



THE GLOBAL FORUM FOR DESIGN

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

Press

**DESIGN DESIGN MIAMI/ BASEL RETURNS WITH THOUGHT-PROVOKING
CURATORIAL PROGRAMMING, DESIGN SATELLITES AND EXPANDED DESIGN
TALKS PROGRAM FOR 2012 SHOW**

This June, Design Miami/ Basel, the global forum for design, will expand its tradition of provocative cultural programming with a series of creative partnerships, Design Satellite Exhibitions, and the inspirational Design Talks series. Highlights for the 2012 show include:

Design Talks

Design Miami/ Basel 2012 will see the introduction of the new Design Legacies series, which aims to explore prominent families that have had an impact on the world of collectible design. The talks will partner patrons, curators and philanthropists with designers in their current network.

Wednesday, June 13, 5:30-6:30 pm

Design Legacies

Featuring:

Beth Rudin DeWoody, Philanthropist and Collector

Kyle DeWoody, Art Director and Founder of Grey Area

Alex Mustonen, Architect and Partner of Snarkitecture

Moderator: Aaron Betsky, Director of the Cincinnati Art Museum

Thursday, June 14, 5:30-6:30 pm

Design Legacies

Featuring:

Nadja Swarovski, Creative Director, Founder of Swarovski Crystal Palace
and Member of the Swarovski Executive Board

Helmut Swarovski, Chairman of the Swarovski Advisory Board

Eyal Burstein, Designer

Moderator: Deyan Sudjic, Director of the Design Museum, London

Design Miami/ Basel 2012 continues its tradition of recognizing the young designers shaping the future of the field with the W Hotels Designers of the Future Award. This year's winners will participate in a panel discussion exploring their works and background, along with the new works they have created as award commission.

Tuesday, June 12, 5:30-6:30 pm

Designing the Future

Featuring W Hotels Designer of the Future Award Winners 2012:

Tom Foulsham

Markus Kayser

Philippe Malouin

Moderator: Mateo Kries, Director of the Vitra Design Museum

AD France Master Class Talks Series

Design Miami/ Basel has partnered with AD France to host a series of talks aimed at highlighting important movements in design history. The AD France Master Class Talks series will gather experts in a variety of fields to provide visitors with insightful background information on important works, as well as collecting advice. The talks also aim to provide significant historical context for a number of important works on view in the gallery program.

Moderator: Cédric Morisset, Journalist and Curator

Friday, June 15, 2-3pm

French Design from the 1960s and 1970s

Suzanne Demisch, Principal, Demisch Danant

India Mahdavi, Architect

Jacques Lacoste, Principal, Galerie Jacques Lacoste

**Talk followed by cocktail in the Collectors Lounge with Marie Kalt, Editor-in-chief of AD France.

Saturday, June 16, 2-3pm

Collectible Lighting from the 20th and 21st Century

Didier Krzentowski, Principal, Galerie kreo

Evan Snyderman, Principal, R 20th Century

Marco Romanelli, Critic and Designer

Sunday, June 17, 2-3pm

Collecting 20th and 21st Century Ceramics

Kim Hostler, Principal, Hostler Burrows

Pierre Marie Giraud, Principal, Pierre Marie Giraud

Dr. Rupert Faulkner, Senior Curator, Japan, in the Asian Department of the Victoria and Albert Museum

All Design Talks are free and open to the public.

Main Sponsor Swarovski Crystal Palace Presents Beta by Eyal Burstein

In Basel, Swarovski Crystal Palace will present a new collaboration with Tel Aviv-born designer Eyal Burstein. Since founding Beta Tank, a conceptual product design studio, Burstein's work has explored the increasingly blurred relationship between art and design. By creating a series of blended works that pair the handmade with the machine-produced, Burstein's designs challenge the traditional bureaucratic procedures that can stifle innovation. In Basel, in collaboration with Swarovski Crystal Palace, Burstein will unveil his latest exploration of the creative process. "For ten years, Swarovski Crystal Palace has

been an incubator of new ideas, and Eyal Burstein's thought provoking conceptual work for Design Miami/ Basel stands out for its ability to shed new light on the divide between art and design," says Nadja Swarovski, Member of the Executive Board at Swarovski.

