

Erastudio Apartment–Gallery at Design Miami/ Basel 2019 Show Report & Partnership Summary

Design
Miami/
Basel



In Good Company/

45 Galleries/

ammann/gallery/ Carpenters Workshop Gallery/ Caterina Tognon/
CONVERSO/ Cristina Grajales Gallery/ Demisch Danant/
Erastudio Apartment–Gallery/ Friedman Benda/
Functional Art Gallery/ The Future Perfect/
Galerie Chastel Maréchal/ Galerie Eric Philippe/
Galerie Jacques Lacoste/ Galerie kreo/ Galerie Maria Wettergren/
Galerie Matthieu Richard/ Galerie Meubles et Lumières/
Galerie Mitterrand/ Galerie Pascal Cuisinier/
Galerie Patrick Seguin/ Galerie Philippe Gravier/
Galerie Régis Mathieu/ Galerie VIVID/ Galleri Feldt/
Galleria Antonella Villanova/ Galleria Rossella Colombari/
Gallery ALL/ Gate 5/ Giustini/ Stagetti/ Gokelaere & Robinson/
Hostler Burrows/ Jousse Entreprise/
LAFFANOUR–Galerie Downtown/ LEBRETON/
Magen H Gallery/ MANIERA/ Marc Heiremans/
Mercado Moderno/ Nilufar Gallery/ Patrick Parrish Gallery/
Pierre Marie Giraud/ Salon 94 Design/ SIDE Gallery/
Thomas Fritsch–ARTRIUM/

14 Curios/

Armel Soyer presents *Remember* by Olga Engel/
Atelier Swarovski presents *Crystal Blind* by Studio Brynjar & Veronika
and *Slanted Tiles* by Study O Portable/
Boghossian presents *Gold Thread*/
Camp Design Gallery presents *Three Characters in the Second Act:
The Royal Family* by Adam Nathaniel Furman/
Caroline Van Hoek presents *TOAST*/
Didier Ltd presents *Paint It Black* by Louise Nevelson/
DIMOREGALLERY presents *PIERO*!
Galerie SCENE OUVERTE presents *Phantasmagoria*/
Lindsey Adelman presents *Paradise City*/
Mathieu Lehanneur presents *Inverted Gravity*/
Nilufar Gallery presents *FAR*/
Oscar Humphries presents *Japonism*/
Paul Hughes Fine Arts presents *Confluences: From Ancient Andes
to Bauhaus*/
Syz Art Jewels presents *Dino Runes* by Kerstin Brätsch

Programming Overview/

11 Satellite Exhibitions/

Citco presents *Precious Pieces* by Anish Kapoor, Zaha Hadid Designs, and Arik Levy/

Connie Hüsser presents *Objects with Love*/
do you read me?! Satellite Store/

Dr. Hauschka Cosmetics presents *Revitalizing Hand and Makeup Treatments*/

Experimentadesign and Lisbon Gallery with Artworks and Galerie Vertbois 5 present *Common Sense*/

Galerie Patrick Seguin presents *Jean Prouvé Demountable Architecture*/
JUNE Creative presents *JUNE BASEL*/

Laufen and Brasilea Foundation presents *Impressões 2018:19—From Basel to Brazil*/

One All Every presents *See a Clean Future* by Ugo Rondinone and RVS Eyewear/

Stuart Parr Collection presents *Riviera Rendezvous*/

USM presents the *Collectors Lounge* in collaboration with Verpan/

3 Swarovski Designers of the Future Award Winners/

Juju Wang/Raffe Burrell/Studio Klarenbeek & Dros/

13 Talks, 39 Speakers, 3 Days/

Adam Nathaniel Furman/Alexander Groves/Annalisa Rosso/
Aric Chen/Arthur Mamou-Mani/Azusa Murakami/Caroline Roux/
Deyan Sudjic/Emanuel Christ/Erez Nevi Pana/Eric Klarenbeek/
Hans Ulrich Obrist/Ivano Atzori/Jan Boelen/Joep van Lieshout/
Johanna Weggelaar/John May/John Thackara/Jon Gray/Juju Wang/
Kyre Chenven/Lawrence Lek/Lonneke Gordijn/Maartje Dros/
Maja Hoffmann/Manuel Herz/Maria Cristina Didero/Mateo Kries/
Mathieu Lehanneur/Michael Young/Mikolaj Sekutowicz/Nick Axel/
Nikolaus Hirsch/Odile Decq/Paul Hughes/Raffe Burrell/
Rodman Primack/Satyendra Pakhalé/Shahar Livne/

