



design.05 Miami

By Anne Tschida



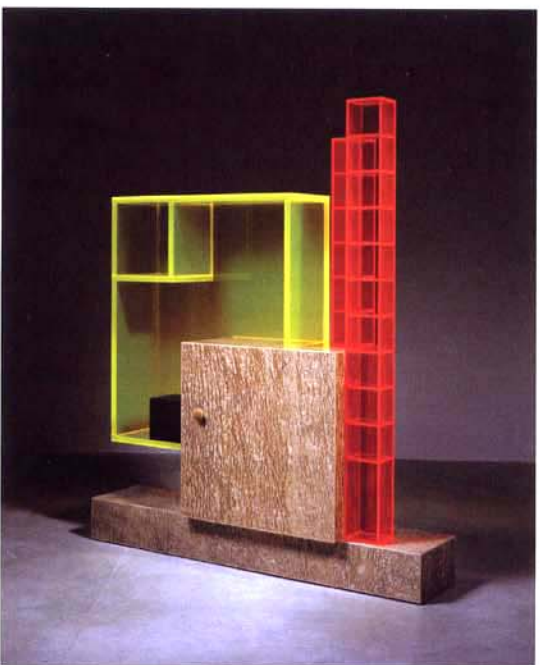
Volcano Tables (top) & Cut-Out Sofa by Mattia Bonetti courtesy David Gill Galleries

Ever since Art Basel Miami Beach first hit these American shores, the Design District has played an integral role in turning this contemporary art extravaganza into the biggest in the world.

So it is fitting that this year an official event dedicated entirely to the best of design, showing itself off in the Design District, will be unveiled. Design.05 Miami, organized out of New York City and highlighting 15 of the top interior designs from around the world, hopes to become a staple in the annual art fair.

However, in order to even get noticed during these whirlwind five days in early December, it's imperative for any event to make a dramatic entrance -- and design.05 certainly has. In the middle of the wonderful Moore Building, which will house the design galleries, Pritzker Award-winning architect Zaha Hadid is creating a site-specific installation to fill the atrium of the four-floor space.

"She will work with the whole open-air space, from bottom to top," says one of design.05's



organizers, Amy Lau. Hadid, the architect behind numerous internationally acclaimed projects from Hong Kong to Berlin, will be honored as the first design.05 Miami Designer of the Year.

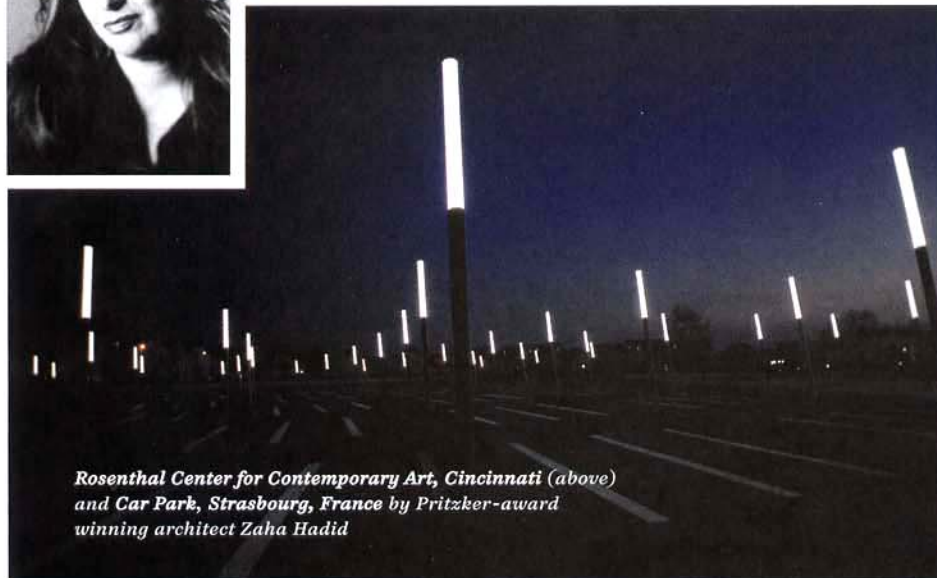
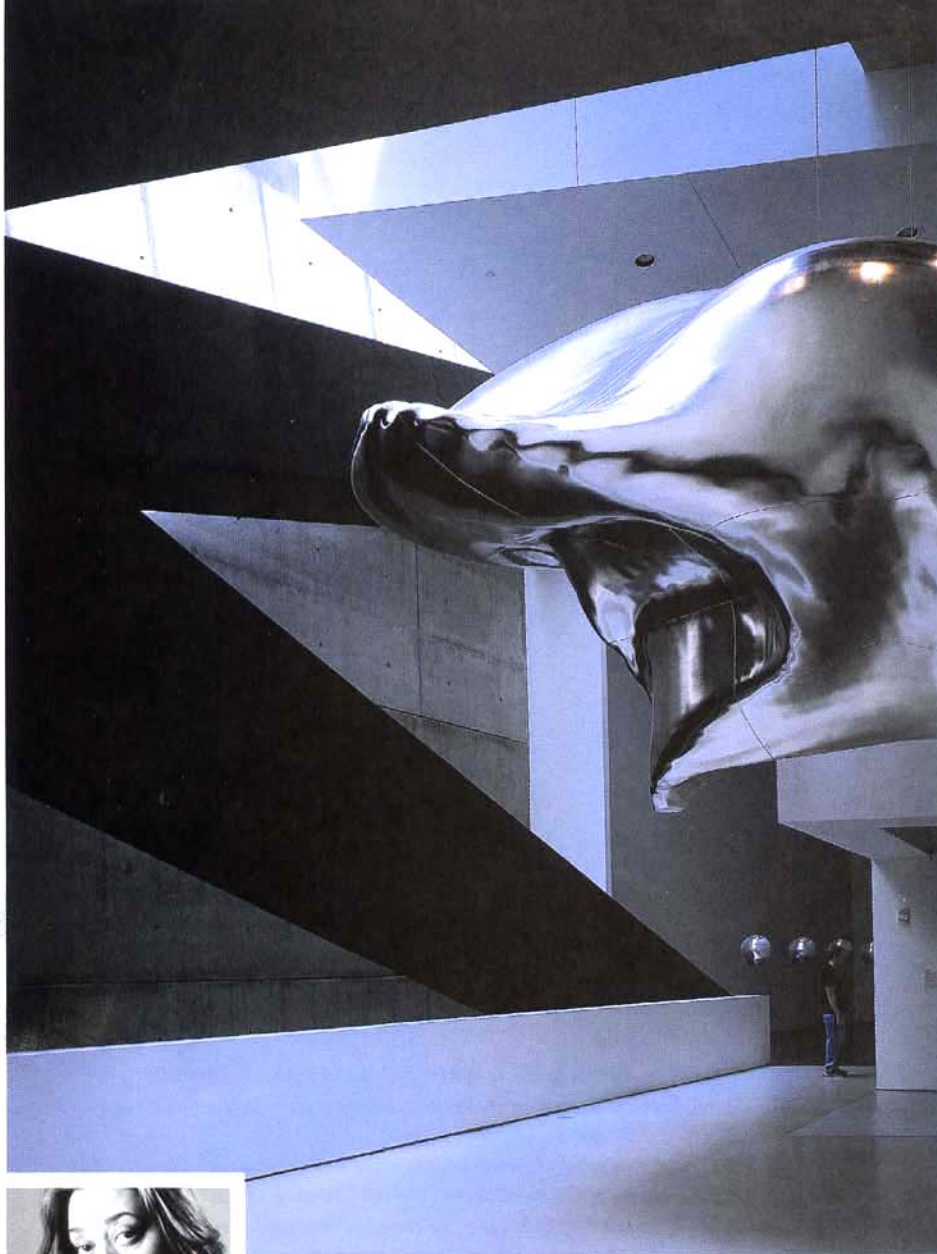
The whole point is to integrate later-20th century and contemporary design with the art and architecture of the same period. "In the afterglow of last year's fair," remembers Lau during a stop in Miami, "we thought, Why not create a specific platform for design?" And why not in the Design District?

