2020 Gallery Program
Applying as an Exhibitor
An International Brand Founded in Networks of Influence/

**Miami**

*Design Miami/ 6 days in December*

42,000 visitors/ 72 exhibitors/ 471 journalists

Founded in Miami in 2005 by real estate developer, Craig Robins, *Design Miami/* is now part of both the Dacra and MCH family of brands. This past edition, the fair’s Miami Beach location was transformed with Veteran’s Park, the newly designed public green space across from the Miami Beach Convention Center where Art Basel takes place.

**Basel**

*Design Miami/ Basel/ 7 days in June*

30,000 visitors/ 60 exhibitors/ 400 journalists

With the support of MCH Group, *Design Miami/* expanded to Switzerland in 2006. Since 2013, the fair has taken place in the new Herzog & de Meuron exhibition hall at Messeplatz, adjacent to Art Basel.
With fairs in Miami Beach, USA, and Basel, Switzerland, Design Miami/ is the most influential platform for collectible design. The Design Miami/ fairs take place concurrently with Art Basel and are cross-promoted as sister fairs within the MCH Group, a world leader in exhibitions and marketing solutions with a vast portfolio of premier trade shows and events.
**Design Miami**, at its core, is a marketplace for collectible design, where the most reputable international design galleries present curated exhibitions of museum-quality furniture, lighting, and objets d’art, attracting the highest level of private and public collectors of historical and contemporary design. Your participation positions you among leading design-industry experts and connects your gallery with the foremost platform for commercial activity and marketing impact.
171 of the world’s leading design galleries have exhibited with Design Miami/ over the last fifteen years. 15 galleries make up our Founding Galleries, many of whom have been exhibiting since the launch of the fair in 2005.

Casati Gallery / Galerie Italienne
Contrasts Gallery / Galerie kreo
Cristina Grajales Gallery / Galerie Patrick Seguin
David Gill Galleries / Jousse Entreprise
Demisch Danant / Magen H Gallery
Friedman Benda / Nilufar Gallery
Hostler Burrows / R & Company
LAFFANOUR–Galerie-Downtown

Booth exhibition at Design Miami/
2014 / LAFFANOUR–Galerie Downtown

Watercolour Collection / nendo, 2018/
Solo show at Friedman Benda

Various items / Jean Royère, c. 1960s /
Galerie Patrick Seguin
**Highest in Authenticity/**

**Gallery Committee/**
Our Gallery Committee ensures quality by reviewing all gallery applications and exhibition concepts against strict selection criteria, ensuring you exhibit among the best in the world.

**Vetting Committee/**
In addition to our Gallery Committee, accuracy and authenticity of all material exhibited at the fair is ensured by our Vetting Committee of experts through a rigorous vetting process conducted on-site at each fair.
The Right Audience/

A range of high-net-worth VIPs and industry leaders attend and participate in the fairs:

/Collectors
/Museum directors
/Curators
/Interior designers
/Art Basel gallery owners
/Celebrities
/Architects
/Artists
/Editors-in-Chief
/Social media influencers
A Diverse Audience Demographic/

### Design Miami/
- 42,000 visitors

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>76%</td>
</tr>
<tr>
<td>Europe</td>
<td>10%</td>
</tr>
<tr>
<td>Latin America</td>
<td>2%</td>
</tr>
<tr>
<td>Rest of World</td>
<td>12%</td>
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</tbody>
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### Design Miami/ Basel
- 30,000 visitors

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Europe</td>
<td>68%</td>
</tr>
<tr>
<td>North America</td>
<td>20%</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>2%</td>
</tr>
<tr>
<td>Rest of World</td>
<td>10%</td>
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</tbody>
</table>

### Social Media Followers/
- 233,800 followers

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>North America</td>
<td>57%</td>
</tr>
<tr>
<td>Europe</td>
<td>34%</td>
</tr>
<tr>
<td>Latin America</td>
<td>5%</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>4%</td>
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### Age/

<table>
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<th>Age Group</th>
<th>Percentage</th>
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<td>27%</td>
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<tr>
<td>35–49</td>
<td>38%</td>
</tr>
<tr>
<td>50–64</td>
<td>27%</td>
</tr>
<tr>
<td>65–74</td>
<td>7%</td>
</tr>
<tr>
<td>75+</td>
<td>1%</td>
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### Income/

<table>
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<th>Income Range</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>&lt;100K</td>
<td>22%</td>
</tr>
<tr>
<td>100–300K</td>
<td>27%</td>
</tr>
<tr>
<td>300–500K</td>
<td>14%</td>
</tr>
<tr>
<td>500–1M</td>
<td>21%</td>
</tr>
<tr>
<td>1M+</td>
<td>16%</td>
</tr>
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</table>

### VIPs/

<table>
<thead>
<tr>
<th>VIP Type</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIP</td>
<td>7,500</td>
</tr>
<tr>
<td>Collector</td>
<td>4,600</td>
</tr>
<tr>
<td>Member</td>
<td>1,500</td>
</tr>
</tbody>
</table>

4,800 VIPs attended Design Miami’s 2019 Preview Day including Art Basel First Choice cardholders.
4,700 VIPs attended Design Miami/ Basel’s 2019 Preview Day including Art Basel First Choice cardholders.

### Gender/

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>57%</td>
</tr>
<tr>
<td>Male</td>
<td>43%</td>
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</table>
Design Miami’s extensive network of partners amplifies the fairs reach and impact, increasing advertising, promotion, programming opportunities, media coverage, and collector-attendance.

