



THE GLOBAL FORUM FOR DESIGN

Hall 5, Messe Basel, Switzerland
11–17/ June 2012

Press

DESIGN MIAMI/ BASEL ANNOUNCES RECORD ATTENDANCE AND SALES FROM THE START FOR 2012 SHOW

Exceptional historic, mid-century and contemporary design pieces attract notable collectors and record sales this week.

The seventh edition of Design Miami/ Basel saw strong attendance and sales throughout its seven-day run in Basel, Switzerland June 11-17, 2012. Forty of the world's leading galleries presented both contemporary and historic design, which sold well among the 22.000 design collectors and enthusiasts who attended the fair.

Visitors came from throughout Europe, North and Latin America, and Asia. The show was attended by a cross section of notable collector and design personalities, including Miuccia Prada, David Chipperfield, Maja Hoffman, Don and Mera Rubell, Beth Rudin deWoody, Peter Brandt, Reed Krakoff, Dasha Zukhova, Friedrich Christian Flick, Fernando Romero and Soumaya Slim de Romero, Michael Burke, Helen Schwab, Ronald Dennis, Benedikt Taschen, Ron Arad and Zaha Hadid, as well as museum representatives from the Denver Art Museum, Guggenheim NY, Victoria & Albert Museum, Noguchi Museum, Kunsthistorisches Museum Vienna, The Cooper Hewitt, Mudac Lausanne, Museum für Gestaltung Zürich, Carnegie Museum, Galleria Borghese, Vitra Museum Design, Cincinnati Art Museum, Musée des Arts Décoratifs Paris, Dallas Art Museum, London Design Museum among others.

In addition, thousands of people were able to follow as the show unfolded on Design Log, Design Miami/ Basel's newly revamped blog (www.designmiami.com/designlog/).

"Design Miami/ Basel 2012 was the most important show we have ever held in terms of quality of content and maturity," says Marianne Goebel, director of Design Miami/. "The gallery presentations conveyed outstanding material in carefully curated installations, thus creating a true design experience."

Several galleries presented important historic work within the context of reconstructed interiors. Galerie Patrick Seguin from Paris returned to Basel with a complete 8x12m Metropole Aluminum House by Jean Prouvé from 1949. It was sold to a Swiss collector for an undisclosed sum. Galerie Jacques Lacoste recreated a

private cinema room by Jean Royère, originally commissioned for the Shah of Iran's palace.

Jousse Entreprise presented a retrospective by Roger Tallon in a grid-like space, inspired by the seminal French designer's 1970s Module 400 furniture system. And New York-based gallery Demisch Danant devoted its booth to the French designer Maria Pergay, featuring work from the 1960s to today in a stunning interior conceived by the designer herself.

Design Miami/ Basel 2012 also saw a strong presence of contemporary design, welcoming first time participants Gallery Libby Sellers, Salon 94, Galerie BSL, Caroline Van Hoek and Galerie Maria Wettergren with newly commissioned work.

Lighting featured heavily in this year's fair. Galerie kreo dedicated its entire booth to a collection of over 100 masterpieces of the history of lighting, of which more than 75% sold on the opening day.

A regular highlight for Design Miami/Basel attendees is the fair's Design Talks. The 2012 talks focused on "Design Legacies," exploring family dynasties that have significantly influenced design, art, architecture and engineering over several generations. The Legacies series featured Beth Rudin DeWoody, Kyle DeWoody, Alex Mustonen/Snarkitecture, Nadja Swarovski, Helmut Swarovski, and Eyal Burstein.

Design Miami/ Basel 2012 also saw the introduction of the Master Class Talks in partnership with AD France, aimed at highlighting important movements in design history.

The 2012 'W Hotels Designers of the Future Award' winners, Tom Foulsham, Markus Kayser and Philippe Malouin each presented newly commissioned works based on a brief 'From Spark to Finish', encouraging them to shine light on the create process itself.

Design Miami/ Basel's partners again actively contributed to the fair's cultural programming, with the Design Performance Craftica by Formafantasma for FENDI and Beta by Eyal Burstein for Swarovski Crystal Palace. Perrier Jouët debuted its partnership with Design Miami/ Basel as the official champagne sponsor for the fair and exclusive automotive sponsor Audi provided a VIP shuttle service in the luxurious A8.

Design Miami/ Basel reconfirmed its leading position as the global forum for design and the only fair dedicated to representing the most relevant positions in collectible design, from the advents of modernism to experimental contemporary work.

