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## PAD London: VIP private view

PAD, London's leading fair for art and design, got off to a fantastic start on Berkeley Square on Monday 14th October with their Collectors Preview.

Presented in a sophisticated setting in the heart of Mayfair, PAD is London's boutique fair for design and 20th Century art. Renowned for cultivating eclecticism and connoisseurship, PAD offers a panorama of museum-quality works of modern art, design, decorative arts, tribal art, photography and jewellery from some of the world's leading international galleries.



*Giancarlo Giammetti, the honorary president of the Valentino Fashion House*

Conway, Juliet. "PAD London: VIP private view," *Mail On Sunday*. October 16, 2013.

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The 7th edition of PAD London will run from 16-20 October on Berkeley Square and will include 21 new participants across all disciplines, making a total of 60 exhibitors from 12 countries.

The top-tier contemporary design galleries to join the fair include SMOGallery, Garrido Gallery, Galleria O., Galerie Kreo, BSL-Béatrice Saint-Laurent, Galerie Gosserez and Galerie Italienne. 20th Century design also expands with the participation of Galerie Matthieu Richard, Galerie Pascal Cuisinier and Galerie Dutko, while turn-of-the-century furniture will be represented by Didier Luttenbacher and Oscar Graf.



*Socialite and jewellery designer Noelle Reno.*

Ranging from Impressionist drawings to post-war abstract paintings, the selection of works presented by new modern art galleries Vertes, Galleria d'Arte Frediano Farsetti, Applicat Prazan and Jean-François Cazeau will be of rare quality and exceptional provenance.

This year is set to be the strongest yet for tribal art at PAD with the added participation of Bernard Dulon, whose collection of African art has attracted the attention of renowned institutions and museums worldwide. The field of antiquities will be introduced with David Ghezlbash and Gordian Weber Kunsthandel exhibiting a range of exceptional works from

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ancient Rome, Egypt and Greece. Japanese art and armour will also make a first-time appearance at PAD with expert gallery Jean-Christophe Charbonnier, adding to the fair's diversity and originality.



*Lark Rise to Candleford actress Olivia Grant*

Once again, luminaries from the worlds of design, art and fashion will come together at PAD to select the winners of the Moët Hennessy-PAD London Prize. The prestigious judging panel, chaired by Jasper Conran, and including architect Amanda Levete, designer Tom Dixon and Serpentine Gallery director Julia Peyton-Jones, will determine the winners in the award categories of: Best Contemporary Design, Best 20thC Decorative Art Work and Best Stand.

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*Otis Ferry, son of musician Bryan Ferry and boyfriend of Brit model Edie Campbell*

An innovative design project of MwangaBora solar lamps promises to be a major highlight at PAD this year. Created by renowned Kenyan engineer Evans Wadongo - named a CNN Hero in 2010 – the lamps will feature in an installation at the entrance of the fair conceived by fashion designer Reed Krakoff. The lamps will be sold to benefit Wadongo's organisation Sustainable Development for All Kenya (SDFA-Kenya), a not-for-profit that creates opportunities for education, sustainable development and economic empowerment throughout Africa.

*Report by Juliet Conway*

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