



Design Miami



2020 Curio Program
Applying as an Exhibitor/

An International Brand Founded in Networks of Influence/

Miami

Design Miami/ 6 days in December
42,000 visitors/ 72 exhibitors/ 471 journalists



Founded in Miami in 2005 by real estate developer, Craig Robins, **Design Miami/** is now part of both the Dacra and MCH family of brands. This past edition, the fair's Miami Beach location was transformed with Veteran's Park, the newly designed public green space across from the Miami Beach Convention Center where Art Basel takes place.

Basel

Design Miami/ Basel/ 7 days in June
30,000 visitors/ 60 exhibitors/ 400 journalists



With the support of MCH Group, **Design Miami/** expanded to Switzerland in 2006. Since 2013, the fair has taken place in the new Herzog & de Meuron exhibition hall at Messeplatz, adjacent to Art Basel.

The Leading Global Design Fair/

Dacra

MIAMI
DESIGN
DISTRICT

Art | Basel

M
.CH

With fairs in Miami Beach, USA, and Basel, Switzerland, **Design Miami/** is the most influential platform for collectible design. The **Design Miami/** fairs take place concurrently with Art Basel and are cross-promoted as sister fairs within the MCH Group, a world leader in exhibitions and marketing solutions with a vast portfolio of premier trade shows and events.



Craig Robins
President and CEO, Dacra;
Founder, Design Miami/



Jennifer Roberts
Chief Executive Officer,
Design Miami/



Bernd Stadlwieser
Group Chief Executive Officer,
MCH Group



Marc Spiegler
Global Director, Art Basel;
Executive Board Member,
MCH Group



Jillian Choi
Director of Global Exhibitions,
Design Miami/



Aric Chen
Curatorial Director,
Design Miami/

A Rich Snapshot of Today's Design Landscape/

Curio is Design Miami's platform for inviting designers, curators, innovators and gallerists to present cabinets of curiosity throughout the fair. Each Curio reveals a total environment of objects, textures, artifacts and ideas that challenge and contextualize familiar and established design narratives.

The program spans the twentieth and twenty-first centuries, and emphasizes surprising installations of scientific and technological research alongside handcraft and creative production, infusing the fair's exhibition program with inventive snapshots of today's design landscape.



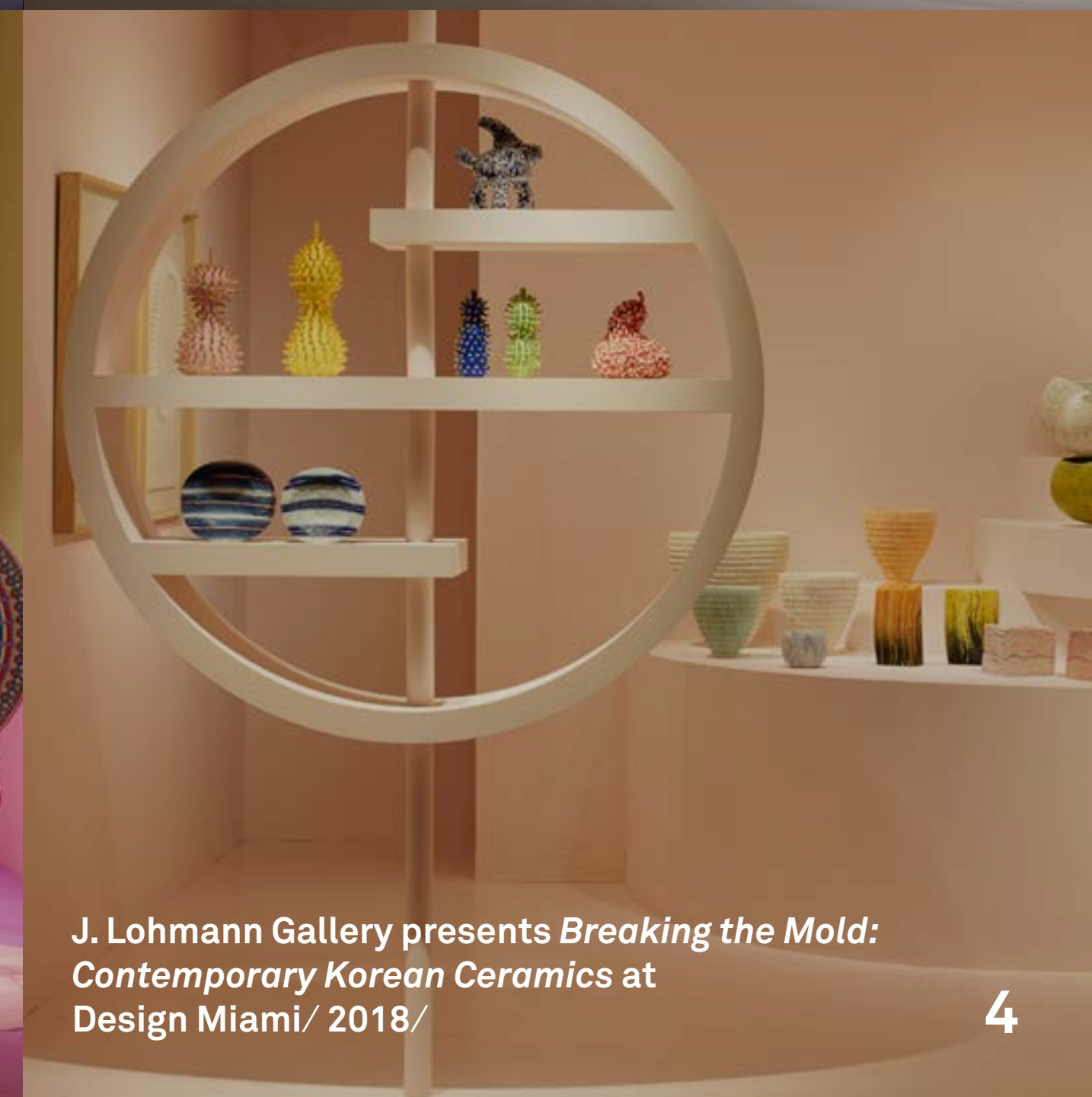
88 Gallery presents *Robert Goossens (1927-2016)* at Design Miami/ Basel 2017/



