



THE GLOBAL FORUM FOR DESIGN

**MIAMI BEACH, USA
NOVEMBER 29-DECEMBER 4, 2011**

Press

DESIGN MIAMI/ 2011 HITS MIAMI BEACH WITH SIGNIFICANT INCREASE IN GALLERIES AND CULTURAL PROGRAM FOCUSED ON ARCHITECTURE

Design Miami/, the global forum for design, will hold the 2011 edition of its show November 30 - December 4, in a custom structure, erected adjacent to its sister fair Art Basel Miami Beach. The fair boasts a newly expanded gallery program with choice exhibitors from America, Europe, Asia and Africa presenting important works of 20th and 21st century design, including furniture, lighting and objets d'art. This year's fair will see a 50% increase in participating galleries and will host a program of Talks, Satellite Exhibitions and custom commissions exploring the relationship between design and architecture.

Design Miami/ has become the destination for collectors seeking both established and cutting-edge emerging design for private and museum collections. Each fair presents a competitively curated selection of international galleries – all top specialists in their fields – representing important works by French architects of 40s and 50s, Brazilian and California Modern, Scandinavian Mid-Century, Postmodern Italian design, the French 60s and 70s, Korean craft, artists' and designers' jewelry and a large spectrum of experimental contemporary work from both lauded established and emerging designers.

The fair's list of prestigious exhibitors draws influential collectors, institutions, designers, critics and industry luminaries from around the world. Design Miami/ maintains a consistent roster of the world's most active design galleries, including: Galerie Patrick Seguin (Paris), Galerie kreo (Paris), Carpenters Workshop Gallery (London & Paris), Demisch Danant (NY), R 20th Century (NY), Johnson Trading Gallery (NY), Jousse Entreprise (NY) and Cristina Grajales Gallery (NY). This Miami fair also welcomes back Galerie Downtown – François Laffanour (Paris), Dansk Møbelkunst Gallery (Zurich & Paris), Hostler Burrows (NY), moss (NY), Magen H. Gallery (NY) and Galerie VIVID (Rotterdam).

First-time exhibitors include Didier Ltd (London), Galerie Maria Wettergren (Paris), Galerie Pierre Marie Giraud (Brussels), Mark McDonald (Hudson, NY), Modernity (Stockholm) and Novalis Fine Arts (Turin). In addition, the Design On/Site program, the showcase for small-scale yet high-level exhibitions of new work by individual designers or studios, will include Design Miami's first ever participant from Africa, Southern Guild (Wilderness).

Alongside these venerable galleries, Design Miami/ organizes a cultural program that profiles established and up-and-coming designers, commissions new

architectural and design work and brings together luminaries from the worlds of design, art, fashion and architecture to discuss their influences and process.

A highlight of this December's show is the site-specific installation by Designer of the Year Award winner, UK-based architect David Adjaye. As his award commission, Adjaye will create a pavilion, entitled *Genesis*. Adjaye calls *Genesis* his first work of "giant architectural furniture" that combines structure, seating, windows and doors into a single gesture.

For the second consecutive year, Design Miami's Design Talks series will be moderated by *W Magazine* Editor-in-Chief Stefano Tonchi. Over the course of three days, these conversations will include a selection the world's top architects, discussing their careers, collaborations and passions.

As part of the show's series of satellite exhibitions, the Miami Design District presents in collaboration with the Buckminster Fuller Foundation, utopian architect Fuller's 1970s Fly's Eye Dome alongside Lord Norman Foster's reconstructed Dymaxion car. The fair also welcomes a capsule exhibition of the french design show *Liberty, Equality, and Fraternity* presented by The Wolfsonian Museum.

Design Miami's ambitious curatorial program and investment in bringing the most exciting names in design to the fair would not be possible without the generous commitment of its partners. Audi, Design Miami's Exclusive Automotive Sponsor, Fendi and Swarovski Crystal Palace will unveil new design projects at the fair; Veuve Clicquot and Cappellini also continue their support with the 2011 show.