Attendance/

- **30K** visitors over seven days
- **13.5K** VIPs including Design Miami/ and Art Basel card holders
- Notables in Attendance included:
 - Arthur Mamou-Mani
 - Benedikt Taschen
 - Boris Vervoordt
 - Catherine Lagrange
 - Craig Robins and Jackie Soffer
 - David Mugrabi
 - Domenico and Eleanore de Sole
 - Douglas Durkin
 - Edward Tyler Nahem
 - François-Henri Pinault
 - Helen Schwab
 - Howard and Cindy Rachofsky
 - Iwan Wirth
 - Joe and Marie Donnelly
 - Jonathan Gray
 - Leon Black
 - Luis Laplace
 - Maja Hoffmann
 - Mary Zlot
 - Mera and Don Rubell
 - Mick Flick
 - Petch Osathanugrah
 - Peter Soros
 - Rachel and Jean-Pierre Lehmann
 - Rafael de Cárdenas
 - Raf Simons
 - Studio Swine
 - Tyler Brûlé

Notable Sales & Acquisitions/

- Shortly following the death of the great designer and sculptor Claude Lalanne on April 11, 2019, Galerie Mitterrand of Paris sold nearly its entire exhibition of the late artist, with sales totaling more than **\$1M**
- Erik Thomsen Gallery of New York sold sixteen rare Japanese woven bamboo baskets that ranged in price from **\$5K** to **\$85K**, the first of their kind at Design Miami/ Basel.
- Paris's Galerie Jacques Lacoste sold much of its exhibition of Jean Royère and Charlotte Perriand, including a lamp, mirror, console table, two chairs, coffee table, and custom Royère wall paneling in the first two hours of the Collectors Preview
- Oscar Humphries sold the entire collection of fourteen porcelain works by Christopher Dresser, ranging from **\$3,700** to **\$7,500**
- Functional Art Gallery, a first-time exhibitor, sold two pieces to major institutions



Design Miami/ Press/

- 335 journalists from 40 countries
- Potential press reach from January to June 2019: Over 222M
- Notable coverage highlights include:

Print

- [Monocle Newspaper \(UK\)](#), June 2019
Interview/ Miami: Q&A Aric Chen
By Nolan Giles
Circulation: 70,000
- [The Financial Times \(UK\)](#), 7 June 2019
Design Miami's Aric Chen on the future of materials
By Caroline Roux
Circulation: 168,548
- [Basler Zeitung \(Switzerland\)](#), 12 June 2019
Ein zeitgemässe Design-Messe
By Raphaela Portmann
Circulation: 104,000

- [The Financial Times \(UK\)](#), 13 June 2019
Playground for environmental thinking
By Caroline Roux
Circulation: 168,548
- [Le Temps \(Switzerland\)](#), 13 June 2019
Design Miami/Basel, le salon de tous les arts
By Emmanuel Granjean
Circulation: 45,000

