



THE GLOBAL FORUM FOR DESIGN

June 17–22, 2014

Hall 1 Süd, Messe Basel, Switzerland

Press

Design Miami/ Basel 2014 Program to Include an Immersive Lighting Installation, Commissions, Thought Provoking Talks, and Satellite Exhibitions that Engage with Ancient Materials and New Technology

June 4, 2014 – Design Miami/ Basel’s gallery program is supported by a stimulating week of design commissions and collaborations. Highlights include a technically audacious design commission *Triangular Series* for the entrance hall, design collaborations sponsored by Audi and Swarovski, talks with leading industry figures, and satellite events showcasing new technology and challenging ideas.

@DesignMiami #DesignMiamiBasel

Design Commission

Every June, Design Miami/ Basel commissions a monumental work by an early-career architect or designer offering the site as a platform for experimentation and engagement with the fair’s international audience. The Design Commissions are a biannual event, taking place in December as part of Design Miami/ and June as part of Design Miami/ Basel.

***Triangular Series* by Jamie Zigelbaum**

The forms that make up Jamie Zigelbaum’s *Triangular Series* resemble highly evolved, hyper sensitized stalactites. Pulsating with light in concert and responding with apparently animal-like intelligence to those sharing the space with them, 50 suspended tetrahedrons, some more than 4.5 metres in height, will be scattered throughout the space of the entrance hall to create an encompassing environment for visitors as they arrive and depart the fair.

The simple yet refined tetrahedral forms of *Triangular Series* are the visible part of a highly sophisticated interactive design system. Using custom electronics and printed circuit boards (PCBs), each form acts both as an individual synthetic organism with digital senses, and as part of a gregarious family. Each form can sense the distance of an object passing beneath it and will respond to the proximity of visitors by modifying the quality of its light and the rhythm by which that light pulses, like a kind of luminous respiration. The forms are programmed to be sensitive to change in their neighbors, creating an anticipatory ripple of change as people walk around the space.

The *Triangular Series* installation is realized through use of Perspex® Spectrum LED 1TL2.

#TriangularSeries

Collaborations

Architectural Installation TT Pavilion by Konstantin Grcic for Audi

Audi unveils an architectural installation by Konstantin Grcic, inspired by the new Audi TT coupé. One of the most influential designers of our time, Grcic's *TT Pavilion* installation uses real elements of the Audi TT, such as the rear hatch, and is designed to be assembled and dismantled as required. Innovative Audi technology and automotive materials are combined with wooden elements to produce a structure that is at once space-aged and reassuringly familiar in design. Mounted on stilts, it could be sited in an urban landscape as well as in a natural outdoor environment.

Known for a design practice that is by turns serious and functional, unwieldy and occasionally disconcerting, Konstantin Grcic's works combine an industrial aesthetic with experimental, artistic elements and form part of the permanent collections of the world's most important design museums. Audi is also proud sponsor of Grcic's major solo exhibition *Panorama* at the Vitra Design Museum near Weil am Rhein, on view through September 14, 2014.

#Audi #Architecture #TTPavilion #KonstantinGrcic

'Prologue' by Fredrikson Stallard for Swarovski

The latest collaborative work between Swarovski and the acclaimed London-based designers, 'Prologue' is a monumental circular sculpture holding over 8,000 golden Swarovski crystal droplets within a patinated steel frame suspended from a beam. 'Prologue's' luminous ring mimics the iconography of the sun and it shimmers - constantly reflecting and refracting light - as it gently moves. It is a powerful representation of new beginnings and also a more abstract symbol of life and rebirth.

Patrik Fredrikson and Ian Stallard formed their design partnership in 1995 and have become internationally recognized as leading exponents of British avant-garde design. They are admired for their ability to translate their vision into simple yet emotionally engaging furniture and product designs. 'Prologue' by Fredrikson Stallard for Swarovski is the latest collaborative work between Swarovski and the designers, and it is the second time Fredrikson Stallard have shown a dramatic large-scale installation for Swarovski at Design Miami/ Basel. The Iris Collection was presented in 2011.

#Prologue

Talks

Design Miami/ Basel's Talks program, June 17-19 at 2:30pm and 5:30pm, presents the design world's most compelling current topics in design. Bringing together the designers, architects, artists and critics actively influencing design discourse and production, the Talks offer insight into what drives creative output, criticism and the market.

