



## **Design Miami/ Launches VIP Travel Program Offering Design Tours Worldwide**

**/Launches an Exclusive Partnership with Luxury Travel Company Indagare, Design Miami/ to Curate and Host Full-Service Design Tours to Guadalajara, Venice, Helsinki, Santa Fe, and More in 2018–19**

**New York, October 11, 2017/**

### **Design Tours Offer a New Context for Design Connoisseurship Year-Round**

As the global forum for design, Design Miami/ is proud to announce its partnership with Indagare, a leading luxury travel purveyor, granting patrons, collectors, and design enthusiasts access to Design Miami's expertise and resources outside of its twice-annual design fairs. This extended offering creates new, exciting ways to experience collectible design, art and architecture found in private homes, museums, galleries, and studios in cities around the globe. The new Design Tours platform strategically coincides with exclusive art and design activations, events, and fairs in select international hot spots.

Design Miami/ has brought its curated offerings and specialized programming to Miami Beach, Florida, and Basel, Switzerland, each year since 2005 and 2006, respectively. The global Design Tour/ program will now extend that reach to cities around the world—uncovering fresh, up-and-coming designers and highlighting important and influential design aspects and historical contexts unique to each city and region. The program cultivates relationships with each local community, illuminating their importance as contributors to what the fair stands for, and providing an open doorway for the global design community to experience the region in an intimate and authentic way. The Design Tour/ program further establishes Design Miami's position as the most influential global platform for design and the largest and most broadly reaching design fair in the world.

### **Beyond the Fair: Design Tours Offer Immersive Experiences**

Building on the positive responses from Design Miami/ members program trips organized in 2016–17 to Aspen, Colorado, and Mexico City, the Design Tours partnership was created to address the increased demand for experiential travel and immersive collecting experiences for high-level art and design aficionados and influencers. The program is uniquely crafted around Design Miami's extensive relationships with the design world's most compelling personalities.

Indagare is at the forefront of full-service luxury travel, offering tailor-made trips, first-hand travel reporting, preferred bookings, and VIP access to expert-led tours worldwide. A membership-based community, Indagare offers its clients carefully scouted and individualized journeys to hundreds of diverse locations around the globe, connecting them with other passionate travellers, giving them insider access even in remote locations, and linking them with plugged-in residents who know all the best-kept secrets. The company brings all this and more to the Design Tours partnership.

The Design Tours provide a complete immersion experience. Participants enjoy meals at local collectors' homes as well as at restaurants featuring exciting new chefs, avant-garde interior design, and significant architecture; activities off the beaten path, such as visits to dealers of rare folk art and design, hiking and walking tours, and other outdoor adventures; as well as design-centric experiences

including behind-the-scenes tours at important museums, visits with prominent architects, galleries, and private tours of significant local collectors' homes.

### **Highlights from Design Tour/ Aspen and Design Tour/ Mexico City**

#### Design Tour/ Aspen

- Intimate tour of a private residence designed by Herbert Bayer
- Aspen Art Museum talk with artist Lawrence Weiner and private tour and lunch with museum director Heidi Zuckerman
- Naturalist-guided hike exploring Ashcroft, the historic silver mining ghost town, and studio visit with nearby artist in residence, Elena Gonzalez Ruiz
- Viewing of exclusive art and design collections in several private homes, including a guided tour of Madderlake Design's newly constructed Aspen residence, Charles Gwathmey's last completed project
- Private home tour of the "Magic Mushroom House," built by Andre Ulrych over several years beginning in 1973, and modelled after a nautilus shell with coiling curves, open spaces, round staircases, railing-free balconies at twelve varying levels, and logarithmic spirals that encapsulate the free-spirited character of the counter-culture the house was born into
- Cocktail receptions, lunches, and dinners in the homes of private collectors and gallery owners including Richard Edwards, John and Amy Phelan, John and Betsy Burgess, Patty Findlay, John Rowland and Sarah Broughton, and at renowned restaurants, including the Pine Creek Cookhouse, located in a log cabin at the base of the spectacular Elk Mountain Range, and a private dinner at the Northern Italian fine dining restaurant Casa Tua, which was designed in collaboration by Michele Bönan and RGS Architecture

#### Design Tour/ Mexico City

- Curated experience from start to finish facilitated by Ana Elena Mallet, a Mexico City-based curator specializing in modern and contemporary design
- Tour of Museo Casa Estudio Diego Rivera, designed by Juan O'Gorman and used as a home/studio by Rivera and Frida Kahlo beginning in 1934
- Entry to one of the city's best-kept design secrets--leading Mexican design and folk art dealer Gabriel Ruiz's Antigüedades San Cristóbal, which specializes in exceedingly rare and exceptional pieces from 1910 to 1960
- Visit to the contemporary art gallery kurimanzutto followed by a private tour of the home of gallerists José Kuri and Mónica Manzutto, designed by Alberto Kalach
- Admission to VIP Zona Maco events, including the Collectors' Opening and Opening Party
- Tour of the Anahuacalli Museum that was designed by Juan O' Gorman to house Diego Rivera's personal Mexican antiquity collection. The museum is made of black volcanic stone and additionally houses objects from nearly every indigenous Mexican culture
- Private tour of the iconic Casa Pedregal, the restored home of the Prieto-Lopez family, designed in 1951 by Mexican architect and future Pritzker Prize winner Luis Barragán. The home is located on top of petrified lava fields deposited when Xitle volcano erupted around 1,600 years ago
- Singing with mariachi bands in Plaza Garibaldi
- Cocktail receptions and intimate dinners in the homes of collectors and designers; and meals by top chefs, including lunch at Gabriela Cámara's Contramar, one of the most popular restaurants in the city