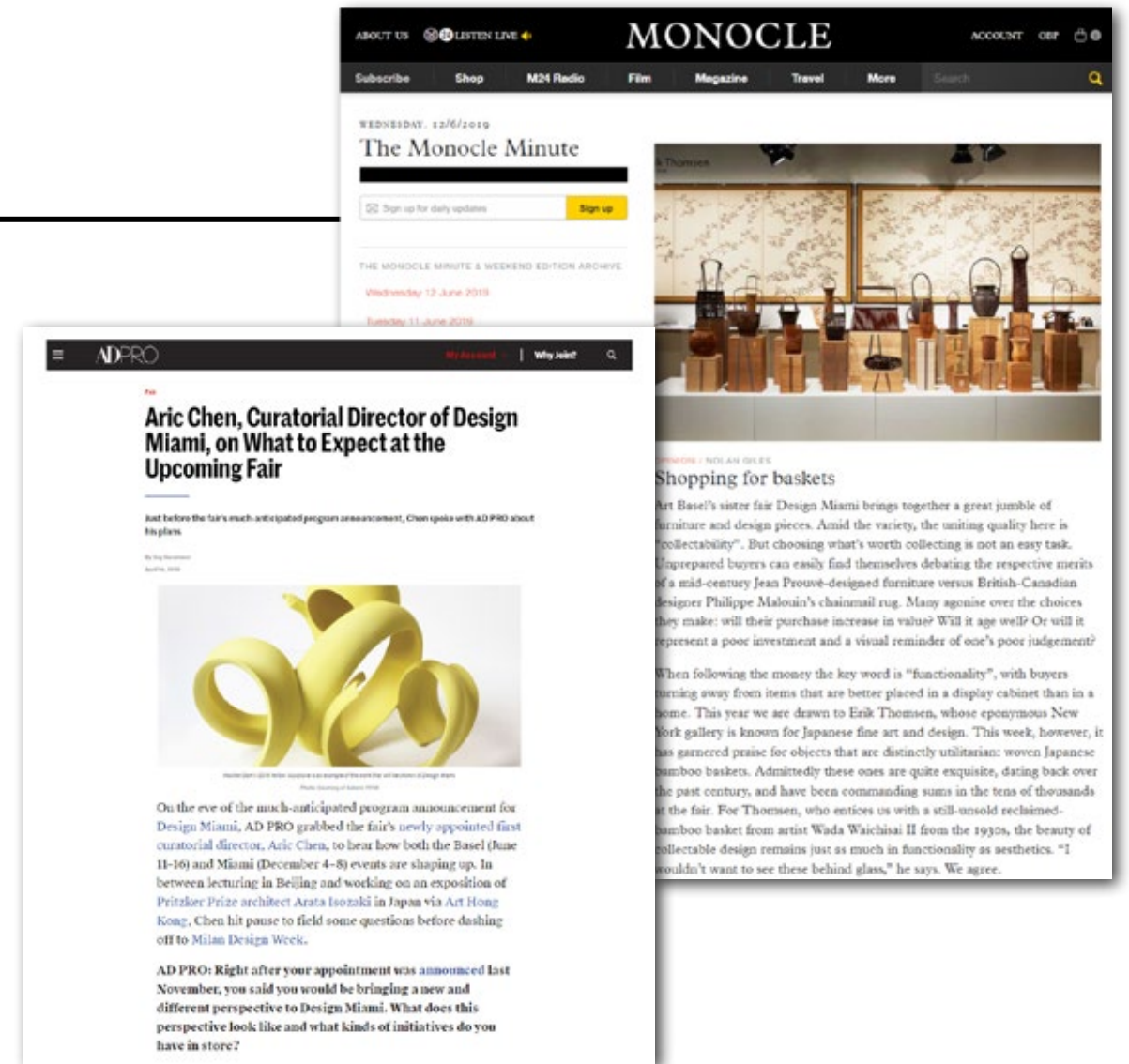


Design Miami/ Press/

Online

- [DesignBoom \(Italy\)](#), 30 May 2019
Design Miami/Basel to host immense-scale installations that probe the future of materiality
By Nina Azzarello
Monthly Unique Visitors: 1,800,000
- [Wallpaper* \(UK\)](#), 4 June 2019
Aric Chen questions design's impact on our planet at Design Miami/Basel
By Alice Morby
Monthly Unique Visitors: 1,000,000
- [NZZ Bellevue \(Switzerland\)](#), 7 June 2019
Die Design Miami/Basel zeigt Entwürfe, die der Umwelt Gutes tun
By David Streiff
Monthly Unique Visitors: 2,550,500
- [Living Corriere Della Sera \(Italy\)](#), 10 June 2019
Design Miami/Basel 2019
By Barbara Gerosa
Monthly Unique Visitors: 14,452,000

- [Architectural Digest \(USA\)](#), 14 June 2019
Design Miami/Brims with Optimism
By Tom Morris
Monthly Unique Visitors: 1,500,000
- [ICON \(Germany\)](#), 14 June 2019
So war es auf der Designmesse in Basel
By Esther Strerath
Monthly Unique Visitors: 28,000,000



