

# Collective DESIGN

COLLECTIVE DESIGN ANNOUNCES NEW PARTICIPANTS DE VERA,  
DIMORE GALLERY, ETAGE PROJECTS, GALLERY BAC, GALERIE GOSSEREZ,  
AND GLASS PAST TO GROWING ROSTER OF 2015 FAIR EXHIBITORS

RETURNING GALLERIES INCLUDE GALERIE BSL, R & COMPANY, MAISON GERARD,  
MODERNITY, AND 21<sup>ST</sup> TWENTY FIRST GALLERY, PRESENTING AN UNRIVALED  
SHOWCASE OF GLOBAL 20<sup>TH</sup>-CENTURY AND CONTEMPORARY DESIGN

STEFANO TONCHI SELECTED AS CURATOR  
FOR SPECIAL EXHIBITION ON ITALIAN DESIGN DURING 2015 FAIR

**New York, November 19, 2014** – Collective Design announced today the addition of six new galleries to its growing roster of exhibitors, expanding its international reach and enhancing the scope and depth of works on view. Open to the public from May 13 to 17 at Skylight Clarkson Sq, Collective Design fair features a superlative range of established and emerging galleries and fosters a dialogue on the dynamic role of design in contemporary culture.

New additions to the 2015 fair are New York-based DE VERA, which presents a unique selection of objects, including Venetian glass and rare jewelry; Milan-based Dimore Gallery, which features objects selected and created by designers **Emiliano Salci** and **Britt Moran**; Copenhagen-based Etage Projects, representing artists such as **Camilla Stærk** and **FOS**; New York-based Gallery BAC, showcasing a selection of 20<sup>TH</sup> century European antiques; Paris-based Galerie Gosserez, representing such emerging talents as **Alfredo Da Silva**, **Gabriel Elize**, and **Os & Oos**; and New York-based Glass Past, which specializes in exemplary works of Italian glass from 1870 to 1970.

These galleries join returning participants Galerie BSL (Paris); R & Company (New York); 21<sup>st</sup> twenty first Gallery (New York); Patrick Parrish (New York); Modernity (Sweden); Ornamentum (New York); Kinder MODERN (New York); Donzella Gallery (New York); Gallery Loupe (New Jersey); J Lohmann (New York); and Maison Gerard (New York). Together, they represent some of the foremost thinking, practice, and output in 20<sup>th</sup>-century and contemporary design. A full list of exhibitors will be announced early next year.

As part of Collective Design's mission to serve as both an educational and commercial platform, the upcoming fair will spotlight innovation across Italian design. **Stefano Tonchi**, Editor-in-Chief of *W* magazine, has been selected to curate a special exhibition of important Italian works drawn from the 2015 exhibitors. Tonchi will work with Collective Design galleries to create a thematic program throughout the fair that supports understanding of the enduring impact and significance of Italian design on the field at large.

"My collaboration with Collective Design allows for a far-ranging exploration of the strength, beauty, and extraordinary impact of Italian design on practitioners across the

world,” said Tonchi. “Collective Design’s approach to showcasing a diversity of work across style and period will make for a dynamic and engaging experience outside the conventional parameters of the gallery space. I’m excited to work with the many voices involved in the fair—both young and well established—to highlight the best in Italian design.”

The curated selection of galleries—which is in formation—will enliven the interior of Skylight Clarkson Sq in West Soho, transforming the raw space into an immersive environment that inspires active engagement with the presented works. The dramatic industrial scale of the space will be highlighted with a new open plan devised especially for the 60,000-square-foot interior, supporting a diversity of display options and creating unexpected and exciting juxtapositions between exhibitors.

“For the third edition of Collective Design, we continue to bring new galleries and exciting new material directly to professionals, collectors, and enthusiasts from across the spectrum of design. Our vision is to inspire a dedicated interest in experiencing, connecting with, and collecting extraordinary works of design,” said Steven Learner, Founder and Creative Director, Collective Design. “We are so pleased to be working with Stefano on *Collective Focus: Italy*, highlighting the innovative conceptual and aesthetic quality of 20<sup>th</sup> century and contemporary Italian design. His vision will lend a new and exciting perspective to the fair.”

Further details on Collective Design programs, collaborations, and special exhibitions will be announced in early 2015.

### **About Stefano Tonchi**

Stefano Tonchi is the co-curator of “Bellissima - A wonderful season of pure Italian creativity,” which will be on view at the Maxxi Museum in Rome, Italy through May 27, 2015. Mr. Tonchi has been Editor-in-Chief of *W* since March 2010. Prior to *W*, Mr. Tonchi was the creator and Editor-in-Chief of *T: The New York Times Style Magazine*, which he introduced in 2004 after serving as Style Editor at the *Sunday Times Magazine*. From 1998 to 2003, Mr. Tonchi was the Fashion Creative Director for *Esquire*. Mr. Tonchi also served as Creative Director for J. Crew in 1996 and previously held the same title at *Self* magazine. Before moving to New York, Mr. Tonchi was Editor, and later, Fashion Director, for *L’Uomo Vogue*, and co-founded, edited and served as Art Director of *Westuff* magazine, which would later evolve into *Emporio Armani Magazine*.

Mr. Tonchi is the editor of *W: Stories*, a hardcover volume with rare access into the artistic collaborations that produced some of the most provocative and enchanting photography of recent time, and he is the co-author of *Uniform: Order and Disorder* (also an exhibition at MoMA PS1); *Total Living, Excess: Fashion and the Underground in the ‘80s* (also an exhibition at the Pitti Palace in Florence); *Human Game: Winners and Losers*; and *Walter Albini and His Time*.

Mr. Tonchi graduated with a classic studies degree from Liceo Classico Forteguerri in Pistoia, Italy. He resides in New York City.

### **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 provides the 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  
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**

Jonathan Adler	Tyler Hays	Charles Renfro
D.D. Allen	Anthony Ingrao	Michael Reynolds
Roman Alonso	Delphine Krakoff	Jennifer Rubell
Kelly Behun	Fern Mallis	Sylvia Smith
Sabrina Buell	Amy Mellen	Robert Stilin
Muriel Brandolini	Julianne Moore	Steven Volpe
Robert Couturier	Murray Moss	Alan Wanzenberg
Jamie Drake	Dung Ngo	Madeline Weinrib
Steven Gambrel	Michele Oka Doner	Kulapat Yantrasast
William T. Georgis	Russell Piccione	
Franklin Getchell	Suchi Reddy	

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