Design Performance, FENDI presents Craftica by Formafantasma

For the first time, FENDI is bringing its Design Performances program to Design Miami/ Basel, expanding the program's successful ventures in Miami and Milan. For this year's project, FENDI has invited Italian design studio Formafantasma to create a new body of work exploring leathercraft in conversation with other hand-worked, natural materials. The goal of the project is to reveal the essential, enduring beauty of leather and handcraft within the context of contemporary living. Formafantasma will utilize discarded leather left over from the FENDI manufacturing process as the foundation for the collection.

Silvia Venturini Fendi: "I have always been attracted to experimental approaches to traditional materials and processes. For me, Formafantasma's work with leather discarded from the fashion industry to create new design objects for a domestic context stands for experimentation at its best. I'm impressed by the depth of their research and the ingenious way they have incorporated a broad range of leather types. Andrea and Simone are the first Italian designers we have invited to our Design Performance program, so I feel especially gratified by their stunning contribution to our mission to preserve and promote fatto a mano practices."

Collectors Lounge Designed by Enea Landscape Architecture and Vitra

The Design Miami/ Basel Collectors Lounge provides a lush retreat from the busy fair week with rare and architectural plants from Swiss landscape architect Enzo Enea, interspersed within modern and contemporary furniture designs provided by Vitra.

Perrier-Jouët joins Design Miami/ Basel as the Exclusive Champagne Sponsor

Design Miami/ Basel is delighted to welcome Perrier-Jouët House of Champagne as a new partner. Perrier-Jouët has been passing on its artistic philosophy since its very foundation in 1811. Having started its artistic collaboration back in 1902 with French Art Nouveau artist Emile Gallé for the iconic anemones design on the legendary Belle Epoque bottle, Perrier-Jouët perpetuates its appreciation of fine art with its association with Design Miami/ Basel, which will also include a site-specific design project at Design Miami/ in December. The elegant champagne will be served within the Collectors Lounge and throughout the fair.

Design Satellite Exhibitions:

Design Miami/ Basel invites designers, enterprises and institutions to create unique exhibitions with strong curatorial and educational perspectives. A diverse selection of design is presented in the Design Miami/ Basel satellite exhibits, from rare works by pioneering modernists to one-off and limited edition pieces by cutting-edge contemporary designers.

BE OPEN Inside the Academy An Installation and Prize for Achievements in Design Education

BE OPEN, the global initiative to foster creativity and innovation, is launching BE OPEN Inside the Academy, a new platform to showcase and honor recent achievements in educational approaches that promote real-world problem solving through creative design thinking.

In collaboration with Design Miami/ Basel in Basel, this June, BE OPEN Inside the Academy Installation is inviting a selection of top European design schools to present innovative design projects by outstanding students currently or recently enrolled.

A jury of international design luminaries will review the projects of the BE OPEN Inside the Academy Installation and select one institution to receive the BE OPEN Inside the Academy Prize. This prize grants the winning institution the opportunity to select and host a series of distinguished guest lecturers to further its curriculum development.

BE OPEN created this program with Design Miami/ Basel, the global forum for design, in order to draw attention to the importance of education today in nurturing the designers who will shape our world tomorrow. For the first edition of this prize, leading institutions have been drawn from across the Europe, but the intention is to expand the program to encompass a broader range of regions in the future.

DILMOS presents Domestic Nature by Andrea Salvetti

For Design Miami/ Basel 2012, DILMOS Milano presents the monumental piece Mazzolin di Fiori, a large cupola or dome, structurally formed only by colored aluminum flowers, and launches a number of works from the new project Nuvole Domestiche. This ethereal collection of work will be installed outdoors at the entrance to Hall 5.

The Hexacube designed by George Candilis

To celebrate the 40th anniversary of its design, Le Design S'expose will install a restored Hexacube structure, created by George Candilis (1913-1995). Candilis, a protégé of Le Corbusier, designed the Hexacube in the 1970s as a unit for utopian living.

do you read me?!

Opened in Berlin in 2008, do you read me?! is one of the most eclectic magazine and book stores in the world. The shop features hundreds of magazines and a curated assortment of themed journals and books from more than twenty countries. The store specializes in publications that focus on art, fashion, photography, design and architecture, literature, music, society and contemporary culture. At Design Miami/ Basel, do you read me?! will offer a select range of international contemporary books and magazines, many of which relate to the 2012 gallery program.

Design Miami/Blog – Relaunch

The 2012 show will see the launch of Design Log, the new Design Miami/ blog. Dedicated to exposing and examining the layered world of design, the site will publish commissioned criticism, market news, interviews, studio visits and more. Visit www.designmiami.com/designlog.

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.

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