

# Collective DESIGN

## **COLLECTIVE DESIGN TO TRANSFORM SPACE AT SKYLIGHT CLARKSON SQ FOR 2015 FAIR**

### **FEATURING EXHIBITORS FROM ACROSS THE U.S. AND ABROAD, COLLECTIVE DESIGN FAIR PRESENTS THE LATEST IN 20<sup>TH</sup>-CENTURY AND CONTEMPORARY DESIGN**

**MAY 13 - 17, 2015**

**New York, September 24, 2014** – For the 2015 edition of its fair, Collective Design will transform the interior of Skylight Clarkson Sq in West SoHo, presenting a diversity of viewing experiences that enhance visitors' understanding of design innovations throughout the 20th century and today. Augmenting the existing industrial-scale architecture with a new plan devised especially for the space, architect and Collective Design founder Steven Learner will bring new energy and life to the 60,000-square-foot interior, once the southernmost terminal of Manhattan's High Line. Collective Design will be open to the public from May 13 through May 17, 2015 and will feature a range of established and emerging galleries from across the globe, offering a variety of special exhibitions, projects, and curated conversations to foster a dialogue on the vital role design plays in contemporary culture.

Collective Design explores the best of design across a broad range of styles, techniques, and materials, engaging audiences in the latest thinking and practice to provide an exciting view into the field—in New York, across the nation, and abroad. Last year, Collective Design presented the work of 36 exhibitors, including such well-known and emerging galleries as Ammann//Gallery, Cologne; Galerie BsL, Paris; R & Company, New York; Anne Autegarden, Brussels; and Carwan Gallery, Beirut. The fair welcomed more than 8,000 visitors, encompassing collectors, design professionals, and the culturally-curious public; it also represented 235 artists from the world's cultural capitals and collaborated with important institutions, among them Cooper-Hewitt, National Design Museum, and the Museum of Arts and Design.

Next May, Collective Design will continue its tradition of presenting expertly selected works for sale and providing audiences with a diversity of new and unexpected encounters that speak to top-level collectors and the creative community at large, as well as those living in and visiting New York. Leadership, including members of the

founding Collective advisory group and the Design Council, are exploring new collaborations, partnerships, and curatorial opportunities that will heighten the sense of discovery for the upcoming edition of the fair.

“Discovery is an essential element of the Collective Design experience. Our vision is to inspire engagement with the work presented, with our participants, and among our audiences by showcasing the diversity of design in new and underexplored spaces across the city. We are excited to invite visitors to Skylight Clarkson Sq and to create a meaningful and vibrant experience for both the connoisseur and visitor new to design, infusing new energy into the fair model,” said Learner.

Further details on participants, programs, and partners will be announced in late fall 2014.

### **About Skylight Clarkson Sq**

Developed and managed by Skylight Group, Skylight Clarkson Sq is a sprawling 60,000-square-foot ground level space located in West SoHo. One of the city’s largest event floor plates, the space offers an opportunity to create an all new experience that engages audiences and encapsulates the design sensibility of a fair developed by those at the forefront of the field. Once the southernmost terminal of the High Line, Skylight Clarkson Sq is among the few yet-to-be-explored interiors in the city.

### **About Collective Design**

Collective Design presents a curated selection of the best in 20<sup>th</sup>-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, National Design Museum  
Lori Chemla, collector  
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 20<sup>th</sup> Century and Studio Contemporary  
Nessia Pope, curator  
Beth Rudin DeWoody, collector and philanthropist  
Evan Snyderman, R & Company

**Design Council**

Diane Ackerman	Tyler Hays	Russell Piccione
Jonathan Adler	Rachelle Hruska	Suchi Reddy
D.D. Allen	Anthony Ingrao	Charles Renfro
Roman Alonso	Delphine Krakoff	Michael Reynolds
Spencer Bailey	Tom Kundig	Terence Riley
Kelly Behun	Patrick Li	Jennifer Rubell
Sabrina Buell	Sean MacPherson	Lisa Spellman
Muriel Brandolini	Fern Mallis	Robert Stilin
Robert Couturier	Amy Mellen	Roy Stillman
Jamie Drake	Julianne Moore	Steven Volpe
Steven Gambrel	Murray Moss	Alan Wanzenberg
William T. Georgis	Clara and Alf Naman	Madeline Weinrib
Franklin Getchell	Dung Ngo	Kulapat Yantrasast
Victoria Hagan	Michele Oka Doner	James Zemaitis

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