Armel Soyer presents *Remember* by Olga Engel at Design Miami/ Basel 2019/



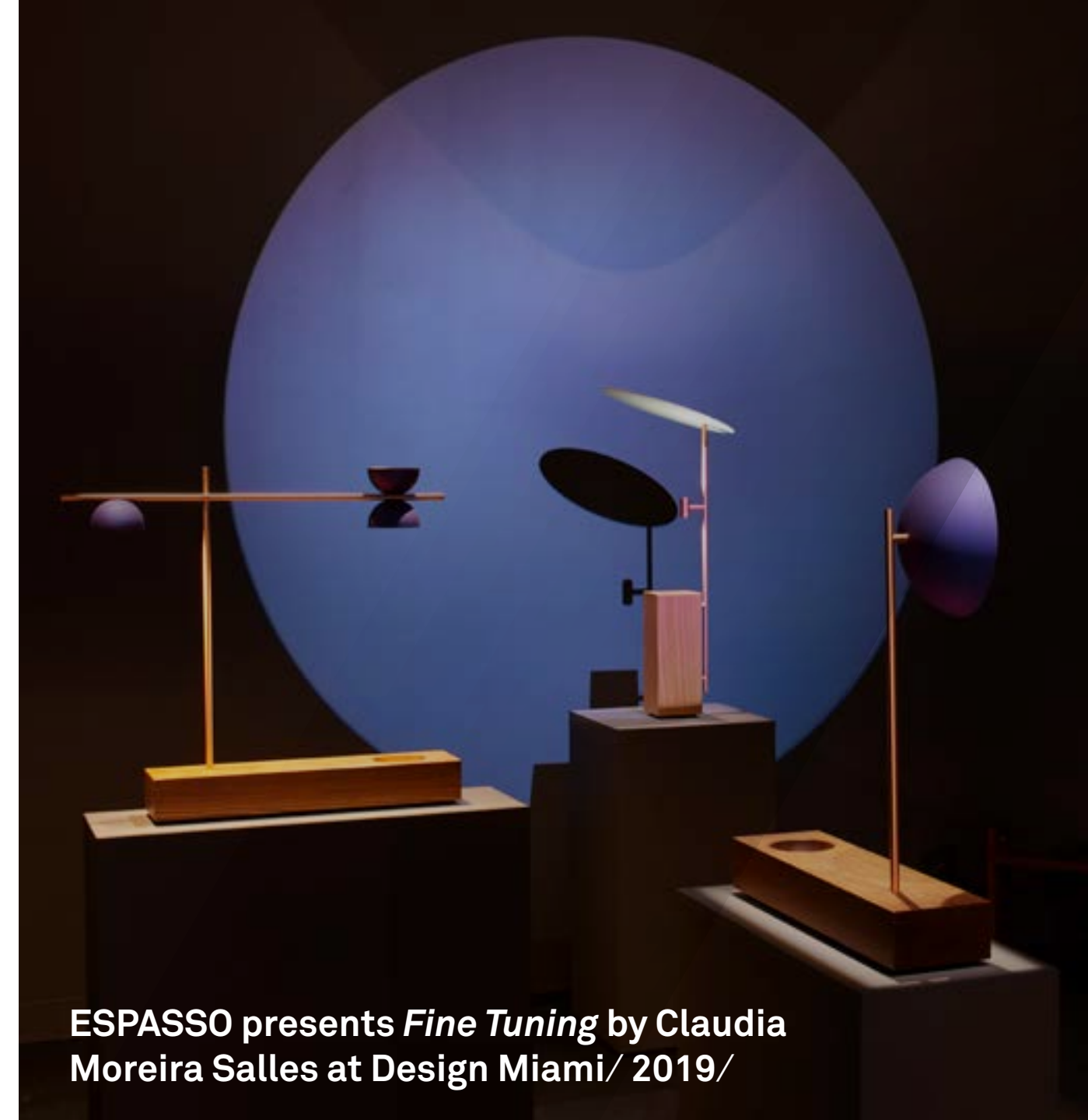
Camp Design Gallery presents *Three Characters in the Second Act: The Royal Family* by Adam Nathaniel Furman at Design Miami/ Basel 2019/