NOTES TO EDITORS:

CONFIRMED GALLERIES FOR DESIGN MIAMI/ 2011

MAIN GALLERY PROGRAMME:

Carpenters Workshop Gallery (London & Paris)
Cristina Grajales Gallery (New York)
Demisch Danant (New York)
Didier Ltd (London)
Dansk Møbelkunst Gallery (Copenhagen & Paris)
Galerie Downtown – François Laffanour (Paris)
Galerie kreo (Paris)
Galerie Maria Wettergren (Paris)
Galerie Patrick Seguin (Paris)
Galerie VIVID (Rotterdam)
Gallery SEOMI (Seoul)
Hostler Burrows (New York)
Johnson Trading Gallery (New York)
Jousse Entreprise (Paris)
Magen H Gallery (New York)
Mark McDonald (Hudson)

Modernity (Stockholm)
moss (New York)
Novalis Fine Arts (Turin)
Ornamentum (Hudson)
Pierre Marie Giraud (Brussels)
R 20th Century (New York)
Todd Merrill Twentieth Century (New York)

DESIGN ON/SITE:

Established & Sons (London) *presenting BarberOsgerby*
Industry Gallery (Washington, DC & Los Angeles) *presenting Tom Price*
Priveekollektie Contemporary Art|Design (Heusden) *presenting Christien Meindertsma*
Southern Guild (Wilderness) *presenting Gregor Jenkin*
Venice Projects (Venice) *presenting Patricia Urquiola*

DESIGN MIAMI/ SCHEDULE OF EVENTS

Design Miami/ 30 November – 4 December 2011
Public Hours of Admission 12pm-8pm daily, 12pm-6pm on Sunday
Preview Day (By invitation only): Tuesday, 29 November 2011

Press Preview (New Hours): Tuesday, 29 November 2011, 3-6pm
Press can pre-register online at <http://services.designmiami.com/press>

Vernissage: Tuesday, 29 November 2011, 6-10pm

ABOUT DESIGN MIAMI/

The seventh edition of Design Miami/ will feature the world's leading galleries specializing in 20th and 21st century collectible design. Design Miami/ is the most prominent and substantive forum for design, representing a convergence of commerce and culture. Its annual shows in Basel, Switzerland (June) and Miami, Florida (December) bring together the most influential collectors, gallerists, designers, curators and critics from around the world. For further information, visit www.designmiami.com and www.designmiamiblog.com.

EXCLUSIVE AUTOMOTIVE SPONSOR, AUDI AG

Audi is a global company, rich in tradition and one of the three big German car manufacturers in the premium segment. The Audi Group delivered around 1,092,400 cars of the Audi brand to customers in 2010. The Company posted revenue of €35.4 billion and an operating profit of €3.3 billion in 2010. In the first half of 2011, the Audi Group sold 652,970 vehicles bearing the four rings worldwide and achieved record figures in terms of revenue (€21.5 billion) and operating profit (€2.5 billion). Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Changchun (China) and Brussels (Belgium). Aurangabad in India saw the start of CKD production of the Audi A6 at the end of 2007, of the Audi A4 in early October 2008 and of the Audi Q5 in July 2010. Production of the new Audi A1 has been running at the Brussels plant since May 2010. The Audi Q3 has been built in Martorell (Spain) since June 2011. The Company is active in more than 100 markets worldwide. AUDI AG's wholly owned subsidiaries include AUDI HUNGARIA MOTOR

Kft., Automobili Lamborghini Holding S.p.A. in Sant'Agata Bolognese (Italy) and quattro GmbH in Neckarsulm. Audi currently employs around 60,000 people worldwide, including around 46,600 in Germany. Between 2011 and 2015 the brand with the four rings is planning to invest more than €11 billion, mainly in new products, in order to sustain the Company's technological lead embodied in its "Vorsprung durch Technik" slogan. By 2015, Audi plans to increase the number of models in its portfolio to 42.

Audi has long been fulfilling its social responsibility on many levels – with the aim of making the future worth living for generations to come. The basis for Audi's lasting success is therefore formed by environmental protection, the conservation of resources, international competitiveness and a forward-looking human resources policy. One example of AUDI AG's commitment to environmental issues is the newly established Audi Environmental Foundation. Under the heading of "Audi balanced mobility," the Company is directing its activities toward a major goal – comprehensive CO₂-neutral mobility.

The foundation of the Audi Urban Future Initiative also shows that the brand is embracing its social responsibility for a sustainable future. After the creation of the biannual Audi Urban Future Award in 2010 Audi continues to hold constructive discussions with renowned experts about urban development and urban mobility. Important parts of the Initiative are the Audi Urban Future Summit, the Insight Team and Audi Urban Future Research. The results of all Audi Urban Future projects will be incorporated into the work of the company on a permanent basis. (www.audi-urban-future-initiative.com)

Since 2006, Audi has been honoured to be the Exclusive Automotive Sponsor of Design Miami/. As 'designer among designers', Audi does not only fulfill a traditional sponsor role at Design Miami/, but actively participates as an exhibitor and provides content.

