



THE GLOBAL FORUM FOR DESIGN

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

Press

DESIGN MIAMI/ 2011 PRESENTS A DYNAMIC PROGRAM OF SATELLITE EXHIBITIONS, DESIGN PERFORMANCES AND DESIGN TALKS THAT CONTEXTUALIZE THE COMMERCIAL OFFERING OF THE SHOW

Design Miami/, the global forum for design, will present a robust cultural program of events, exhibitions and experiences to complement and contextualize the work shown from the participating galleries.

“The cultural programming integrates design in a dynamic way, contextualizing the commercial offering from the galleries and allowing our partners and sponsors the opportunity to share their projects, which are specifically developed for the fair, with the design community,” says Marianne Goebel, Director of Design Miami/.

Highlights from this year’s Satellite Program include:

STREETS WITHOUT LIMITS by AUDI

Exclusive Automotive Sponsor Audi has teamed up with Danish architect Bjarke Ingels to bring his vision of a “digital street” to life for Design Miami/ 2011. BIG- Bjarke Ingels Group created this concept originally as entry for the 2010 Audi Urban Future Award, a biennial architectural competition. Now they have translated this vision, into an interactive, three-dimensional LED installation called “Urban Future”. The model shows a street without limits – one that can continuously change its function from a highway to a pedestrian zone, and even to a recreational area. The unique environment sets the stage for the all new Audi A2 concept car, which will be presented for the first time in the United States at Design Miami/.

CRAFT ALCHEMY by FENDI

Fendi has invited designer Elisa Stroyk and artist Sebastian Neeb to experiment with Fendi discarded leather materials to create this year’s Design Performance project at Design Miami/. Titled “Craft Alchemy,” this collaboration has generated a dreamlike installation in which ornate 18th century antiques have undergone a magical material metamorphosis.

The Design Performance will also extend to the fair's exclusive Collectors Lounge, hosted for the first time by Fendi. Elisa and Sebastian will create a bespoke lounge environment that subtly quotes distinct design elements from Palazzo Fendi, the grand Neo-Classical building that houses Fendi’s international headquarters in Rome.

CRYSTAL MATRIX II by ERWIN REDL for SWAROVSKI CRYSTAL PALACE

Acclaimed LED artist Erwin Redl has created an experiential, meditative space that will allow visitors to explore the sensory effects of crystal. The installation comprises a maze of 16 kinetic modules rotating on a disk suspended from the ceiling. The crystals are illuminated by multi-colored LEDs and a continuously changing color and sound sequence. The crystals appear to levitate in the room and not only radiate light, also musical tones resulting in a multisensory experience.

ARCHITECTING THE FUTURE: BUCKMINSTER FULLER & NORMAN FOSTER

A highlight of Design Miami's program, this architectural exhibition brings together two iconic inventions for the first time in decades. On display in the Miami Design District will be the restored 24-foot Fly's Eye Dome by Buckminster Fuller and a reconstructed Dymaxion 4 car presented by Lord Norman Foster. The 24-foot dome is part of the Craig Robins Collection and will be installed in a pedestrian plaza in the Miami Design District.

ARTBOOK

Distributed Art Publishers joins Design Miami/ for the first time to present a temporary bookstore at the entrance to the fair. The space will feature a selection of design, architecture, art and lifestyle books along side an edit of magazines. Several of the books on display have been personally selected by some of Design Miami's participating galleries and showcase the pieces and designers being presented at the fair.

LIBERTY, EQUALITY AND FRATERNITY ON VIEW by THE WOLFSONIAN-FLORIDA INTERNATIONAL UNIVERSITY

During Design Miami/, The Wolfsonian will present an exhibition of French design from the 1940's to today. Including furniture, industrial design and craft, the exhibition and an accompanying book, investigates how these objects have defined French public life for centuries – celebrating the work of French designers including Roger Tallon, Pierre Paulin, Philippe Starck and Bouroullec brothers.

In conjunction with the exhibition, the Wolfsonian will showcase within Design Miami/ the exhibition's design by matali crasset and M&M .

ELLE DECOR SHOWHOUSE

ELLE DECOR'S Showhouse opens this December in Miami in 10,000 square feet of indoor and outdoor space at Miami's Paramount Bay. Each room or area has been taken over and designed by a roster of high profile American interior designers and decorators to showcase their talent.

DM/ SCENT

For the third year, the temporary structure will be scented with a custom fragrance designed by 12.29 in collaboration with Design Miami/. The bespoke scent called

Belle-Ile will be subtly diffused by Air Aroma technology throughout the tent emitting a watery, aromatic floral scent as guests enter and leave the fair.

12.29 identify scent as a branding tool that enhances the emotional connection in a space and time. By translating the Design Miami/ image into an olfactive experience, 12.29 can create, influence and change the emotional experience of the environment and differentiate the space from others.

DESIGN TALKS HOSTED BY STEFANO TONCHI, EDITOR IN CHIEF, W MAGAZINE

Since it's inception, Design Miami's Design Talks program has offered an exploration into timely and provocative topics at the intersection of art, architecture, design and fashion from the perspective of industry leaders within those fields.

This year's talk takes an architectural slant and Design Miami/ has invited Stefano Tonchi, Editor in Chief of W magazine to moderate lively discussions over the course of three days.

Design Talks Schedule:

1/ MODERN UTOPIA

Wednesday 30. November 6-7pm

Participant: Lord Norman Foster

Moderator: Stefano Tonchi

2/ INGENIOUS BARTER

Thursday 1. December 6-7pm

Participants: David Adjaye, Peter Adjaye, Teresita Fernandez

Moderator: Stefano Tonchi

3/ CROSSING LINES

Friday 2. December 6-7pm

Participants: Joseph Altuzarra, Rafael de Cardenas, Patricia Urquiola

Moderator: Stefano Tonchi

NOTES TO EDITORS:

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 Conference: Tuesday, 29 November 2011, 3pm

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.

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