J. Lohmann Gallery presents *Breaking the Mold: Contemporary Korean Ceramics* at Design Miami/ 2018/

Provisional Visualization/

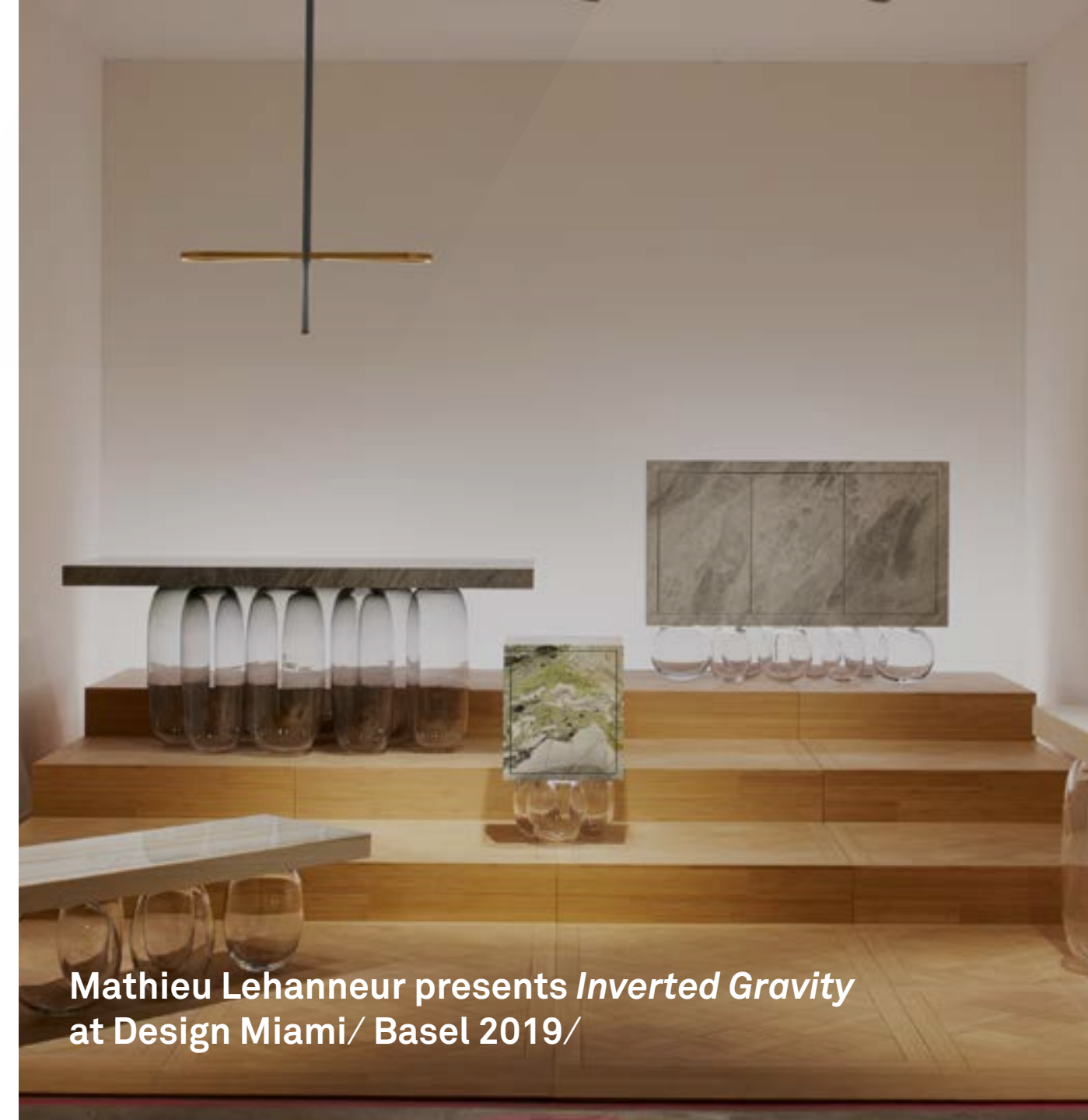
A provisional visualization is a key part of your application proposal and will be weighted considerably. The most successful Curio proposals reveal total, immersive environments where applicants consider all physical parts of the booth, including the floor and walls.



ESPASSO presents *Fine Tuning* by Claudia Moreira Salles at Design Miami/ 2019/



LIZWORKS presents *Time For Oatmeal* with The Campana Brothers at Design Miami/ 2017/



Mathieu Lehanneur presents *Inverted Gravity* at Design Miami/ Basel 2019/



SUPERGUFRAM presents *Studio Job* at Design Miami/ Basel 2017/

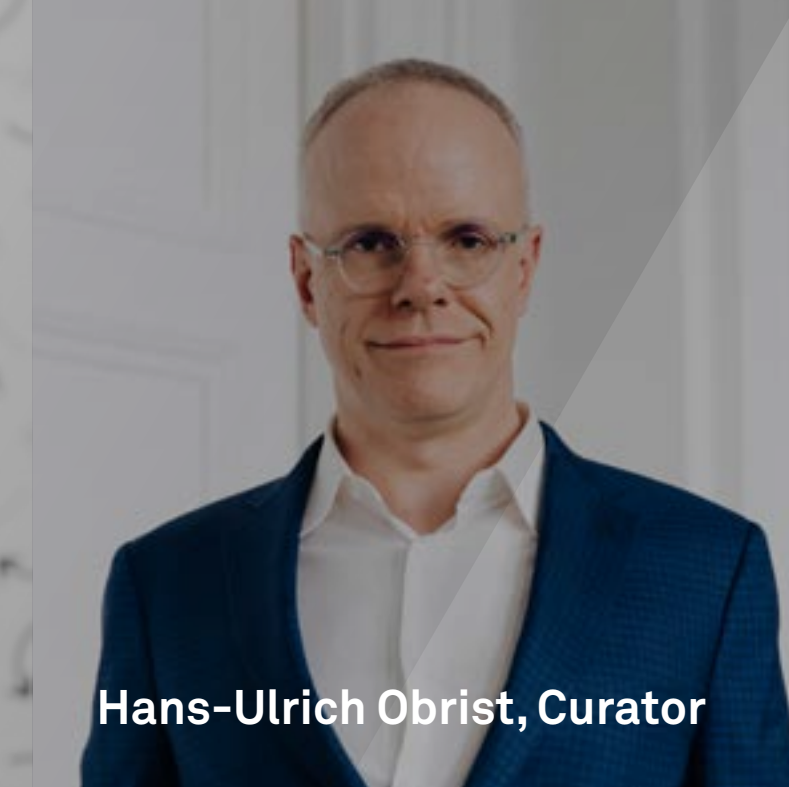
The Right Audience/

A range of high-net-worth VIPs and industry leaders attend and participate in the fairs:

- /Collectors
- /Museum directors
- /Curators
- /Interior designers
- /Art Basel gallery owners
- /Celebrities
- /Architects
- /Artists
- /Editors-in-Chief
- /Social media influencers