Art Basel/
Our affiliation with the world’s most important contemporary art fair creates an unmatched offering of art + design for collectors, museum buyers, and lifestyle media

Museums/
Partnerships with acclaimed art and design museums including Guggenheim, Cooper Hewitt, Smithsonian Design Museum, Sotheby’s Preferred, Cultivist, Vitra Design Museum, Fondation Beyeler, and other patron groups

Institutions/
Relationships with leading institutions such as Harvard Graduate School of Design, ECAL university, Arizona State University, SCAD, and MIT

Philanthropic/
Strategic partnerships with socially responsible organizations like UNAIDS and the Leonardo DiCaprio Foundation

Media/
Trade partnerships with international publications including The Financial Times, ELLE DÉCOR, Architectural Digest, Forbes, CNN Style, and more

Sponsor Partners/
Collaborations with influential brands like Louis Vuitton, Fendi, Airbnb, American Express, Swarovski, Instagram and Panerai
Unparalleled Value/

Pricing and Curation/
/Design Miami/ provides exceptional return on investment in comparison to leading competitors. Our show management team provides outstanding exhibition guidance from build out and best practices to booth construction.

Digital Presence/
The fair’s growing digital platforms include newsletter campaigns, social media activations, a private VIP site, and a newly launched e-commerce platform, Design Miami/ Shop. Our expansive digital footprint provides year-round marketing opportunities for your gallery.

Advertising/
/With print advertising in international publications, online advertising, as well as posters and banners throughout the city during fair week, our galleries take center stage in our advertising campaigns.

Year-Round Events/
/Year-round activations and bespoke events provide gallerists and partners the opportunity to interact with collectors, influencers, and media.

/These activations and events cultivate global presence and lasting relevance beyond fair week.

30k newsletter subscribers
233k social media followers across Design Miami’s Instagram, Twitter, and Facebook
With over 400 international journalists at each fair, our galleries are regularly covered in leading publications from The Financial Times and The Art Newspaper to Architectural Digest and Wallpaper*. Participating exhibitors are afforded the opportunity to liaise with influential design journalists and top editors-in-chief, garnering in-depth weeklong and year-round coverage that reaches over 415 million readers worldwide.

Design Miami/ and participating galleries are continuously supported by Camron PR, the world’s leading design agency. Through invaluable media relationships, the fair has launched the careers of unknown talents and revitalized the prevalence of historic works.
Design Miami is the must-see design event for top collectors, curators, patron groups, and interior designers. As an exhibitor, you can count on meeting with these top-tier groups and conducting sales, while developing relationships and increasing brand awareness of your gallery and the designers you represent.

**Notable Sales/**
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 $1 million.

Moderne Gallery of Philadelphia sold a unique pair of Paul Frankl’s Speed chairs for $250,000.

Siegelson of New York sold an emerald bib necklace ($650,000 asking price) and “Cambodian” cuff ($400,000 asking price) by Suzanne Belperron.

CONVERSO sold a large brass sculpture by Harry Bertoia for $425,000 and a custom Warren Plattner sectional sofa set for $140,000.

R & Company sold six of Katie Stout’s Girl Army lamps in the first forty minutes of the fair for a total of $330,000.

**Participating Galleries/**
171 of the world’s top galleries have exhibited at Design Miami since it’s inception.

In 2019, approximately half of participating galleries exhibited at both Design Miami Basel in June and Design Miami in December.

From 2018 to 2019, 86% of participating galleries returned to exhibit again Design Miami and/or Design Miami Basel.

**Acquisitions/**
Major US institutions use the fair to acquire works for their collections. We welcome curators from Cooper Hewitt Smithsonian Design Museum, The Metropolitan Museum of Art, Vitra Design Museum, Museum of Modern Art, SFMOMA, Baltimore Museum of Art, Wadsworth Atheneum Museum of Art, RISD Museum, among others.

“The fair is a window into the rising talents of contemporary design and a highlight reel for some of the finest examples of iconic and historical work.”

- Joseph Becker, Curator and member of Design Miami’s Vetting Committee.
Benefits of Exhibiting at Design Miami/

Exhibitions and Logistics/
/In-house architect to develop floor plans and booth construction ideas
/Full-service logistics team to realize any exhibition design
/Truss, walls, standard flooring and lighting package included in booth price
/Preferred vendor access for construction, signage, and lighting
/Access to comprehensive online web-portal to organize the marketing, communications, hospitality and logistics around your participation

Marketing and Communications/
/Integrated into Design Miami’s press releases and press strategy
/Professional, rights-free booth photography
/Listing in Design Miami’s official Show Guide
/Opportunities to be featured in Design Miami’s advertising campaigns
/Promotion within Design Miami’s website, newsletter campaigns, and social media channels
/Opportunities to host events for Design Miami VIPs year-round
/Opportunities to participate in Design Miami’s Talks program

Access for You and your Clients/
/Access to Design Miami’s dedicated VIP services manager
/Invitations to Design Miami’s events and trips
/Contingency of VIP invitations, day and weekly passes
/Access to Art Basel Vernissage plus week-long access
/Art Basel First Choice invitations for gallery owners

Annual Participation/
By participating in both the Basel and Miami fairs, you will receive:
/Priority on space allocation and first right of refusal
/Additional social media promotion
Apply to Exhibit/

**Design Miami/ December 2–6, 2020**
/Gallery application launch: May 18, 2020
/Gallery application due date: June 10, 2020

**Design Miami/ Basel/ June 15–20, 2021**
/Gallery application launch: October 2020
/Gallery application due date: November 2020

To apply, contact Director of Global Exhibitions, Jillian Choi at jillian@designmiami.com.