



THE GLOBAL FORUM FOR DESIGN

Miami Beach, USA
5.–9. December 2012

Press

DESIGN MIAMI/ RETURNS WITH INDEPTH CULTURAL PROGRAMMING: DESIGN TALKS, DESIGN SATELLITES, CREATIVE PARTNERSHIPS AND SPECIAL EXHIBITIONS FOR 2012 SHOW

November 26, 2012 – Design Miami/, the global forum for design, will continue its tradition of thought-provoking cultural programming with a series of creative partnerships, new design collaborations by Audi, Swarovski and Perrier-Jouët, a Design Performance presented by Fendi, Design Pioneers Talks, the BE OPEN Forum, the 2012 Design Satellites and more at the December 2012 show. Highlights include:

DESIGN COLLABORATIONS:

Design Miami/ partners with a number of dynamic brands that share a passion for design, excellence, and innovation. The fair's programming model offers its partners the opportunity to participate in the show in unique ways that creatively promote their brands' design approach.

Audi, Exclusive Automotive Sponsor, presenting R18 Ultra Chair designed by Clemens Weisshaar and Reed Kram

Clemens Weisshaar and Reed Kram have developed a chair using methods borrowed from the future of automotive manufacturing in collaboration with Audi's Lightweight Design Center. The chair's multi-material space-frame is made from carbon composites, carbon micro-sandwich and high strength aluminum and weighs only 2.2 kg or 77 ounces. The chair embodies Audi's ultra lightweight design credo completely by following strict guidelines to shave off every ounce of excess weight.

The R18 Ultra Chair's genesis incorporates crowd-sourced data acquired through thousands of testing sessions held in Milan during the Salone Internazionale del Mobile in April 2012. This data set was then processed by custom algorithms to optimize the geometry and construction of the final object accordingly.

At Design Miami/, the chair's designers and engineers will give visitors an intimate insight into their studios and laboratories, displaying drawings, samples, models, mock-ups, moulds and prototypes from the various stages in the development process including an industrial welding robot and the chair's namesake, the 24h of Le Mans winning R18 Ultra race car.

Swarovski Crystal Palace, Main Sponsor, presenting PARHELIA by Asif Khan

Swarovski is pleased to welcome architect Asif Khan as this year's designer for Swarovski Crystal Palace. At Design Miami/ 2012, Khan will present *Parhelia*, an immersive installation that explores the relationship between crystal, light, nature, and architecture.

Founded in 2007, Asif Khan Ltd. is an award-winning architecture practice based in London with a design approach based on experimentation, collaboration, and close dialogue with clients. The designer's work spans the disciplines of architecture, furniture, and industrial design while combining them in new and unexpected ways.

"For ten years, Swarovski Crystal Palace has been a revolutionary project aimed at creating signature interpretations of light and design. Swarovski commissioned Asif Khan to create a concept for Design Miami/ that is inspired by nature while incorporating crystal in an instrumental way in his creation," says Nadja Swarovski, Member of the Executive Board, Swarovski Crystal Business.

Perrier-Jouët, Exclusive Champagne Sponsor, presenting an installation by Glithero

Perrier-Jouët has commissioned London-based designers Glithero to create an installation and exhibition space to be unveiled at Design Miami/ 2012. Perrier-Jouët invited Glithero to create a new design in honour of the House's heritage. The result will be a unique piece presented in an experiential environment inspired by the curvilinear forms and natural motifs of Art Nouveau, a prominent theme at this year's Design Miami/ fair. In addition to the commissioned work, Perrier-Jouët will be the official champagne sponsor of Design Miami/ serving its exclusive prestige Belle Époque cuvee champagne within the Design Miami/ Collectors Lounge and select VIP events during the week of the fair.

DESIGN PERFORMANCE:

Transformations by Maarten de Ceulaer, presented by FENDI

For the next edition of the ongoing Design Performance program at Design Miami/, Fendi invites Belgian designer Maarten de Ceulaer to develop a project that responds to Fendi's visual identity and the brand's legacy of Modernist-inspired patterns and emblems. The designer found particular inspiration in Fendi's signature Pequin motif, creating "Transformations" in celebration of Fendi's long heritage of abstract rectilinear and geometric imagery. Throughout the decades, Fendi designers have drawn from the beautiful, groundbreaking work of pioneering design movements such as the Wiener Werkstätte, De Stijl, Futurism, the Bauhaus and Art Deco. Since 1983, Fendi has incorporated striped Pequin materials into many accessory lines, from handbags to luggage. Numerous designs for Fendi furs also feature patterns that evoke the feel of vanguard graphic designs from the 1910s to the 1930s.