Social Media Statistics/

- **218K** Total followers on Instagram, Twitter, and Facebook

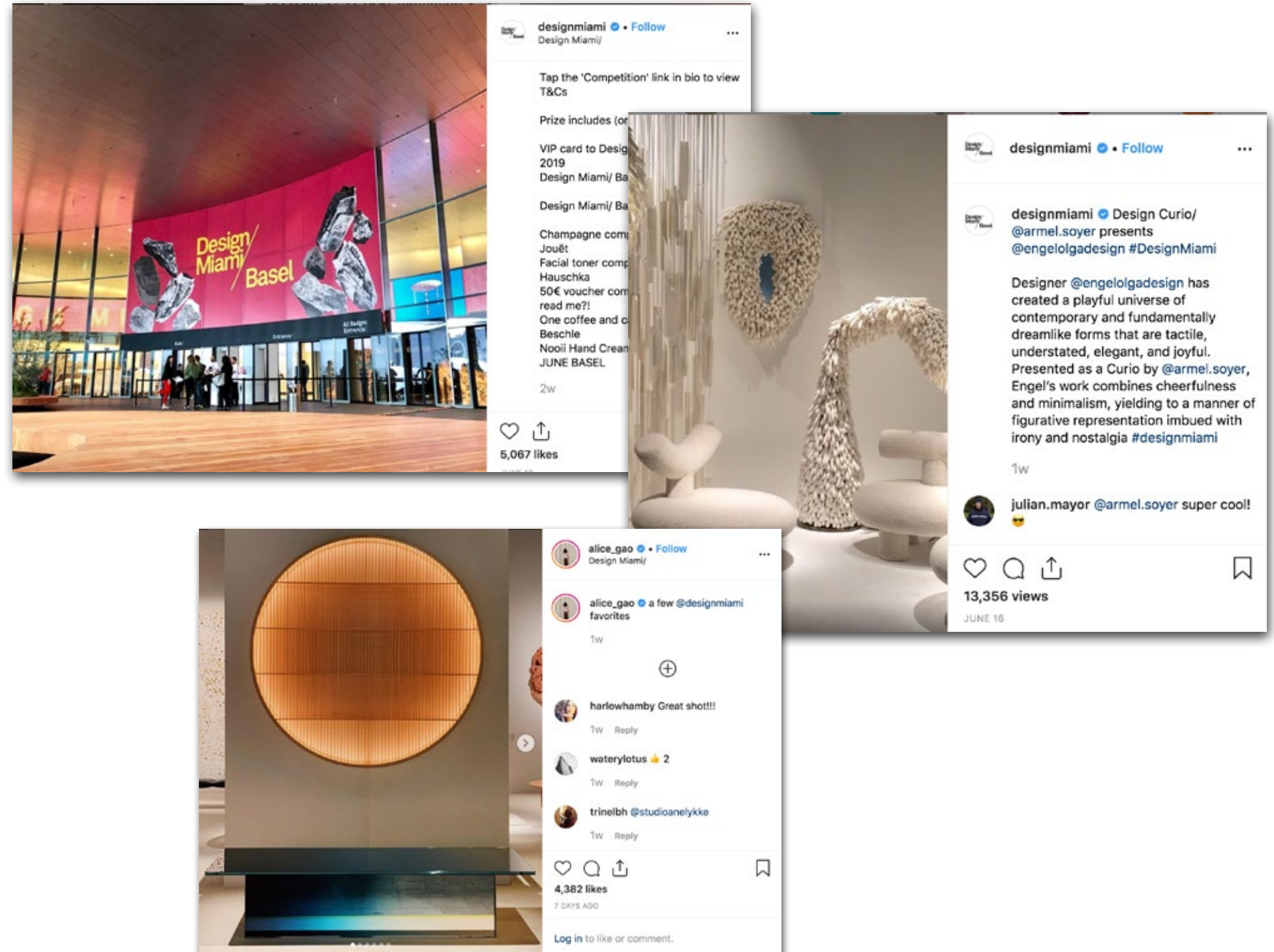
- Over **60M** total reach of followers

- Top influencer attendees:

@Alice_Gao
@andymeetswarhol
@mathieulehanneur
@tizzia
@daniellaondesign
@ghettogastro

- Top influencer posts:

@swarovski
@artprice
@archdigest
@designboom
@dezeen
@wallpapermag



Benefits of Participation/

As your marketing partner, Design Miami/ provides a commercial platform, visibility, and relationship-building opportunities at the fairs and beyond.

For the 8th consecutive year, Erastudio Apartment–Gallery partnered with Design Miami/ and received marketing and communications benefits on an international scale.

Experiential Marketing/

- 35.79m² Exhibition Space
- World-class Logistics Services



Press/


- Included in Design Miami's **Gallery Highlights** and **In-Depth Look at Curio** Press Release, distributed globally to **over 300** journalists across **40** countries
- Press Highlights that mention Erastudio Apartment–Gallery
 - **Artribune (Italy)**
 - **Living Corriere Della Sera (Italy)**
 - **Dear Magazin (Germany)**
 - **СТИЛЬ (Russia)**
- [Full coverage report](#)

Design Miami/

Press Release

June 11–16, 2019 / Basel

[Download Press Release](#) [Pre-Register](#) [Additional Fair News](#)



*Jellyfish chandelier/ Régis Mathieu, 2016/ Galerie Régis Mathieu
Orgone Series/ Maria Grazia Rosin, 2008/ Caterina Tognon Venezia
Workshop Gallery
Formal Carlo Zauli, 1987/ Erastudio Apartment-Gallery*