Zoe Ryan, Curator



Hans-Ulrich Obrist, Curator



Joseph Becker, Curator



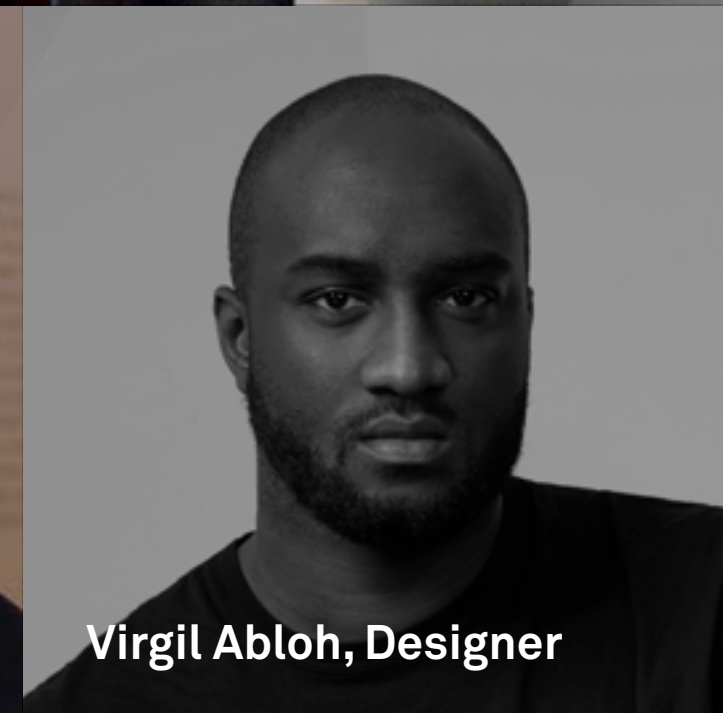
Brad Pitt, Collector



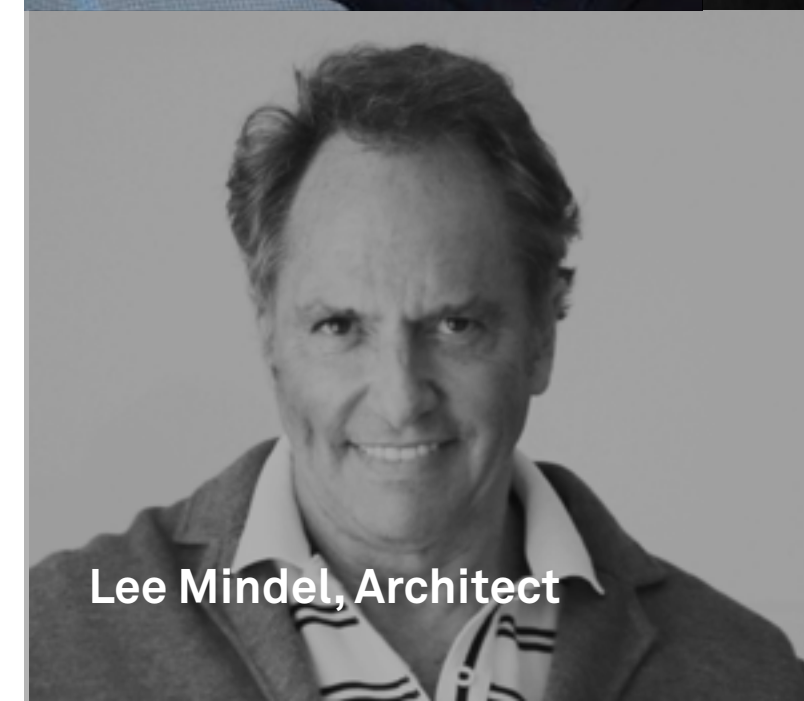
Pharrell Williams, Collector



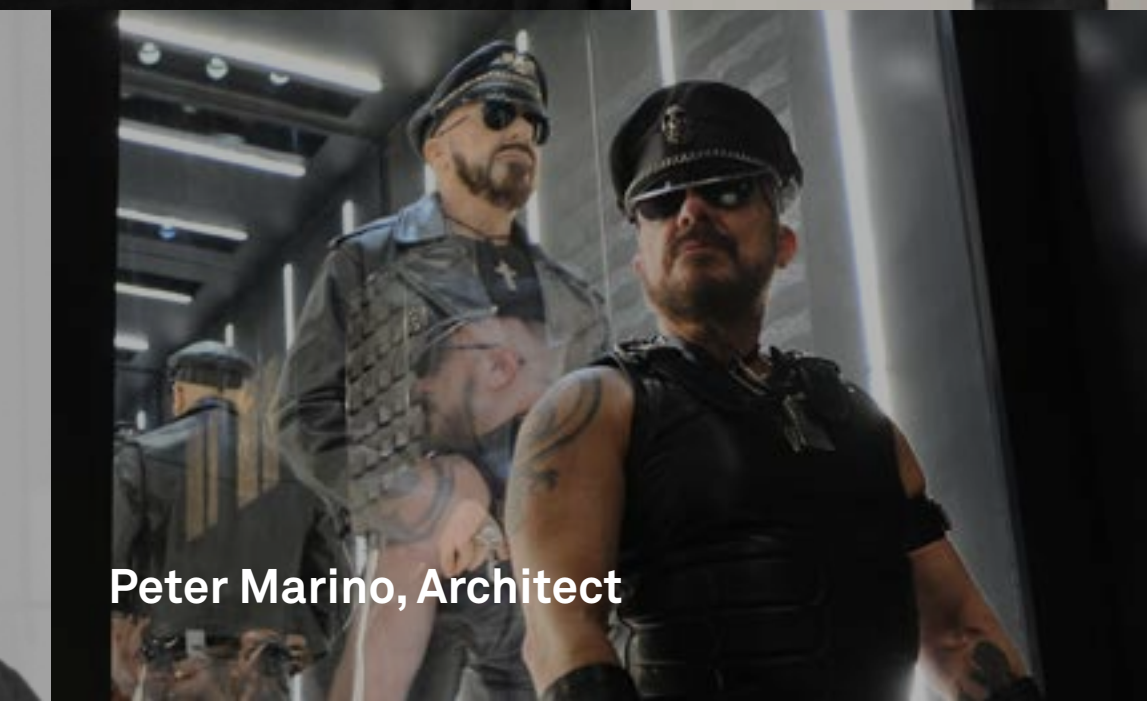
Peter Brant, Collector



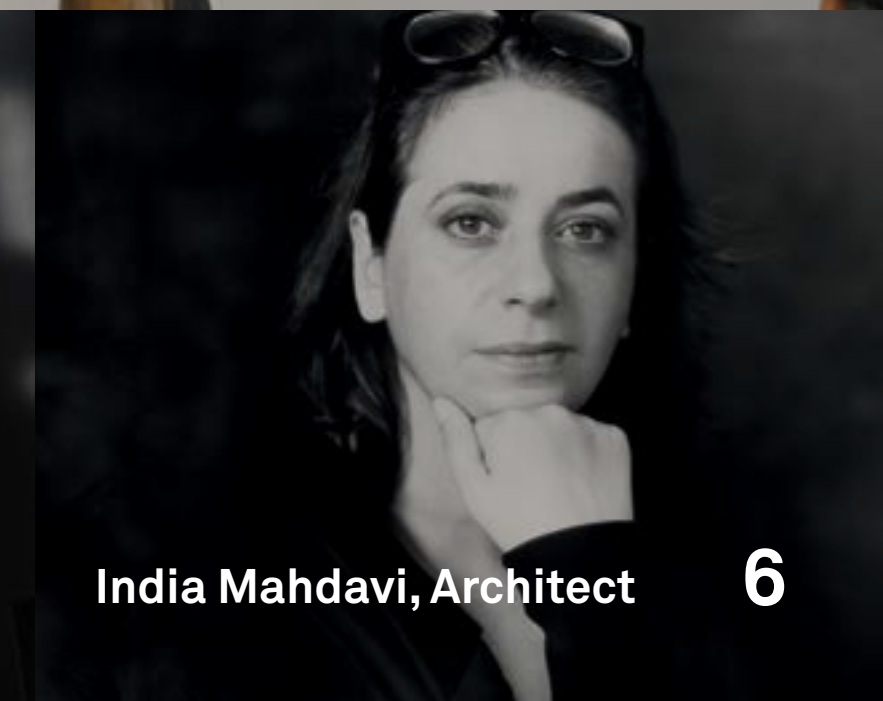
Virgil Abloh, Designer



Lee Mindel, Architect



Peter Marino, Architect

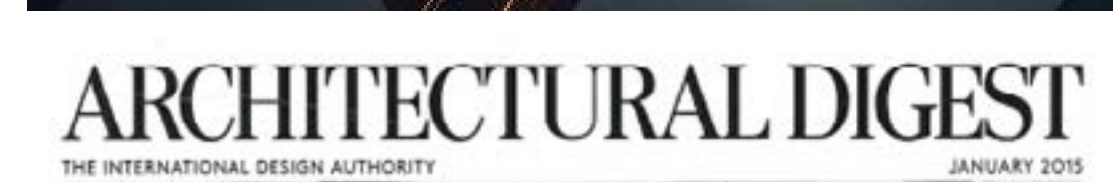
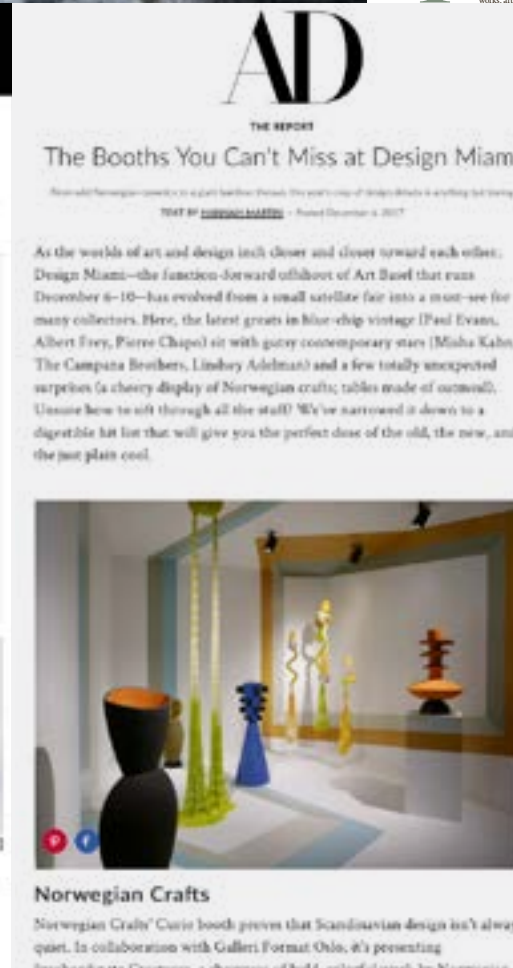


India Mahdavi, Architect

Global Press Reach/

With over **400** international journalists at each fair, our Curio Program is regularly covered in leading publications from *The Financial Times* and *The Art Newspaper* to *Architectural Digest* and *Wallpaper**. Participating exhibitors are afforded the opportunity to liaise with influential design journalists and top editors-in-chief, garnering in-depth weeklong and year-round coverage that reaches over **415 million** readers worldwide.

Design Miami/ and participating galleries are continuously supported by Camron PR, the world's leading design agency. Through invaluable media relationships, the fair has launched the careers of unknown talents and revitalized the prevalence of historic works.



