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L U X U R Y



Paul Cocksedge, aptly titled *Poised* (2013) table exhibited by Friedman Benda, won the Best Contemporary Design award
Picture: Robin Mellor

DESIGN COLLECTABLES

Winners of the Moët Hennessy PAD prize announced

Parisian gallery James, specialists in Brazilian modern design scoop Best Stand at this year's fair

BY BETHAN RYDER

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The eighth London PAD fair in Mayfair's Berkeley Square opens to collectors on Tuesday October 13, but the doors opened on Monday to the honorary presidents and judges of the annual PAD Prize.

This select gathering of collectors, architects, interior designers and journalists arrived a day early to judge the 62 exhibitors and vote – as guided by the jury Ryder, Bethan. “Winners of the Moët Hennessy PAD prize announced.” The Telegraph, October, 14, 2014.

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president Jasper Conran – for the winners of the prestigious PAD Prize in the categories of: Best Contemporary Design, Best 20th Century Decorative Arts and Best Stand.

Once introductions and talk of summer and RIVA boat ownership were done, the judging panel sped off, spending several hours perusing the fair. Inspired by a cabinets of curiosities, PAD offers an eclectic range of art and design and this year's event is just as varied with 28 design exhibitors, 11 modern art, nine tribal art & antiquities (almost double the number from last year), nine decorative arts, three jewellery and two photography.



Jorge Zalszupin's dressing table as shown by James

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"It's nice to see Sèvres here for the first time," remarked Nigel Coates, architect, designer and honorary president of the jury. "This show is evolving in an interesting way," he added, "there are now several stands showing antiquities, which I personally find very attractive."

The antiquities proved popular with several other jury members, particularly the Swiss-American dealers [Phoenix](#) which attracted architect Amanda Levette and collector Celia Forner-Venturi. The latter was drawn to an Anatolian Idol dating back to 5th-4th millennium BC, "It's so ancient but it

looks so contemporary," she said. "It's totally unique, no-one else would have it. If the price wasn't totally crazy I would buy it".

At [Galerie Downtown](#) the Charlotte Perriand kitchen drew admiration from several members of the panel, particularly collector Fatima Maleki: "It's incredible, she designed an entire house for the Jean Borot in 1959 and Francois bought the lot. This is a kitchen on one side but can be used to divide two rooms, what's more it's ecological and all made from natural things, before eco-design was even on the agenda."

Another popular highlight was a bed designed by Maria Pergay and exhibited by [Jousse](#). Simon Rawlings, creative director of David Collins Studio loved its Ryder, Bethan. "Winners of the Moët Hennessy PAD prize announced." The Telegraph, October, 14, 2014.

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simplicity. "Four poster beds can be difficult to deal with but this one looks like it could have been designed by Calvin Klein right now, it looks very engineered, but actually dates back to the late Sixties."

But the stand which caught the judges imagination the most and which scooped Best Stand was newcomer [James](#) with their exquisite selection of Brazilian modern design, assembled simply around a central tree. Most coveted was the long rosewood dressing table designed in the mid-Sixties by Jorge Zalszupin. Best Contemporary Design winner was the remarkable rolled steel table by Paul Cocksedge, the aptly titled *Poised* (2013), an edition of 10 exhibited by [Friedman Benda](#).

Ceiling Light designed in 1949 by Italian architect and designer Carlo Mollino won the Best 20th Century Decorative Arts award. This unique hanging lamp made of rectangular wooden frames, glass panels and brass is exhibited by Galerie Downtown.

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