



COLLECTIVE DESIGN DEBUTS COLLECTIVE CONCEPT @ ICFF 2018

NEW YORK, NY (January 25, 2018) – This spring, the International Contemporary Furniture Fair (ICFF) has invited Collective Design to present a signature program of the organization, Collective Concept, at the New York edition of the show. Inaugurated in 2016 at the Collective Design fair, Collective Concept began as a capsule presentation within the fair where contemporary designers working in lighting, furnishings, ceramics, or textiles were encouraged to create installations revealing new thinking, or the ideas and processes behind their successful and well-known designs. Since its inception, this program has seen tremendous success and has gained a reputation across the industry as a launchpad for new work, new ideas, and ambitious installations. With Collective Design fair's 2018 move to March, it has partnered with longtime friends and colleagues at ICFF to provide a platform for this program there, during NYCxDesign in May.

Inspired by the process-based explorations that have become a key part of Collective Design's programming, a handful of established product designers have been invited to share what they consider "inspirational" or "alternative" thinking—revealing a newly conceived product, a revolutionary technology, an unusual pairing of design talents, or a unique material used in a thought-provoking way. This curated group of designers—including Allied Maker, Jeff Martin Joinery, Fort Standard, RUX Stickbulb and Crosby Studios, among others—have been selected to present in a dedicated Collective Concept section within ICFF.

"I am excited to bring Collective Concept to ICFF this year," says Steven Learner, Founder of Collective Design. "We take great pride in introducing our curated selection of talented designers to such a large, international audience of design leaders."

ICFF, entering its 30th year of production, is known as a global platform for luxury international design. This year's show takes place at the Jacob K. Javits Center in New York from May 20-23, and will host more than 800 international exhibitors and an audience of over 36,000 design industry peers in the residential, retail, commercial and hospitality sectors. Chosen by ICFF for its reputation and gravitas within the industry, Collective Design will bring a unique curatorial vision and sophisticated international audience to this year's presentation at the Javits Center.

"We are very excited to host Collective Concept presented by Collective Design. This special feature is positioned at the front of the Fair and is an ideal segue between the main ICFF exhibition and ICFF Gallery, a new area of the event that features art and art objects," says Kevin O'Keefe, Show Director, ICFF.

ICFF is the foundation of NYCxDesign, New York's official design week and citywide celebration of global design with 350,000 participating design professionals and enthusiasts. Having doubled in size over the past three years, ICFF will now encompass the entire main level of the Javits Center in 2018, with a majority of international exhibitors.

Collective Design is New York's premier collectible design and art fair and a definitive cultural destination for discovering and collecting the world's most important 20th century and contemporary objects. Staged during Armory Arts Week at Skylight Clarkson North, Collective Design features presentations by leading international galleries, innovative designer commissions, and installations by leading cultural and educational partners from around the world.

Learn more about this collaboration by visiting icff.com or collectivedesignfair.com

ABOUT COLLECTIVE DESIGN

Based in New York City and active in the creative community throughout the year, Collective Design culminates in its annual fair each spring. Building upon a growing audience for collectible design and art, Collective Design showcases masterworks of the 20th and 21st centuries alongside experimental works from the next generation of global talent. The fair illuminates both the design process and the diversity of our material culture, promoting a spirit of discovery that resonates with new and seasoned collectors alike.

Collective Design is preparing a new vision for the 2018 edition of the fair, fostering young galleries and engaging prominent international curators. The show continues to encourage thoughtful, tightly curated presentations through the introduction of new and evolved exhibitor sections and programming that emphasizes solo-artist presentations, new projects and commissions.

FOR FURTHER INFORMATION AND INTERVIEWS, PLEASE CONTACT:
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