Social Media/

- **Design Miami/** has a combined **233k** followers on Instagram, Twitter, and Facebook

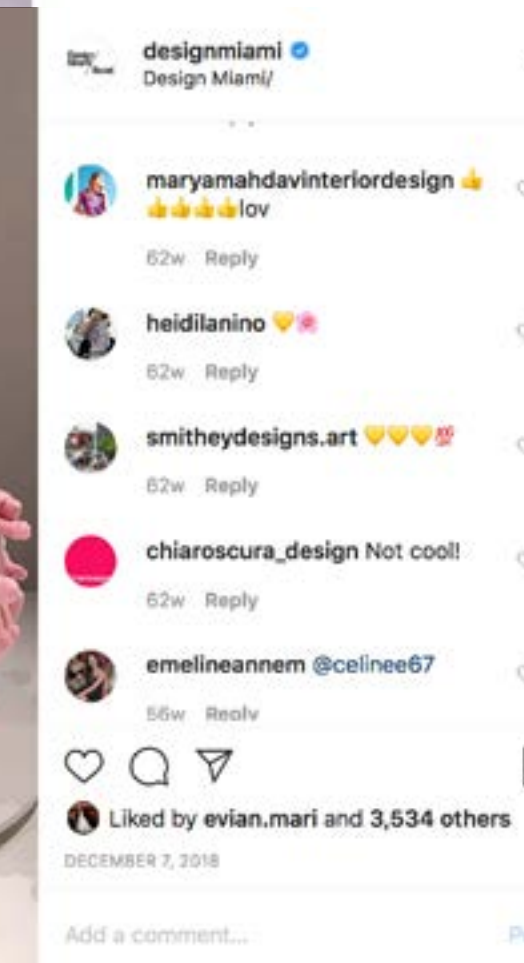
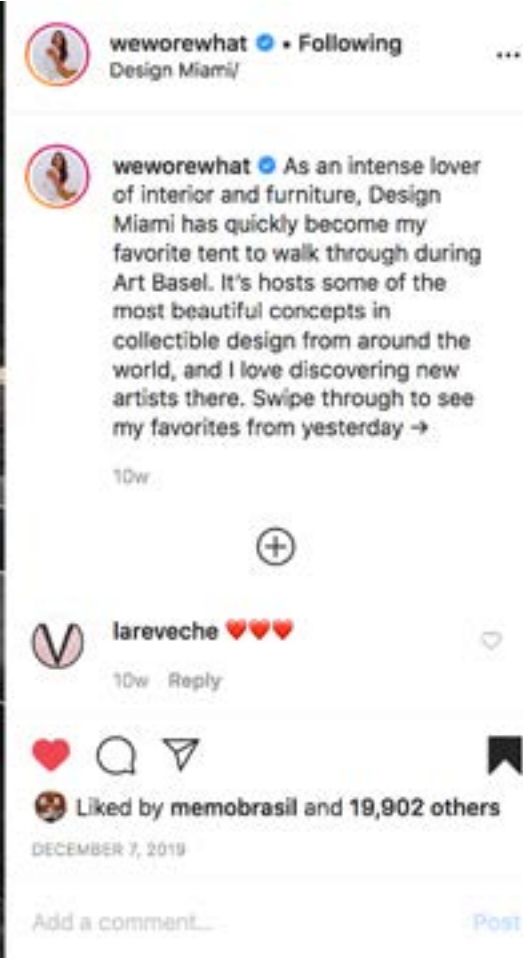
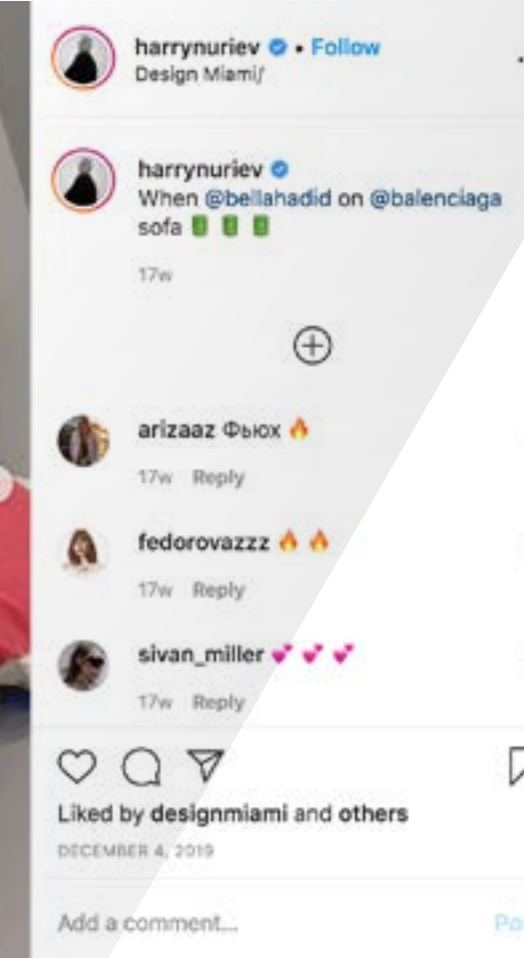
- Our social platform is impactful with over **180M** total reach of followers

- Curio presentations consistently produce some of the most Instagrammed images of the week, in both quantity and popularity

- The fair attracts top international influencers:

- Adam Lindemann
- Alan Faena
- Amy Astley
- Anthony Melillo
- Bella Hadid
- Dame Glenda Bailey
- Daniel Lee
- Danielle Bernstein
- David Edelstein
- David Gill
- Elle Macpherson
- George Lindemann
- Hans Ulrich Obrist
- India Mahdavi
- Jerry Robins
- Jodie Roaman
- Jonathan “Food God” Cheban

- Julie Hillman
- Laurel M. Lee
- Leonardo DiCaprio
- Luka Sabbat
- Marsha Soffer
- Nicolas Berggruen
- Nina Dobrev
- Peter Marino
- Pharrell Williams
- Piero Lissoni
- Rosario Dawson
- Silvia Cubiñá
- Thom Filicia
- Tom Delavan
- Travis Scott
- Zoë Ryan