For Design Miami/ 2012, Maarten has transformed this repertoire of two-dimensional expression into a three-dimensional installation, exploring the boundaries between hard and soft, natural and man-made, organic and geometric, luxurious and mundane. Converting the idea of a stripe into a physical module based on a piece of lumber, "Transformations" juxtaposes lacquered wood boards and tree stumps with exquisitely handmade leather planks arranged in a variety of eye-catching, multicolored compositions. The result is a total environment that, as whole, becomes a living pattern reminiscent of design work from the early years of Modernism.

DESIGN TALKS:

Design Pioneers

The Design Pioneers talks series is dedicated to innovators, who have worked at the forefront of prominent movements in design history, in conversation with peers and collaborators. These Pioneers have crossed the boundaries of design, art, fashion and architecture to transform the way we view the designed object.

Wednesday 5, December, 6-7pm

Featuring:

Diane von Furstenberg in conversation with Stefano Tonchi

Thursday, 6 December, 6-7pm

Featuring:

Vito Acconci in conversation Mitchell Joachim

Friday, 7 December, 6-7pm

Featuring:

Wendell Castle in conversation Alastair Gordon

BE OPEN Forum

Design Miami/ partners with BE OPEN, a global initiative to foster innovation and creativity, to launch the BE OPEN Forum. This series of profile talks acts as a portal to the future of design practice, and reveals the intellectual curiosity and creative vision of today's most innovative design minds.

Each designer featured in the Forum practices outside the boundaries of traditional product design, utilizing food, scent, biochemistry and haptic technology to make research accessible to the global community and imagine the possibilities of design through sensory exploration.

This holistic approach to user-oriented design through an Investigation of the multi-sensory experience will be at the core of BE OPEN's activities in 2013, culminating in an advanced series of talks at the Salone del Mobile next April.

Saturday, 8 December, 2-4pm

Featuring:

Carter Cleveland/ Founder Art.sy

Dawn Goldworm/ Founder 12.29

Zigelbaum+Coelho/ Designers

Tuur van Balen/ Interaction Designer

Marije Vogelzang/ Eating Designer

Moderated by Jeffrey Miller

All design talks are free and open to the public.

DIGITAL PARTNER:

Art.sy

Art.sy's mission is to make the world's art accessible to anyone with an internet connection, and is centered around bringing together world class design, engineering and art expertise. Art.sy partners with Design Miami/ for the first time to create a new online arts experience to complement the leading design fair. Users on Art.sy can preview the works on display at December's fair, learn more about the gallerists and explore the fair's programming thereby opening up the Design Miami/ experience to over 100,000 visitors outside Miami. To preview Design Miami/ 2012 on Art.sy, please visit <http://art.sy/design-miami>.

DESIGN SATELLITE EXHIBITIONS:

Design Miami/ invites institutions, design studios and creative enterprises to create unique exhibitions with strong curatorial and educational perspectives. A diverse selection of work is presented in this year's Design Miami/ Design Satellites, including an exhibition by Acconci Studio, Design Miami's Designer of the Year 2012, Architecture for Dogs, collectible books, a bespoke scent and a site-specific pavilion.

Acconci Studio, "HERE/THERE, NOW/LATER"

In honor of the Design Miami/ Designer of the Year award winner 2012, the Miami Design District hosts a temporary, site-specific installation by Acconci Studio entitled "HERE/THERE, NOW/LATER," which explores the boundaries between the virtual and the tangible. Acconci Studio has invaded and transformed two spaces in the District's Buena Vista Building, creating an ephemeral, experiential glimpse into the thinking processes and influences that have shaped Vito Acconci's creative output from the 1960s until today.

Also on view is a model of Acconci Studio's Klein-Bottle Playground, representing the Designer of the Year commissioned project that is to be permanently installed in the Miami Design District by 2014.

