



THE GLOBAL FORUM FOR DESIGN

Miami Beach, USA
5.-9. December 2012

Press

DESIGN MIAMI/ RETURNS TO MIAMI BEACH WITH STRONGEST GALLERY PROGRAM TO DATE AND A NEW FOCUS ON AMERICAN DESIGN.

December 2012 show to feature blue-chip and emerging design from the world's most influential galleries.

October 1, 2012 – The eighth edition of Design Miami/, the global forum for design, will see a significant increase in exhibiting galleries specializing in 20th and 21st century collectible design. Held December 5-9, 2012 in Miami Beach, Florida, this year's program will see a 25% increase in galleries, representing both emerging and iconic design works from around the globe. The fair's rigorous selection process ensures Design Miami's ability to track and showcase the world's most significant and groundbreaking furniture, lighting and objets d'art year after year.

For 2012, Design Miami/ will expand its geographic reach by featuring galleries from previously unrepresented countries including Israel and Germany. The show will offer a strong focus on historic and contemporary American design. In addition to the first-time participation of Chicago-based Volume Gallery and Philadelphia-based Moderne Gallery, exhibitor Mark McDonald from Hudson will mount an homage to the Eames House, while R 20th Century will show highly sought-after works by Wendell Castle, the pioneer of the American studio furniture movement, who is turning 80 this year, and Carpenters Workshop Gallery presents lighting by Johanna Grawunder.

Design Miami/ gallerists will also reveal a selection of works inspired by nature, including outstanding Art Nouveau glass and ceramic pieces at Jason Jacques Inc.; furniture and lighting by Jean Royère at Galerie Jacques Lacoste; works by Noé Duchaufour-Lawrance and Taher Chemirik at Galerie BSL; and a series of benches in a garden environment at Cristina Grajales Gallery.

The fair will see an increase in experimental glass with choice works by Ritsue Mishima at Pierre Marie Giraud, Dutch designer Pieke Bergmans at Venice Projects, and Sylvain Willenz at Victor Hunt, and a resurgence of contemporary and historic Italian design from galleries such as Nilufar, Antonella Villanova and Rossella Colombari.

First time exhibitors include, Gabrielle Ammann // Gallery from Germany, Galerie BSL from Paris, Galerie Jacques Lacoste from Paris, Jason Jacques Inc. from New York, Philadelphia's Moderne Gallery and Galleria Rossella Colombari from Milan.

This year's returning exhibitors from Europe, the United States and Asia include Caroline Van Hoek, Carpenters Workshop Gallery, Demisch Danant, Galerie Downtown-François Laffanour, Galerie kreo, Galerie Patrick Seguin, Galerie VIVID, Gallery SEOMI, Hostler Burrows, Industry Gallery, Johnson Trading Gallery, Jousse Entreprise, Magen H Gallery and R 20th Century.

Design On/Site, Design Miami's platform for small-scale yet high quality solo exhibitions of contemporary design will include a number of first time exhibitors this year:

Antonella Villanova from Florence presenting jewelry by Delfina Delettrez

Booo from Eindhoven presenting Front

Design Space from Tel Aviv presenting Michal Cederbaum and Noam Dover

Erastudio Apartment-Gallery from Milan presenting Gaetano Pesce

Victor Hunt Designart Dealer from Brussels presenting Sylvain Willenz

and Volume Gallery from Chicago presenting Snarkitecture

"This year's edition will once again prove that Design Miami/ remains the world's leading fair dedicated to twentieth and twenty-first century design," says Marianne Goebel, Director of Design Miami/. "We continue to support the vital relationship between patrons and creatives by offering a one-of-a-kind meeting place and community for both."

Visitors to Design Miami/ will be welcomed by *Drift*, a pavilion created by New York-based collaborative studio Snarkitecture. A floating environment comprised of massive inflatable tubes, *Drift* resembles a topographical landscape in suspension: an ascending mountain above and an excavated cavern below. The lightness of the floating tubes underscores the mass of the enormous installation, visible from a distance of several blocks. The cascading cylinders of *Drift* lift to create paths of circulation around hanging stalactite forms, providing visitors with a meandering gateway to the fair. Apertures in the canopy above frame views of the Miami sky and allow sunlight into the shaded pavilion. Filtered light passes between the tubes of the excavated cavern, creating a space at the confluence of interaction, conversation and contemplation.

Approached by inflatable structure manufacturer Inflate, Snarkitecture was inspired to reimagine the material of the familiar white vinyl tent, via a large-scale tubular landscape. Incorporating their reductive design methodology, the studio sought to create an unexpected moment of exploration for visitors entering and exiting the fair. Their final design will also feature a courtyard seating installation, which will serve as a place for visitors to relax, socialize and enjoy the view. Snarkitecture is a collaborative practice operating in territories between the disciplines of art and architecture and was established by Daniel Arsham and Alex Mustonen.

Design Miami/ is pleased to announce its first pop-up restaurant at the fair this year. Chef Michael Schwartz brings his fresh, simple and pure approach to the show with the Michael's Genuine Food & Drink pop-up café. The menu will feature some of Michael's favorite hot and cold dishes as well as snacks to go, Michael's Genuine Home Brew and sweet treats by executive pastry chef Hedy Goldsmith.