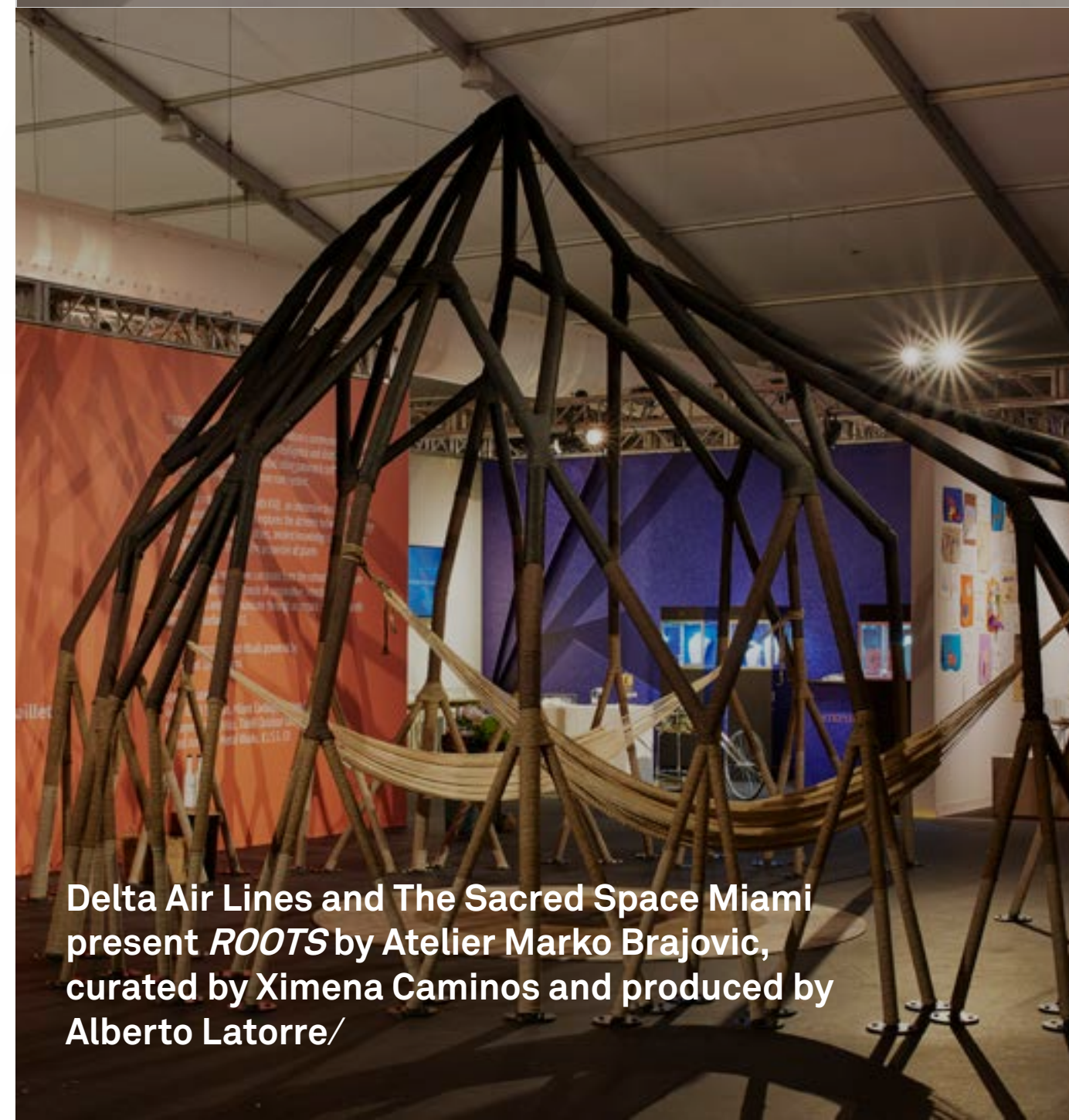
Curatorial Themes/

Design Miami/ appoints an annual Curatorial Director to bring fresh perspectives to the fair's programming of talks, awards, and exhibitions. Each fair presents relevant and timely topics, and our exhibitors are encouraged to weave these curatorial themes into their presentations for maximized exposure and engagement from both media and the public.