Lau, the founder of the New York interior design studio Forms of Design, and co-organizer Ambra Medda, an arts and design curator who hopes to open a gallery here in Miami in the winter, put together a "wish list" of the design galleries they would like to see participate. The response was tremendous.

"Everybody wanted to be involved," says Medda, but not everyone could be, as the two wanted the event to be as tightly curated as a top fine-art show is - only the best would be allowed. So 15 "museum-quality" galleries will get space to curate, in a sense, their own mini-shows - powerhouse galleries such as London's David Gill, Paris's Galerie Kreo, and New York's Barry Friedman. In particular, adds Lau, "For Europeans this is a perfect location to come, to open up to the American and South American markets with a very specialized crowd."

Incorporating about four galleries per floor, each will create their own environments with whatever they choose to bring along and highlight, from

Counter-clockwise from top right; Orgone Stretch Lounge by Marc Newson courtesy Gallery Kreo; AYOR (at your own risk) by Ron Arad courtesy Barry Friedman Ltd; Desk by Mario Cecci courtesy Casati Gallery; Cabinet No. 55 by Ettore Sottsass courtesy Barry Friedman Ltd



Rosenthal Center for Contemporary Art, Cincinnati (above) and Car Park, Strasbourg, France by Pritzker-award winning architect Zaha Hadid

screens to lamps to tables to Jean Prouvé doors. (At last year's Sotheby's auction, doors crafted by Prouvé for a house in the Congo sold for a whopping \$680,000. Prouvé can be seen courtesy of Jousse Enterprise out of Paris, which has always exhibited a combination of art and design.)

New York's Magen H. Gallery will show off a 1947 screen from Pierre Szekely, made from 132 pieces of solid pine, 10 feet by 12 feet high. It's an example of some of the important postwar work on display. At a different point on the time spectrum, David Gill Gallery highlights Mattia Bonetti's 2004 "cut-out" sofa.

And threading these pieces, concepts, and genres together will be the installation from Hadid, the first woman to receive the Pritzker Architecture Prize, the highest honor in the field. With the 2004 award, she joins the likes of Frank Gehry, Sir Norman Foster, and her one-time teacher Rem Koolhaas.

Hadid was born in Iraq but later became a British citizen. With her architecture firm, she has been working out of London for a quarter of a century. Through her building designs in Europe, Asia, and the United States (including the 2004 Rosenthal Center for Contemporary Art in Cincinnati), Hadid came to be considered a pioneer in contemporary architecture, working with geometry and space in innovative ways. She has exhibited her paintings and drawings at such institutions as the Guggenheim and Museum of Modern Art in New York.

The historic Moore Building will be the focal point of the international design event, but satellites will be circling around, including exhibitions of Ron Arad (courtesy of Barry Friedman) and of the influential Moss Gallery, with work from Tord Boontje and Fernando and Umberto Campana, among others. Periodic symposiums and lectures will also take place.

And since this is after all an event organized around Art Basel Miami Beach, the design-conscious should have ample opportunities to socialize and party. Outside of the Moore, a tropical garden lounge will be set up for the walk-weary and thirsty, where people can sit around, says Lau, to "talk about design and do business in a very beautiful environment." ◉

design.05 Miami will take place from December 1 through December 5 (with an invitation-only VIP opening on December 1) at the Moore Building, 191 NE 40th St., Miami.