



Holmby Hills Estate, Los Angeles. Image credit: Walker Bunting

## Design Miami/ Announces Inaugural Los Angeles Fair May 2024

West Coast debut comes alongside appointment of Henrik Purienne as Global Creative Director and 2024 fair programming announcements

**February 22nd, 2024, Los Angeles** – Design Miami/ today announced the dates and location of its newest edition, Design Miami/ Los Angeles. Joining the fair’s roster of global events in Basel, Paris, and Miami Beach, the inaugural West Coast fair will take place May 16th through 20th 2024, with Preview Days, by invitation only, on May 16th and 17th. Design Miami/ Los Angeles will be situated within a private Holmby Hills estate designed by late architect Paul Williams. Design Miami/ will mark its venture to Los Angeles with a dynamic program of international design galleries, collaborations, and special projects spanning design, fashion and entertainment.

Design Miami/ welcomes the appointment of **Henrik Purienne** as Global Creative Director for the 2024 fair program. As a visual artist and founder of Mirage Magazine, Purienne will provide art direction and the visual expression of Design Miami/ across fairs in Los Angeles, Basel, Paris and Miami Beach this year. Alongside Purienne, collectible design market advisor and curator **Ashlee Harrison** has been announced as Curatorial Director of the Los Angeles edition. Harrison will curate a thoughtful presentation of international collectible design galleries with hand-selected and site-specific exhibitions of historic and contemporary furniture, lighting and objets d’art, positioned throughout the 3-acre

estate. Harrison comes to the fair with nearly two decades of experience working within arts and culture; most recently as the former Director of the Americas for Carpenters Workshop Gallery, where she launched the US operations in 2014 and oversaw the development of the business for the decade thereafter.

Design Miami's West Coast debut comes at a time of great momentum for the fair. The announcement of Design Miami/ Los Angeles arrives on the heels of a successful inaugural Paris edition this past October 2023 and the company's recent acquisition by LA-based, curated marketplace, Basic.Space.

**Basic.Space Founder and CEO, and Design Miami/ Chairman, Jesse Lee, says:** "Design Miami's potential for expansion was clear from the moment we announced our partnership during the great success that was the Paris fair last October. Not only is Los Angeles home to Basic.Space, it is a vibrant city with fast-growing interests in all things design. The format of a historic property continues on from Paris with this amazing home and with the help of Purienne, we are confident Design Miami/ Los Angeles will set a tone for the fair's best year yet."

**Design Miami/ CEO, Jen Roberts says:** "2024 marks a significant milestone for Design Miami, continuing the momentum we experienced in 2023 with our inaugural Paris edition and joining forces with Basic.Space. We are delighted to announce the news of our debut fair in Los Angeles, a city that is not only home to historic icons of creativity and design, but also embodies the pinnacle of boundary pushing artistry. We greatly look forward to the coming year, as we continue to grow our influential and international community, and pursue Design Miami's ongoing mission to celebrate the best of design and culture."

## 2024 Look Ahead/

### Design Miami/ Basel, June 10-16, 2024

This June, Design Miami/ Basel will return to its established location at the Basel Messeplatz for its 18th edition. As the leading global forum for design, Design Miami's Basel fair will present a celebration of many of the world's leading design galleries.

### Design Miami/ Paris, October 15-20, 2024

Following the successful debut of Design Miami/ Paris in October 2023, the French edition will return to L'hôtel de Maisons for its second edition this October. The fair will once again create a dialogue between rare and exceptional contemporary and historic collectible design, within the landscape of the established, international cultural capital.

### Design Miami/, December 3-8, 2024

This December will see Design Miami/ return to its home turf for the flagship Miami Beach edition. The fair will celebrate the best of design culture through immersive exhibitions, special projects and collaborations, creating an international platform to celebrate the best in contemporary and historic collectible design.

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## NOTES TO EDITORS

### About The Holmby Hills Estate/

The Holmby Hills estate is one of the largest houses built by architect Paul Williams. As the first Black architect to become a member of the American Institute of Architects, Williams also designed the Los Angeles homes of many 20th century Hollywood legends including Lucille Ball and Frank Sinatra. Spanning 30,000 square feet across three separate buildings, the iconic location features elements of 1930s Georgian colonial revival architecture in conversation with contemporary interiors. Originally commissioned in 1938, the property was formerly home to the late fashion designer, Max Azria.

### About Design Miami/

Design Miami/ connects the world through extraordinary collectible design, with live fairs that bring together galleries, designers, brands, experts, collectors, and enthusiasts. Each edition of Design Miami/ features museum-quality 20th and 21st century furniture, lighting, and objets d'art from the world's top, expertly vetted galleries, in addition to showcasing immersive design collaborations with celebrated brands. Design Miami's flagship fairs take place alongside Art Basel in Miami, Florida, each December, in Basel, Switzerland, each June, in Paris, France, each October in

conjunction with Paris+ par Art Basel, and now, in Los Angeles this May 2024. Design Miami/ is also accessible 365-days a year through [designmiami.com](https://www.designmiami.com), a content-rich digital marketplace featuring works from leading galleries and original editorial and video content on Forum Magazine.

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