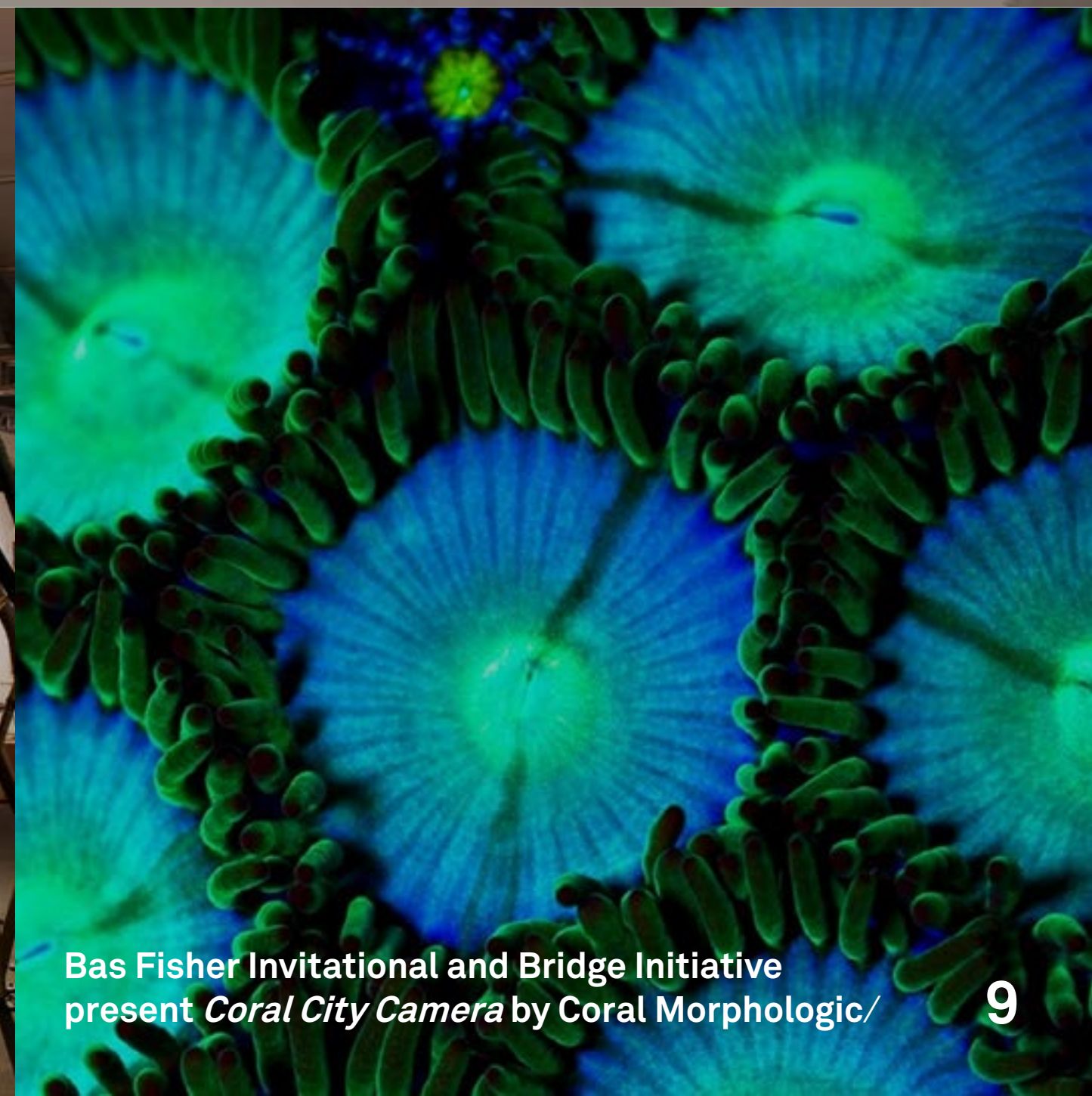
Under Aric Chen's curatorial direction, **Design Miami/** 2019 presented *Elements: Water*, with a focus on the material future of the planet and our relationship with water. Exhibitors embraced the theme with imaginative and impactful exhibitions, including the *ROOTS* pavilion curated by Ximena Caminos, Coral Morphologic's *Coral City Camera*, and Crosby Studio's *Balenciaga Sofa* by Harry Nuriev. *Elements: Water* also took center stage at the Design Forum, with discussions, screenings and more surrounding the theme.



Crosby Studios presents the *Balenciaga Sofa* by Harry Nuriev in collaboration with Balenciaga/



Delta Air Lines and The Sacred Space Miami present *ROOTS* by Atelier Marko Brajovic, curated by Ximena Caminos and produced by Alberto Latorre/



Bas Fisher Invitational and Bridge Initiative present *Coral City Camera* by Coral Morphologic/

Exhibiting at Design Miami/

Application Components/

- /Brief history of your design activities
- /Exhibition concept
- /Provisional visualization*
- /Images of past installations
- /Images of work to be presented

*A provisional visualization is a key part of your application proposal and will be weighted considerably

Marketing and Communications/

- /Basic vinyl floor sign
- /Integrated into Design Miami's press releases and press strategy
- /Professional, rights-free booth photography
- /Listing in Design Miami's official Show Guide
- /Promotion within Design Miami's website, newsletter campaigns, and social media channels
- /Opportunities to participate in Design Miami's Talks program

Access for You and Your Clients/

- / **5** exhibitor passes
- / **5** worker passes
- /Unlimited designer passes
- /Access to Design Miami's dedicated VIP services manager
- /Invitations to Design Miami's events and trips
- /Contingency of VIP invitations, day and weekly passes
- /Access to Art Basel Vernissage plus week-long access
- /Art Basel First Choice invitations for gallery owners

Booth Package/

- /Miami surface area: **180-280** square feet
- /Basel surface area: **16-30** square meters
- /Three **(3)** walls
- /Six **(6)** spotlights
- /Basic flooring (Miami: Neoflex/Basel: concrete)
- /Basic vinyl floor sign
- /Light booth cleaning

Curio FAQ/

Who can participate in Curio?

Anyone! Curio is an exhibition platform for art and design galleries, institutions, as well as individual designers, architects, interior designers, and independent curators—anyone looking to showcase a design idea to the fair’s audience.

What type of work do you accept for Curio? Is it only for contemporary design?

We accept all types of content for Curio—it is open to both historic and contemporary design. Please click [here](#) to see how diverse the Curio presentations have been in past editions of Design Miami/.

How many spaces are available?

This varies per fair, but typically there are less than ten available spaces. The program is highly competitive for this reason.

Who makes the selection?

The fair’s directorship, consisting of Jennifer Roberts, Chief Executive Officer; Aric Chen, Curatorial Director; and Jillian Choi, Director of Global Exhibitions.

What’s the most important part of my application?

The most important part of the application is a digital rendering or sketch of the environment that you intend to create at the fair. It should tell a clear, visual story of how the total environment complements the content of work being shown. Secondly, a compelling exhibition description is very important.

When does Design Miami/ make their Curio selections?

Selections are typically made within two weeks from the closing date of the application period. All applicants will be notified via email with the status of their application. If a project is selected, it is common to receive feedback on how it can best be adapted for Design Miami/.

What is included in the booth?

The surface area price includes a logistics package, marketing and communications package, and access. This is outlined on slide 10.

Where are Curio booths located? Are they in a separate section of the fair?

Curio booths are placed on the show floor adjacent to the world’s best collectible design galleries. They are not in their own section; visitors discover Curios as they explore the gallery exhibitions. They are meant to be cabinets of curiosity with content that falls outside of the main gallery program.

Apply to Exhibit/

Design Miami/ December 2–6, 2020

/Gallery application launch: May 18, 2020

/Gallery application due date: June 10, 2020

Design Miami/ Basel/ June 15–20, 2021

/Gallery application launch: October 2020

/Gallery application due date: November 2020

To apply, contact Director of Global Exhibitions,
Jillian Choi at jillian@designmiami.com.



**Design
Miami**