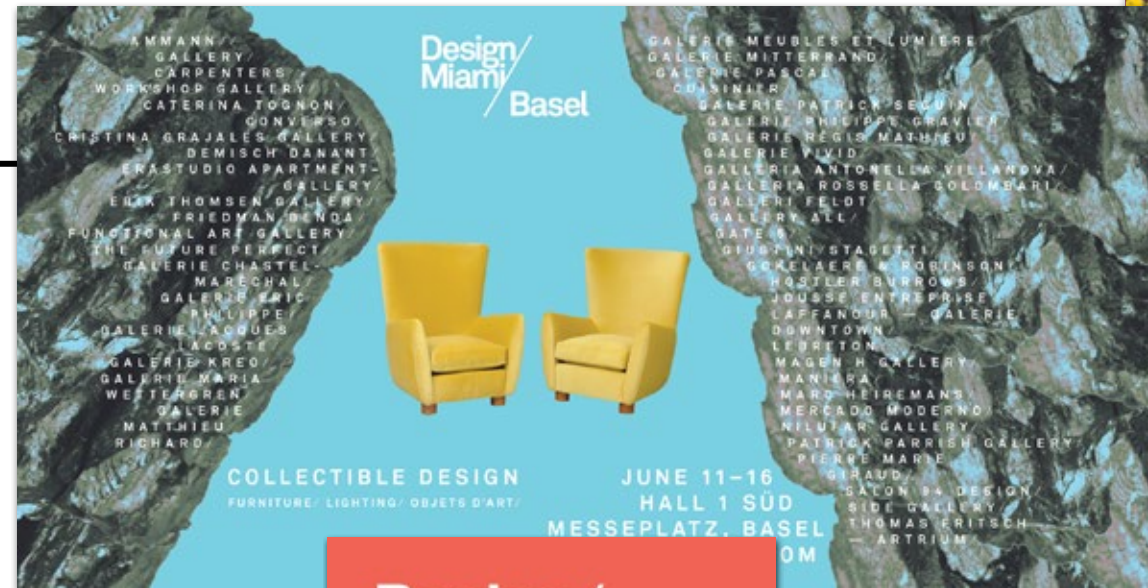
Organic Forms/
Biomorphic and anthropomorphic forms, designs drawn from both the human body and nature, will be seen throughout the fair. Carpenters Workshop Gallery is showing Marc Newson's sensual, curvaceous hour-glass lounge, part of his series inspired by the universal life force Orgone. hypothesized by psychoanalyst Wilhelm Reich, who positioned his patients inside a capsule-like device in order to absorb this force. At Erastudio Apartment-Gallery, an example of Carlo Zauli's (1926–2002) ceramic Zen series will be on view, revealing his explorations of primitive and elementary shapes in clay and white monochrome, an aesthetic known as "bianco Zauli."

Galerie Régis Mathieu will present Mathieu's own reinvention of traditional rock crystal chandeliers with his Jellyfish chandelier, featuring shapely contours, slender filaments, and winding tendrils housing cut-rock crystal drops in gilt bronze to create a halo of warm, scintillating colors. Another aquatic-inspired chandelier will be seen at Caterina Tognon in the form of a luminescent and floating pink opal glass octopus designed by Maria Grazia Rosin and made by glassblowing master Sergio Tiozzo in Murano.

Gallery ALL will feature Zhipeng Tan's 33 Step Chair a representation of the spine and inversion of the human body which places the cervical bones at floor level and the pelvis as the seat. Hostler Burrows will show Anat Shifan's Still Life bisque porcelain sculptures, born out of her exploration of nature and its representations throughout art history.

Advertising/

- Print advertising, **2.5M** total impressions
- Social media advertising, **500K** total reach
- Website banner ads, **7.15M** total reach
- City banner/flags advertising, **36** placements total



Print Collateral/

- Official Show Catalogue
 - **2-page** editorial feature
- Show Guide
 - Gallery listing