Design Miami's cultural programme, including Design Talks, Design Performances, and Design Satellites, as well as the 2012 Designer of the Year, will be announced in the coming weeks.

For further information, please visit www.designmiami.com and the Design Miami/ blog www.designmiamilog.com for regular updates and news.

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MAIN GALLERY PROGRAM

Caroline Van Hoek/ Brussels

Carpenters Workshop Gallery/ London & Paris

Cristina Grajales Gallery/ New York

Demisch Danant/ New York

Didier Ltd / London

Gabrielle Ammann // Gallery/ Cologne
Galerie BSL / Paris
Galerie Downtown-François Laffanour / Paris
Galerie Jacques Lacoste/ Paris
Galerie kreo / Paris
Galerie Maria Wettergren / Paris
Galerie Patrick Seguin / Paris
Galerie VIVID / Rotterdam
Galleria Rossella Colombari / Milan
Gallery SEOMI / Seoul
Hostler Burrows / New York
Industry Gallery / Washington DC & Los Angeles
Jason Jacques Inc. / New York
Johnson Trading Gallery / New York
Jousse Entreprise / Paris
Magen H Gallery / New York
Moderne Gallery / Philadelphia
Mark McDonald / Hudson
Nilufar Gallery / Milan
Ornamentum / Hudson
Pierre Marie Giraud / Brussels
Priveekollektie Contemporary Art|Design / Heusden
R 20th Century / New York
Venice Projects / Venice

DESIGN ON/SITE

Antonella Villnova / Florence *presenting Delfina Delettrez*
Booo / Eindhoven *presenting Front*
Design Space / Tel Aviv *presenting Michal Cederbaum and Noam Dover*
Erastudio Apartment- Gallery / Milan *presenting Gaetano Pesce*
Victor Hunt Designart Dealer / Brussels *presenting Slyvain Willenz + CIRVA*
Volume Gallery / Chicago *presenting Snarkitecture*

NOTES TO EDITORS:

SCHEDULE OF EVENTS

Public Show Schedule

December 5-9, 2012

Wednesday, December 5, 11am-9pm

Thursday, December 6 - Saturday, December, 9, 12-8pm

Sunday, December 9, 12-6pm

By invitation only Events

Preview Day

Tuesday, December 4

Collectors Preview, 12-6pm

Vernissage, 6-9pm

Thursday, December 6

Collectors Breakfast, 10-11:30am

Press Reception
Tuesday, December 4 (Registration required)
Press Reception, 3-4pm
Press Preview, 4-6pm

Press can pre-register online at: <http://services.designmiami.com/press>

ABOUT DESIGN MIAMI/

Design Miami/ is the global forum for design. Each fair brings together the most influential collectors, gallerists, designers, curators and critics from around the world in celebration of design culture and commerce. Occurring alongside the Art Basel fairs in Miami, USA each December and Basel, Switzerland each June, Design Miami/ has become the premier venue for collecting, exhibiting, discussing and creating collectible design. For more information, please visit www.designmiami.com and www.designmiamilog.com

EXCLUSIVE AUTOMOTIVE SPONSOR, AUDI AG

The Audi Group delivered 1,302,659 cars of the Audi brand to customers in 2011. In 2011, the Company posted revenue of €44.1 billion and an operating profit of €5.3 billion. Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Changchun (China) and Brussels (Belgium), and the company is active in more than 100 markets worldwide. AUDI AG's wholly owned subsidiaries include amongst others AUDI HUNGARIA MOTOR Kft. (Győr/Hungary), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese/Italy), AUDI BRUSSELS S.A./N.V. (Brussels/Belgium), quattro GmbH in Neckarsulm and the sports bike manufacturer Ducati Motor Holding S.p.A. (Bologna/Italy). Audi currently employs around 65,000 people worldwide, including around 48,000 in Germany. Between 2012 and 2016 the brand with the four rings is planning to invest a total of €13 billion – mainly in new products and the extension of production capacities – in order to sustain the Company's technological lead embodied in its "Vorsprung durch Technik" claim. For more information please visit www.audi.com.

MAIN SPONSOR, SWAROVSKI CRYSTAL PALACE

The Swarovski story began in 1895 when Daniel Swarovski invented a machine for cutting and polishing crystal. This machine not only revolutionized jewellery manufacturing, it has inspired the worlds of art, design, fashion and cinema for over a hundred years. Today Swarovski is the world's leading producer of precision-cut crystal and gemstones and operates nearly 2,000 retail outlets in over 120 countries. The company has a rich history of working with internationally acclaimed designers including Coco Chanel, Yves Saint Laurent and Christian Dior. Swarovski has built on this heritage by implementing a series of visionary design initiatives which have transformed the company's image, turning crystal into a much desired component in the creative industries. Swarovski is committed to supporting and celebrating design and the arts by collaborating with both established and emerging designers - including Karl Lagerfeld, Christian Lacroix, Shaun Leane, Tom Dixon, John Pawson, Zaha Hadid, Mary Katrantzou, Marios Schwab, Erdem and Giles Deacon - challenging them to push the boundaries of crystal use across a fashion, jewellery, stage and screen, art, architecture and design. brand.swarovski.com

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