December 5th-9th, 11am-7pm

The Buena Vista Building
180 NE 39th Street, Unit #109 and #110
Miami Design District

Architecture for Dogs

Architecture for Dogs is a new concept and commercial company founded by Imprint Lab in conjunction with Kenya Hara, Tokyo-based designer, curator, educator, and Artistic Director for MUJI. For his latest project, Hara has assigned twelve world-renowned architects and designers each a breed of dog for which to design an architectural structure. Blueprints for each design can be downloaded for free at the newly launched, www.architecturefordogs.com.

Making its worldwide debut in Miami as part of the Design Miami/ Design Satellite program, the exhibition, designed and curated by Hara, will feature twelve designs: Kenya Hara (Teacup Poodle); Atelier Bow-Wow (Dachshund); Shigeru Ban (Papillion); Sou Fujimoto (Boston Terrier); Konstantin Grcic (Toy Poodle); Haruka Misawa / Hara Design Institute (Japanese Terrier); Toyo Ito (Shiba); Kengo Kuma (Pug); MVRDV (Beagle); Hiroshi Naito (Spitz); Reiser + Umemoto (Chihuahua); Kazuyo Sejima (Bichon Frise); and Torafu Architects (Jack Russell Terrier).

Press Preview: Wednesday, December 5 at 12 PM
(RSVP: doug.roche@camronpr.com)

Exhibition Hours: Dec 5: 3-7 PM / Dec 6-9 11 AM – 7 PM
The Buena Vista Building
180 NE 39th Street, Unit 112
Miami Design District

Drift

An entrance pavilion for [Design Miami/ 2012](#), Snarkitecture's *Drift* creates an unexpected moment within the context of the familiar white vinyl tent, reformulating the material to create a floating environment. Inflated tubes are bundled together to create a topographical landscape in suspension: an ascending mountain above and an excavated cavern below. These long cylinders are arranged vertically to infill the area of the entrance courtyard, and then lifted to create areas of circulation and rest for the visitors entering and exiting the structure.

ARTBOOK & The Shop at Cooper-Hewitt/

America's premiere art and design bookseller, ARTBOOK | D.A.P., teams up with The Shop at Cooper-Hewitt, National Design Museum, Smithsonian Institution—the only museum in the nation devoted exclusively to historic and contemporary design—to offer a selection of intriguing and collectible books and objects related to the exhibition program of Design Miami/ 2012.

12.29 Design Miami/ scent

12.29 New York I Paris celebrates its fourth year in partnership with Design Miami/. The Design Miami/ scent that wafts through the fair was designed by 12.29 in collaboration with the Design Miami/ team to symbolize the electric energy of Miami and the creative intensity of the design world.

Le Corbusier: The Interior of the Cabanon - First U. S. Exhibition

Le Corbusier 1952 - Cassina Reconstruction 2006

Cassina, in collaboration with the Le Corbusier Foundation, is proud to present the first U.S. exhibition of Le Corbusier: The Interior of the Cabanon, Le Corbusier 1952 - Cassina Reconstruction 2006. This exhibition will take place at the Cassina Miami showroom during Design Miami 2012, running from December 6, 2012 until January 12, 2013 and will feature the authentic reconstruction of the actual interior of the Cabanon, which Le Corbusier planned and built in 1952 for his holidays in Cap-Martin, France.

December 6, 2012 – January 12, 2013

Cassina Miami
3800 NE Miami Court, Miami Design District
305-576-3636

HOSPITALITY AT DESIGN MIAMI/:

Collectors Lounge, hosted by Regalia, designed by Cassina

The Design Miami/ Collectors Lounge provides a welcoming retreat from the busy fair week. The Lounge is hosted by Regalia, Miami's most exclusive oceanfront residences designed by Bernardo Fort-Brescia, architect and principal of Arquitectonica.

Cassina designed the Lounge with furniture from the Outdoor Collection by Le Corbusier, Pierre Jeanneret and Charlotte Perriand.

Pop-Up Café by Michael's Genuine Food and Drink

Chef Michael Schwartz brings his fresh, simple and pure approach to Design Miami/ 2012 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.

###

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

Design Miami/ Press Contact:

Camron PR Adnan Abbasi/ Valentina Giani +44(0) 20-7420-1700
adnan.abbasi@camronpr.com / valentina.giani@camronpr.com