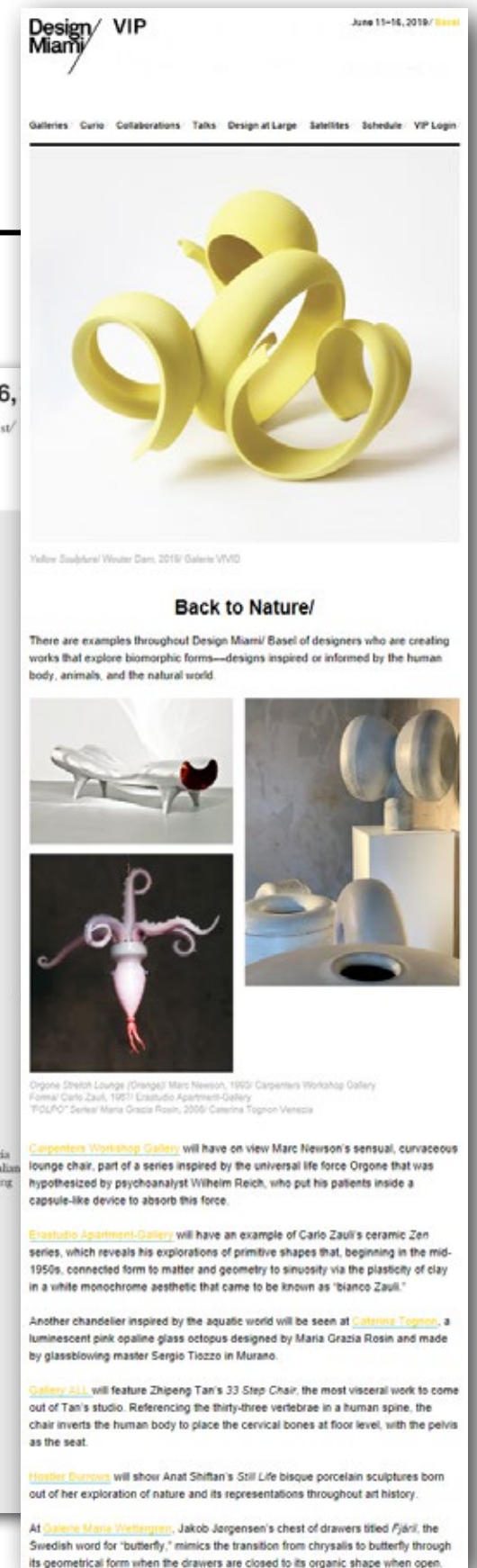
On-Site Signage/

- Standing Signage
- Oculus Signage



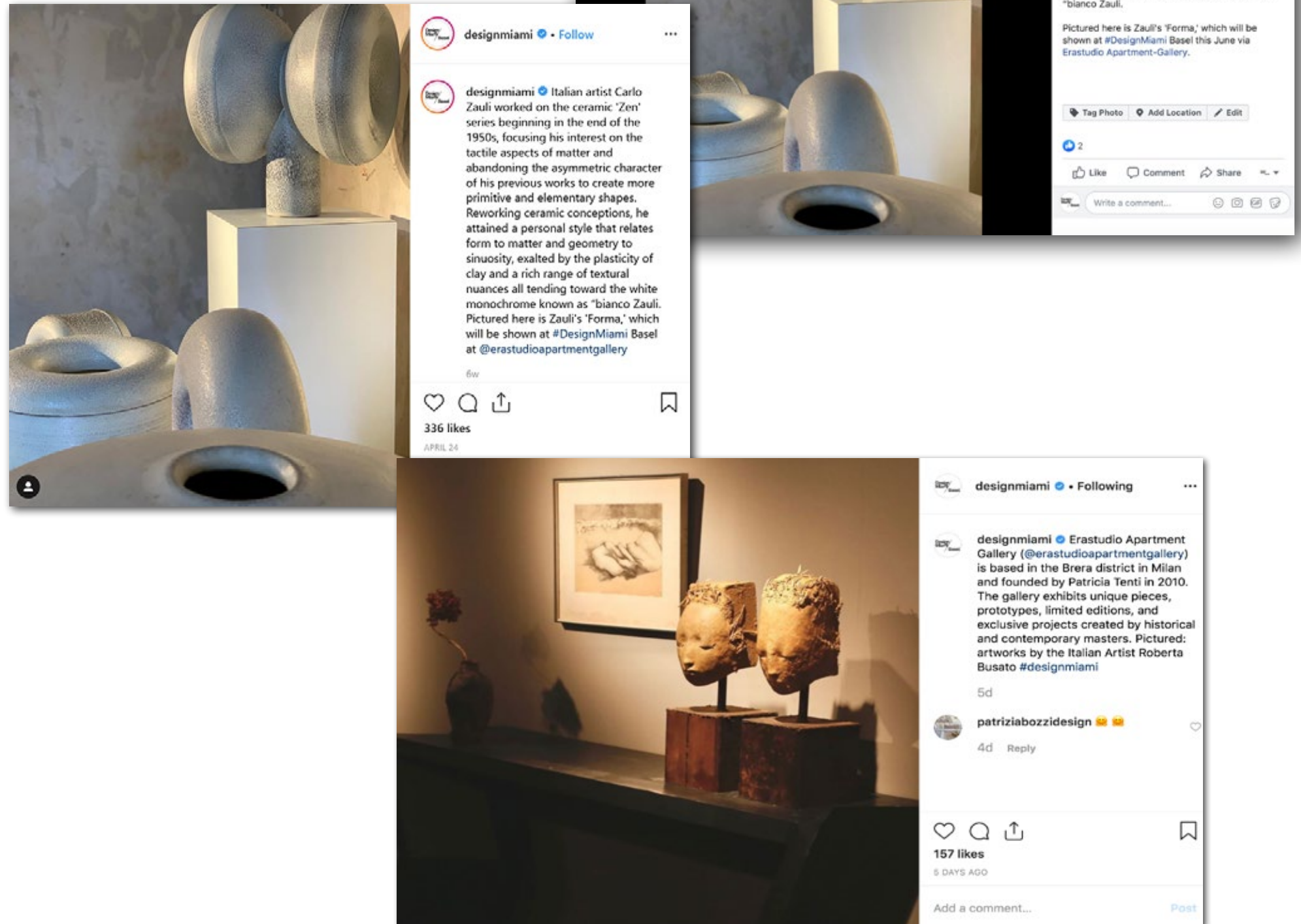
Website, Email, and Digital Campaigns/

- Dedicated pages on **Gallery** section on designmiami.com
- **4** VIP/General newsletter inclusions to **5,001** subscribers