### **How Design Tours Work**

The three-to-five-day Design Tours are curated and managed entirely by Design Miami/ and Indagare for a convenient, highly curated luxury experience that is unmatched for participants. The full-service experience includes all arrangements for flights, accommodations, local travel, restaurant reservations, and even optional workout sessions for those who wish to keep active.

With the combined resources of the teams from Design Miami/ and Indagare, the Design Tours offer an unparalleled, transformative experience for travellers that is curated and organized by experts. Participants simply register for their destination of choice and enjoy the full-service benefits of the Design Tour experience, including exceptional service and Indagare's preferred partnerships with top hotels, restaurants, and VIP amenities coupled with insider knowledge tailored to design enthusiasts.

"The Design Tours represent our first foray into major programming outside the walls of our twice-annual fair as well as outside the contexts of Miami Beach and Basel," says Jen Roberts, Chief Executive Officer of Design Miami/. "We could not be more excited to introduce this new, hands-on, unique approach to collecting in partnership with Indagare. This is a rare opportunity for collectors to intimately experience Design Miami/—the largest source for collectible design in the world—in specialized and inspiring contexts around the globe."

"Without a doubt, the Design Tours offer collectors a level of access that can't be achieved at the fairs," says Rodman Primack, Chief Creative Officer of Design Miami/. "Having attended each of the Design Tours thus far, I was able to see first-hand our collectors' delight in experiencing a private, pre-opening visit to Gabriel Orozco's latest show at kurimanzutto in Mexico City followed by a stroll down the street to be greeted by the gallery founders at their recently completed home designed by Alberto Kalach. Another great experience was visiting Ronnie and Jan Greenberg's incredible Herbert Bayer home filled with Alberto Giacometti furniture and other treasures in Aspen."

"We are thrilled to be partnering with Design Miami/ to create one-of-a-kind travel experiences for art and design lovers," says Melissa Biggs Bradley, Founder and CEO of Indagare. "Bringing together like-minded design lovers and the expertise of Design Miami/, these Design Tour/ journeys will not just open doors to special experiences and collections but they will allow for intimate meetings and spirited conversations between design aficionados."

### **Feedback from Design Tour Participants**

"The inaugural Design Tour/ Aspen, organized by Rodman Primack, was a jam-packed two and a half days filled with private collection viewings and design and architecture tours set amid breathtaking vistas." –Excélsior, México

"After meeting the Design Miami/ crew in Aspen last summer, and then traveling with them to Mexico City, I now feel like we're part of a larger family of people who are just as excited about design as we are. I salute the vision of Design Miami/. They are experts at providing a rarified experience that combines luxury travel and design connoisseurship. And they do all this while creating an environment for their guests that is warm, fun, and relaxed." –Joe Mcguire, Joe Mcguire Design

### **Upcoming Design Tour Destinations**

/ San Francisco, January 2018



/ Guadalajara and Mexico City, February 2018  
/ Venice, May 2018  
/ Basel, June 2018  
/ Santa Fe and Taos, July 2018  
/ Brazil, September  
/ Finland, September 2018  
/ Miami, December 2018

For more information please contact [members@designmiami.com](mailto:members@designmiami.com).

### **Design Miami/**

Design Miami/ is the global forum for design. Each fair brings together the most influential collectors, gallerists, designers, curators, and critics from around the world in celebration of design culture and commerce. Occurring alongside the Art Basel fairs in Miami, Florida, each December and Basel, Switzerland, each June, Design Miami/ has become the premier venue for collecting, exhibiting, discussing, and creating collectible design. <http://www.designmiami.com>.

### **Indagare**

Indagare is a membership-based luxury travel company that creates rich editorial content and offers the services of a boutique, in-house travel agency. Founded in 2007, Indagare was built on the belief that travel can change your life and the world—one transformative trip at a time. The firm offers personalized itineraries, as well as Indagare Journeys, intimate, carefully scouted trips designed around members' interests and led by cultural ambassadors and expert guides. Everything Indagare recommends has been vetted first-hand by their well-traveled team and incredible network of insiders and resources around the world. Indagare's relationships with top hotels and on-the ground partners ensure that members have insider access wherever they are.

### **Press inquiries, please contact/**

Camron PR  
+44(0)20 7420 1700  
Sarah Ferrall/ [sarah.ferrall@camronpr.com](mailto:sarah.ferrall@camronpr.com)  
Kerry Lynch / [kerry.lynch@camronpr.com](mailto:kerry.lynch@camronpr.com)