

For Immediate Release

COLLECTIVE DESIGN FAIR ANNOUNCES SPECIAL HELLA JONGERIUS EXHIBITION AND OTHER PROGRAMMING HIGHLIGHTS FOR COLLECTIVE 2



Quilted Vases, Hella Jongerius, 2006, Courtesy of Murray Moss and Franklin Getchell

New York, NY, February 26, 2014 – Collective Design Fair announced today programming details for its second edition, Collective 2, affirming its position as a vital component of the cultural calendar in New York. This year's programming will include a special exhibition on the work of internationally acclaimed designer Hella Jongerius, collaborations between interior designers and Collective 2 exhibitors, and a capsule exhibition that highlights the ongoing significance of Scandinavian design.

Hella Jongerius at Collective 2

Collective Design Fair is proud to present a solo exhibition on Dutch industrial designer **Hella Jongerius** (born 1963) as part of its continuing commitment to presenting the work of significant contemporary designers. Guest curators **Murray Moss** and **Franklin Getchell** have assembled a highly personal selection of representative works by the Berlin-based designer, drawn primarily from their private collection. Each work is a complete narrative unto itself, but altogether the selection presents a broader story of the artist's exceptional ability to create a collection that expresses her idiosyncratic, playful perspective on design. Works featured in the exhibition—from her signature vessels to textiles to furniture—will demonstrate Jongerius' skill and artistry in stitching together and making harmonious seemingly incongruous ideas, technologies and materials.

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Says Moss, "For over 20 years Hella Jongerius has been working in an artist *collective* of sorts—albeit one of her own making. Over the years she has brilliantly 'curated' an ever-expanding circle of diverse designers and manufacturers with different sensibilities and aesthetics. In doing so, she brings them all together in an unparalleled "Hella" commune, where ancient and avant-garde, hand-made and laser-cut, familiar and foreign, all become part of a vast quilt of sublime beauty and intelligence—her work."

Collective Settings

As a part of its ongoing mission to provide a platform for education and enterprise, Collective 2 will host a special program highlighting the collaborative relationship between interior designers and exhibitors. **Collective Settings** will present a series of exhibitors who have been invited to work with a designer of their choice to create domestic contexts that integrate each gallery's collectible design objects and furnishings. Taken as a whole, **Collective Settings** puts the spotlight on the arts of juxtaposition and placement, crucial components of the interior design practice. The designer/exhibitor pairings (in formation) will include: **Jonathan Adler/Paul Donzella; Robert Couturier/Cristina Grajales; David Mann/Maison Gerard** and **Alan Wanzenberg/1950 Gallery**.

Collective Focus: Scandinavia

Collective 2 will host a capsule exhibition in 2014 spotlighting Scandinavian design, which plays a key role in this year's edition. For **Collective Focus: Scandinavia**, guest curator Glenn Adamson, Director of the Museum of Arts and Design in New York City, will select significant vintage works from Denmark, Finland, Norway and Sweden, on view among our exhibitors, to spotlight thematic connections and points of difference, providing a framework for visitors to think about this influential design region in new ways.

Collective Conversations

Reprising this successful programming from the first edition, Collective 2 will again present **Collective Conversations**, featuring designers, gallerists, educators and cultural innovators exploring vital topics in the field of design.

Museum Day

Collective Design Fair is pleased to announce that Friday, May 9th will be designated Museum Day. Collective 2 will offer free admission to all museum members with proof of current membership.

About Collective Design Fair

Collective Design Fair began with a passionate group of architects, designers, collectors and gallerists who recognized the need for a new commercial and educational platform for the design collector and connoisseur.

From May 8 through May 11, 2014, Collective 2 will host a dynamic mix of emerging and established international exhibitors presenting a cohesive selection of contemporary and 20th-

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century design, along with a diverse slate of programming. Collective 2 will run concurrently with Frieze New York and the May art auctions, as the inaugural fair did in 2013, confirming its status as a key event on the city's cultural calendar. Amplifying its mission to celebrate both design history and innovation, Collective 2 will take place at Skylight at Moynihan Station, located in the historic James A. Farley Post Office, a McKim, Mead & White-designed Beaux-Arts building on Manhattan's West Side, at 8th Avenue and West 33rd Street.

The 2014 Collective consists of Caroline Baumann, Lori Chemla, Kyle DeWoody, Brad Ford, Alexander Gorlin, Cristina Grajales, Steven Learner, David Mann, Sarah Medford, Todd Merrill, Zesty Meyers, Nessia Pope, Beth Rudin DeWoody and Evan Snyderman.

Since its successful debut in 2013, when it welcomed over 5,500 visitors to Manhattan's Pier 57, Collective Design Fair has been recognized as an important addition to the city's cultural offerings. Collective 2 is pleased to be a part of [NYCxDESIGN](#), New York City's official citywide celebration of design.

Sign up to receive Collective Design Fair's monthly newsletter to learn more about exhibitors, institutional partners, and additional programs at the new website: collectivedesignfair.com/

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