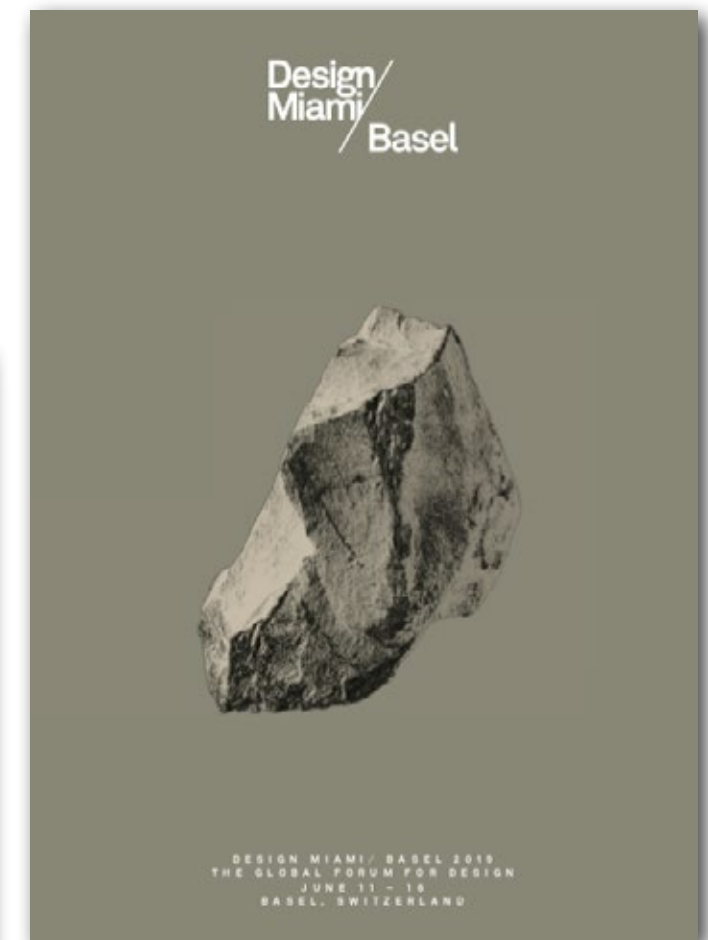
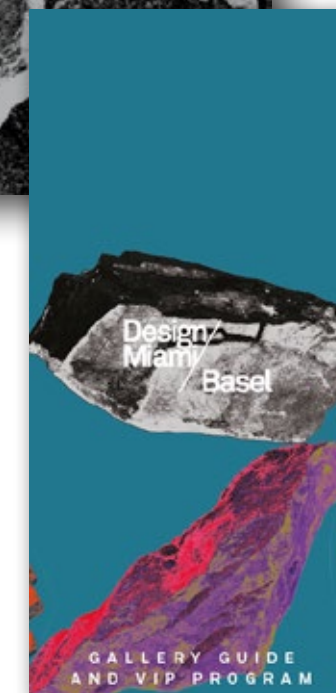
Social Media/

- 2 mentions on Design Miami/Instagram
- 2 mentions on Design Miami/Facebook
- 1 mention on Design Miami/Twitter
- For a total reach during fair week of **over 1M**



Hospitality & Access/

- Invitations & Tickets/
 - **5** Member Cards
 - **15** Collector Cards
 - **25** VIP Cards
 - **35** Vernissage Cards
 - **50** Complimentary Day Tickets
- Fair Collateral/
 - **1** tote
 - **1** catalogue
- Design Miami/Basel's VIP Benefits offer your clients the following access and amenities:
 - Design Miami/Basel Preview Day & Vernissage
 - Collectors Lounge access
 - Complimentary Perrier-Jouët champagne service
 - Access to Art Basel Vernissage and Art Basel public days
 - Complimentary access to partner museums



PR Activations & VIP Development January – June 2019

Design Miami/ Basel's PR and VIP Development efforts support our exhibitors year-round and build relationships with VIPs and Editors-in-Chief from art, lifestyle, and shelter publications.

Design Miami/ Basel VIP Card Exchanges with Art Institutions

Fondation Beyeler
Museum Tinguely
S AM Swiss Architecture Museum
Kunsthalle Basel
Vitra Design Museum

Design Miami/ Basel 2019 VIP Program/

Design Miami and Swiss Design Awards Tour
Hosted by Aric Chen and Jörg Boner
Laufen and Brasilea Foundation breakfast and tour
presenting Impressões 2018:19— From Basel to Brazil/
Kunsthalle Basel Night Party
Vitra Campus Summer Party
Tour of *Swim City* hosted by S AM Swiss Architecture Museum
Tour of *Balkrishna Doshi: Architecture for the People* hosted by Vitra Design Museum
24 Stops walking tour hosted by Vitra Design Museum
Novartis Campus Tour

Fair week activities & partnerships/

Welcome Cocktail/

June 9, Volkshaus, 100 gallerists, curators, designers, partners, and select press

Press Luncheon/

June 10

Press Preview/

June 10

Cocktail hosted by ICON Magazine and Maria Cristina Didero/

June 11, Broadcast Studio, Private cocktail with 20 guests of ICON Magazine

Therme Group Private "City of Artists" Dinner/

June 11, Löwenzorn, Private buffet dinner with 100 collectors, designers, talks panelists, gallerists, and select press