Tuesday, June 17/

2:30 pm

In Dialogue with Fredrikson Stallard

Jana Scholze, Curator of Contemporary Furniture and Product Design at the Victoria and Albert Museum, in conversation with Nadja Swarovski, Member of the Swarovski Executive Board, and designers Fredrikson Stallard

5:30 pm

Fiber and Textile Design: Rocks, Sky, and the Interim Space

Artist Sheila Hicks in conversation with Sjarel Ex, Director of the Museum Boijmans Van Beuningen

Wednesday, June 18/

2:30 pm

Fear of Missing Out: Design, Identity and the Politics of Information

Space Caviar in discussion with Amsterdam-based design research studio Metahaven and Ben Vickers

5:30 pm

The Design Museum of the Future

Deyan Sudjic, Director of the Design Museum London, and Mateo Kries, Director of the Vitra Design Museum, in conversation with Art and Design Writer Caroline Roux

Thursday, June 19/

2:30 pm

New Technologies, Human Experiences, and Ethics: Discussing Design's Future

Commission recipient Jamie Zigelbaum and designer Yves Béhar in conversation with Matthew Israel, Director of The Art Genome Project, Artsy

5:30 pm

Collecting Radical Design: A Spirit for the Unconventional

Dennis Freedman, Creative Director of Barneys New York and Curator of Design At Large, in conversation with Rodman Primack, Executive Director of Design Miami/

Satellites

In Wool We Trust/ ECAL

ECAL students, under the tutorship of Ronan Bouroullec and Camille Blin, celebrate the numerous qualities of Merino wool in unconventional ways, taking the diverse associations wool has within our daily life as a starting point. By experimenting and playing around with wool in its different states, the students used their open brief to create story-like and often inspiring installations through movement and dynamic forms.

#InWoolWeTrust

FOMobile by Space Caviar at Design Miami/ Basel

Throughout the week, the FOMobile, a real-time publishing platform developed by design collective Space Caviar, will be stationed at the ground floor entrance of Design Miami/ Basel producing a time-based stream of magazines and taking the form of our guest *Insider* journalist. Drawing from the cloud of electronic interactions generated by the event to produce an exhibition-in-progress, the FOMobile will transform the intangible media footprint, produced collectively by the fair's participants, into a visible body of collaboratively generated content — using this media to question notions of privacy, self-representation and identity in the context of 21st-century public space.

Inspired by Bruce Sterling's statement that "events are the new magazines," FOMO is an attempt to produce a physical record of the rich yet fleeting bodies of physical interactions and electronic debris generated by event culture, while playing on the lurking "fear of missing out" (an inevitable by-product of the experience economy).

#FOMO

Creative Partnerships

Artsy

Working as online partner to Design Miami/ and Design Miami/ Basel since 2012, Artsy creates an online experience to complement the physical space of the fair. Users on Artsy can explore the exhibitions and gain insights from gallerists, curators and collectors, opening up Design Miami/ Basel to its growing network of over 130,000 visitors around the world. Artsy's mission is to make all the world's art accessible to anyone with an Internet connection, bringing together world-class design, engineering and art expertise.

@Artsy #DesignMiamiBasel

do you read me?!

Celebrating its fifth appearance at Design Miami/ Basel this year, do you read me?! invites you to a pop-up edition of its comprehensive research-library-bookshop. The iconic Berlin shop boasts hundreds of magazines, themed journals and books from all over the world – covering art, fashion, photography, design and architecture as well as literature, music, society and contemporary culture.

Hospitality

- Perrier-Jouët House of Champagne will showcase its prestigious collection of Belle Epoque cuvées again this year, part of its partnership as the Exclusive Champagne Sponsor of Design Miami/ Basel. Guests will be able to treat themselves to a flute of Perrier-Jouët throughout the fair.
- First partnering with Design Miami/Basel in 2013, American Express returns to Basel to present the VIP Program.

- Vitra, Official Furniture Partner since 2006, will design and provide furniture for the lounges and public spaces throughout the fair.
- Nespresso, Official Coffee Provider, is a new partner of Design Miami/ Basel. Nespresso coffee is served exclusively in all beverage service areas throughout the fair and fair-related events.

NOTES TO EDITORS

Schedule of Events

Design Miami/ Basel
 June 17-22, 2014
 Hall 1 Süd, Messe Basel, Messeplatz
 Basel, Switzerland

Preview Day (by invitation only)

Monday, June 16
 Collectors Preview/ 12-5pm
 Vernissage/ 5-8pm

Press Preview*

Monday, June 16/ 2:30-5pm
 Remarks by Executive Director Rodman Primack and guest panel/ 2:30pm
 RSVP to Valentina Giani
Valentina.Giani@camronpr.com
 +44 (0)20 7420 1700

Public Show Days

Tuesday-Wednesday, June 17-18/ 11am-8pm
 Thursday-Sunday, June 19-22/ 11am-7pm

Design Miami/ Basel 2014 Tickets

Tickets can be purchased for entry to the fair Tuesday- Sunday, June 17-22
 General Admission: CHF 25
 Students & Senior Citizens: CHF 20
 Combination Ticket to Art Basel: CHF 60

Talks

Free and open to the public; seating is first-come, first-served
 June 17-19/
 Designers on Site/ 2:30pm
 Design Talks/ 5:30pm

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, visit www.designmiami.com.

For Design Miami/ press inquiries, please contact:

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