts and Design and the New Museum. Cultural Supporters included Parsons The New School for Design, Bard Graduate Center, New York School of Interior Design, SVA, Pratt and Dutch Culture USA. Media Partners included *Architectural Digest* and *Surface*, with Media Supporters *Cool Hunting* and *The Architect's Newspaper*.

For further information please visit the [Collective Design Fair](#)  
Follow us on Facebook and Twitter

Collective 2  
Design Fair

May 8-11, 2014  
New York City

## Press Release

# # #

Media Contacts:

Jeffrey Walkowiak or Philip Zhang

Blue Medium Inc

T: +1 (212) 675 1800

F: +1 (212) 675 1855

[jeffrey@bluemedium.com](mailto:jeffrey@bluemedium.com)

[philip@bluemedium.com](mailto:philip@bluemedium.com)