For more information please visit www.designmiami.com and www.designmiami.com/designlog/

PARTICIPATING DESIGN GALLERIES

Caroline Van Hoek / Brussels
Carpenters Workshop Gallery / London & Paris
Cristina Grajales Gallery / New York
Dansk Møbelkunst Gallery / Copenhagen & Paris
Demisch Danant / New York
Didier Ltd / London
Dilmos Milano / Milan
Franck Laigneau / Paris
Gabrielle Ammann // Gallery / Cologne
Galerie Anne-Sophie Duval / Paris
Galerie BSL / Paris
Galerie Chastel-Maréchal / Paris
Galerie Downtown- François Laffanour / Paris
Galerie Dutko / Paris
Galerie Eric Philippe / Paris
Galerie Patrick Seguin / Paris
Galerie Jacques Lacoste / Paris
Galerie kreo / Paris
Galerie Maria Wettergren / Paris
Galerie Perrin / Paris
Galerie Ulrich Fiedler / Berlin
Galleria O. / Rome
Gallery Libby Sellers / London
Gallery SEOMI / Seoul
Heritage Gallery / Moscow
Hostler Burrows / New York
Jacksons / Stockholm & Berlin
Jousse Entreprise / Paris
Nilufar Gallery / Milan
Ornamentum / Hudson
Pierre Marie Giraud / Brussels
Priveekollektie Contemporary Art|Design / Heusden
R 20th Century / New York
Salon 94 / New York
Todd Merrill Twentieth Century / New York

DESIGN ON/SITE

Antonella Villanova / Florence *presenting* Manfred Bischoff
Armel Soyer / Paris *presenting* Pierre Gonalons
Erastudio Apartment-Gallery / Milan *presenting* Vincenzo De Cotiis
Granville Gallery / Paris *presenting* Matali Crasset
Victor Hunt Designart Dealer / Brussels *presenting* Humans Since 1982

NOTES TO EDITORS:

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.designmiami.com/designlog/

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). The Audi Q7 is built in Bratislava (Slovakia). In July 2010, CKD production of the Audi Q5 was added to the existing Audi A4 and A6 manufacturing operations in Aurangabad (India). At the Brussels plant, production of the Audi A1 has been running since May 2010, while production of the new A1 Sportback began in 2012. 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 S.p.A. in Sant'Agata Bolognese (Italy), AUDI BRUSSELS S.A./N.V. in Brussels (Belgium) and quattro GmbH in Neckarsulm. Audi currently employs around 64,000 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" slogan. Audi is currently expanding its site in Győr (Hungary) and will start production in Foshan (China) in late 2013.

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 Audi Environmental Foundation. Under the heading of "Audi balanced mobility," the Company is directing its activities toward a major goal – comprehensive CO2-neutral mobility.

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.

MAIN SPONSOR, SWAROVSKI CRYSTAL PALACE

Swarovski Crystal Palace, an experimental design platform, has been a Main Sponsor of Design Miami/ since 2008 as part of its mission to promote talent in the worlds of art, architecture, design and technology, while redefining the use of crystal as a material for expression. Recent Design Miami/ collaborations include cutting-edge projects by designers including Ross Lovegrove, Greg Lynn, Troika and Fredrikson Stallard.

The Swarovski story began in 1895 when Daniel Swarovski invented a machine for cutting and polishing crystal. This machine not only revolutionized jewellery manufacturing, but also 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, genuine gemstones, and created stones and operates nearly 2,000 retail outlets in over 120 countries. The company has a rich history of working with internationally acclaimed designers including Karl Lagerfeld, Christian Lacroix, Coco Chanel and Christian Dior. Since joining the family business in 1995, Nadja 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, which is used at the forefront of designer trends across fashion, jewellery and design. Nadja Swarovski is committed to supporting and celebrating design and the arts by collaborating with both established and emerging international designers – including Ron Arad, Tom Dixon, John Pawson, Zaha Hadid, Alexander McQueen, Shaun Leane, Jason Wu, Proenza Schouler, Mary Katrantzou and Hussein Chalayan - challenging them to push the boundaries of crystal use. www.brand.swarovski.com

INSTITUTIONAL PARTNERS

Kunsthalle Basel
Museum für Gestaltung Zürich
Museum Tinguely
SAM Swiss Architecture Museum
Smithsonian Cooper Hewitt
Vitra Design Museum

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