



THE GLOBAL FORUM FOR DESIGN

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

Press

DESIGN MIAMI/ BASEL RETURNS FOR ITS SEVENTH FAIR WITH RENEWED FOCUS ON CONTEMPORARY DESIGN

June 2012 show in Basel to feature museum-quality exhibitions from the world's most relevant design galleries

The June 2012 edition of Design Miami/ Basel will see a significant number of returning galleries, along with a selection of first-time exhibitors, all of which represent the world's leading galleries specializing in collectible design. Important works held by a vibrant, international roster of over forty historic and contemporary galleries will be shown, amongst the fair's cutting edge cultural programming, on two floors of Hall 5 in Basel's Messe. Design Miami/ Basel 2012 will be held June 12-17, with a private Preview on Monday, June 11.

Founded in 2005, Design Miami/ is the only fair dedicated to 20th and 21st century collectible design, unparalleled in its maturity while maintaining a unique ability to track top-quality emerging and blue-chip work. The fair draws influential collectors, museums and industry luminaries from around the world by presenting important design reflective of the fair's rigorous proposal-based selection process.

This year's returning exhibitors from Europe, the United States and Asia include Carpenters Workshop Gallery, Cristina Grajales Gallery, Dansk Møbelkunst Gallery, Demisch Danant, Galerie Downtown-François Laffanour, Galerie kreo, Galerie Patrick Seguin, Gallery SEOMI, Galerie Ulrich Fiedler, Hostler Burrows, Jousse Entreprise, Nilufar Gallery, Pierre Marie Giraud and R 20th Century.

First time exhibitors at Design Miami/ Basel's gallery program include Caroline Van Hoek from Brussels; Franck Laigneau from Paris; Galerie BSL from Paris; Galerie Dutko from Paris; Galerie Maria Wettergren from Paris; Galleria O. from Rome; Gallery Libby Sellers from London; Heritage Gallery from Moscow and Salon 94 from New York.

Design Miami/ Basel 2012 will see works ranging from the intimate and handcrafted to objects created using the most innovative and advanced technologies and production techniques available today. The gallery program will feature strong thematic and conceptual threads including a thorough exploration of both historic and contemporary lighting design, a focus on 1960s and 1970s French design, as well as an enhanced consideration of small-scale objects including ceramic, glass and enamel works.

“This year’s show will see an injection of contemporary pieces while remaining true to the fair’s roots by presenting a great number of significant historic works,” says Marianne Goebel, Director of Design Miami/. “Many pieces will have their worldwide debuts in Basel and attendees will also see several former Design On/Site exhibitors move into the main exhibition program in order to show more ambitious, large scale projects.”

Participants for June 2012’s Design On/Site program, which showcases solo shows of contemporary design that push the boundaries of design, craft and technology, include Armel Soyer from Paris, Erastudio from Milan, Granville Gallery from Paris, and Victor Hunt from Brussels. Works to be shown in the Design On/Site program reflect a diverse and international selection of designers and dealers collaborating in unexpected ways to bring new pieces to market.

In addition, each June, Design Miami/ Basel partners with W Hotels to honor up-and-coming designers and studios that are expanding the field of design. The Award moves beyond pure product and furniture design to recognize technologically and conceptually vanguard pieces that work across multiple disciplines. Launched in 2006, Design Miami/ Basel’s W Hotels Designers of the Future Award recognizes designers working in innovative ways—whether with new materials, new processes, or unexpected approaches. This year’s W Hotels Designers of the Future Award winners will be announced in April, during Salone Internazionale del Mobile in Milan, their projects will be unveiled at Design Miami/ Basel.

Design Miami/ Basel’s cultural program for 2012 will offer a diverse and lively forum for the exploration of ideas from the fields of art, fashion, design, technology, and architecture. A full program of the fair’s cultural offering of Design Talks, Performances, Awards and Satellite Shows will be released in the coming months.

Design Miami/ Basel 2012 confirms once again that it is the only fair of its kind. Both serious in its curatorial intent and in its ability to playfully challenge established notions, the fair is an essential calendar fixture for the best international critics, collectors, designers, galleries, and curators. Design Miami/ remains the world’s most cutting edge fair dedicated to twentieth and twenty-first century design.

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
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:

SCHEDULE OF EVENTS

Design Miami/ Basel 12-17 June 2012

Public Hours of Admission 11am-7pm daily

Preview Day (by invitation only): Monday, 11 June

Press Conference: Monday, 11 June, 2.30

Press Preview: Monday, 11 June, 3-6pm

Collectors Preview: 12am-6pm

Vernissage: 6-9pm

Nocturne (by invitation only):

Thursday, 14 June, 7-9pm

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.designmiamiblog.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). 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

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SAM Swiss Architecture Museum
Vitra Design Museum

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