For more information, visit www.audi.com.

FENDI

The house of FENDI was established in Rome in 1925 with the opening of the first FENDI boutique – a handbag shop and fur workshop. Soon winning international acclaim, FENDI emerged as a brand renowned for its elegance, craftsmanship, innovation and style. In 1965 began the collaboration with Karl Lagerfeld as creative director of the women's and fur collections, and this collaboration continues today. In 1992 Silvia Venturini Fendi was appointed FENDI's accessories creative director. The LVMH Group acquired FENDI in 2000, becoming its majority shareholder by 2004. In the same year Michael Burke was appointed FENDI president and CEO. Today FENDI is synonymous with tradition, experimentation and creativity.

In 2007 FENDI was the first ever fashion house to stage a catwalk show on the Great Wall of China.

FENDI's involvement in the world of Limited Edition Design started in December 2008 when FENDI started the collaboration with Design Miami/. In 2009 Fendi

partnered again with Design Miami/ in Milan during the Salone del Mobile, for “Craft Punk”, a series of Design Performances in celebration of the importance of originality, creativity and freedom of expression in design where 10 young emerging designers were called to live, relate, work and create unique Limited Edition design pieces in front of the public with Fendi discarded Selleria leather and other materials all within Spazio Fendi.

Since Craft Punk, the Live Design Performances element has become a key part of the relationship between FENDI and the world of Limited Edition Design.

During the course of 2011, FENDI has launched Fatto a Mano for the Future, a series of in store events that take place worldwide. These events feature a FENDI craftsman and designer working together and creating limited edition design pieces starting from different FENDI's discarded materials. Among others the Designers include architectural duo Aranda\Lasch in US, following the collaboration at Design Miami/ in 2010, Rowan Mersh and Simon Hasan in Europe, who collaborated with FENDI respectively in 2010 with the Fumi partnership and for Craft Punk in 2009, Kwangho Lee in Korea, who also collaborated with Fendi for Craft Punk in 2009.

In September 2011, FENDI collaborated with the Royal College of Art for the opening of its boutique in Sloane Street to create special window displays incorporating innovative uses of Fendi's signature craftsmanship techniques along with discarded materials.

Currently, Fendi has over 190 boutiques in over 35 countries around the world.

For more information, visit www.fendi.com.

ABOUT SWAROVSKI CRYSTAL PALACE

SWAROVSKI CRYSTAL PALACE is a revolutionary project that aims to create signature interpretations of light and design using the emotive medium of cut crystal. Whilst celebrating and reinterpreting the rich traditions of the chandelier, SWAROVSKI CRYSTAL PALACE has pushed boundaries, and opened a new chapter in the history of lighting and design. SWAROVSKI CRYSTAL PALACE has evolved to a platform for creative expression and experimentation with innovation and technology.

ABOUT SWAROVSKI

In 1895, Daniel Swarovski, a Bohemian inventor and visionary, moved to the village of Wattens, Tyrol in Austria, with his newly-invented machine for cutting and polishing crystal jewelry stones. From this beginning that revolutionised the fashion world, Swarovski has grown to be the world's leading producer of precision-cut crystal for fashion, jewelry and more recently lighting, architecture and interiors. Today, the company, still family-owned and run by 4th and 5th generation family members, has a global reach with some 23,000 employees, a presence in over 120 countries and a turnover in 2010 of 2.06 billion Euros. Swarovski comprises two major businesses, one producing and selling loose elements to the industry and the other creating design-driven finished products. Swarovski crystals have become an essential ingredient of international design.

Since 1965 the company has also catered to the fine jewelry industry with precision- cut genuine gemstones and created stones. Showing the creativity that lies at the heart of the company, Swarovski's own brand lines of accessories, jewelry and home décor items are sold through more than 1,900 retail outlets worldwide. The Swarovski Crystal Society has close to 325,000 members across the world, keen collectors of the celebrated crystal figurines. And in Wattens, Swarovski Kristallwelten, the multi-media crystal museum, was opened in 1995 as a celebration of Swarovski's universe of innovation and inspiration.

For more information, visit www.swarovskicrystalpalace.com.

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