Cultivist Private Toast and Lunch/

June 12, Beschle Café, Private lunch with 60 members of the exclusive art and design membership program

Designers of the Future Award Dinner hosted by Design Miami/ Basel and Swarovski/

June 12, Hotel Krafft, Private seated dinner with 110 collectors, designers, talks panelists, gallerists, and select press

Fair lead-up activities & partnerships/

Design Miami/ Basel x Indagare Design Tour Mexico Collector Development/

February 4-9, Mexico

Art Basel Hong Kong

March 29-31, Hong Kong

Private cocktail and Aperitif, Co-hosted by Design Miami/ and Nilufar Depot during Salone/

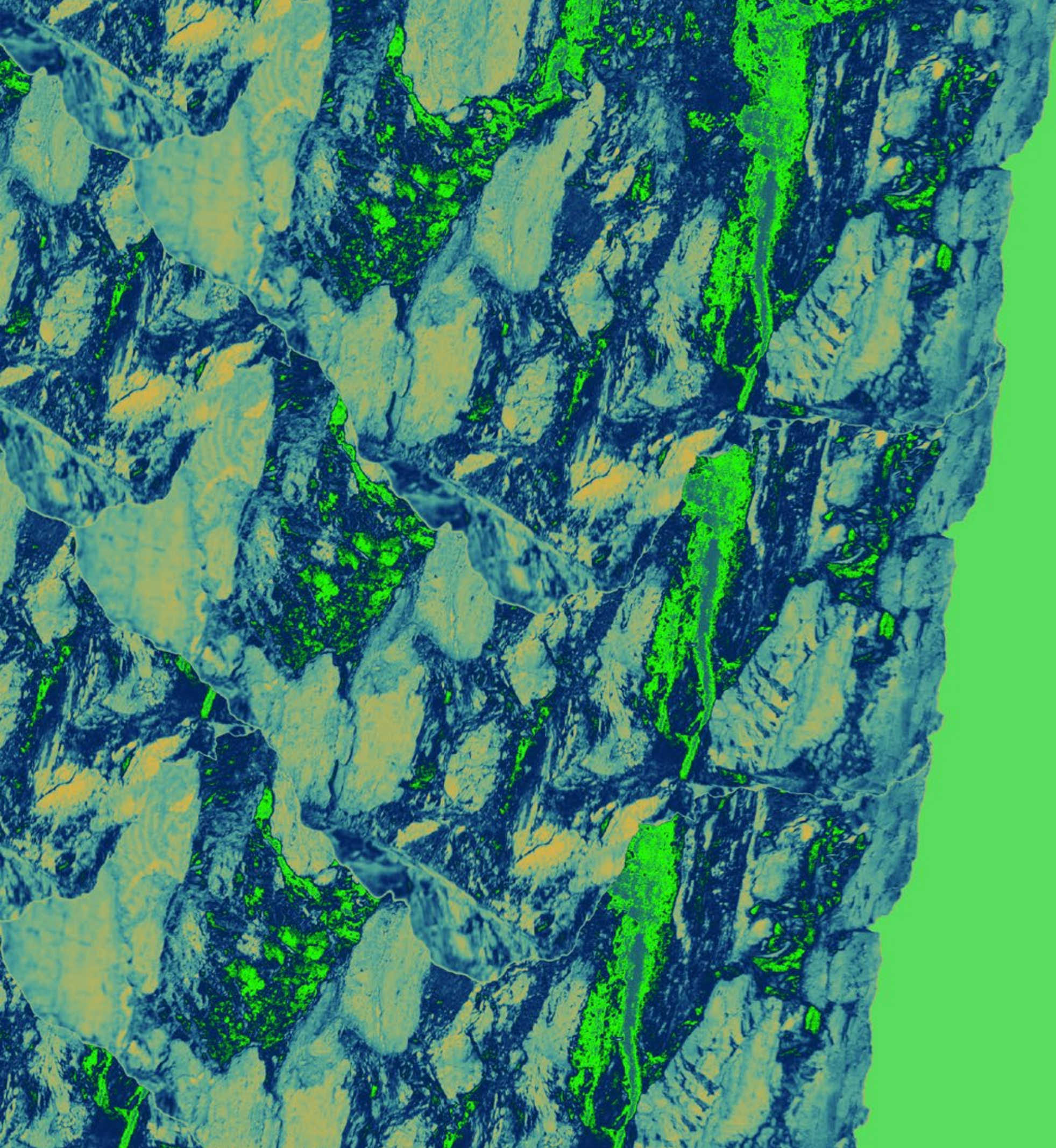
April 10, Nilufar Depot, Milano

Press Event: Design Miami/ Basel Preview and Luncheon/

April 11, Giacomo Arengario, Milan

Cocktail and Evening Soirée, Co-hosted by Design Miami/ and The Future Perfect/

May 6, Casa Perfect, New York City



Design/
Miami/
Basel