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**ICFF 2018 Welcomes Collective Concept @ ICFF**  
***A Capsule Show of Independent Designers***  
***Presented by Collective Design***

**NEW YORK, NY (January 25, 2018)** – Entering its 30<sup>th</sup> year of production, ICFF, the global platform for luxury international design, is partnering with the Collective Design for ICFF NY at the Jacob K. Javits Center May 20-23, 2018. ICFF hosts more than 800 international exhibitors, drawing a crowd of over 36,000 design industry peers in the residential, retail, commercial and hospitality sectors. Designers, architects and developers gather to view the finest and closely curated design selections from around the globe.

Chosen for its unique perspective on the industry, Collective Design will bring a curated selection of exciting contemporary designers to the Fair under the Collective Concept program. Here contemporary designers working in lighting, furnishings, ceramics, or textiles are encouraged to reveal new thinking or the ideas behind their successful and well-known designs. Collective Concept has seen tremendous success and has gained a reputation as a launchpad for new work, new ideas, and ambitious installations. With Collective Design's shift of their main fair to March in 2018, it has partnered with longtime friends and colleagues at ICFF to provide a platform for independent designers during NYCxDesign in May through the launch of Collective Concept @ ICFF.

Doubling in size over the past three years, ICFF will encompass the entire main level of the Javits Center in 2018. Now comprised of a majority of international exhibitors, 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.

"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.

Inaugurated in 2016, Collective Concept began as a capsule presentation within Collective Design, the 20<sup>th</sup> century and contemporary design fair hosted each spring in Soho.

Inspired by the process-based explorations that have become a key part of the fair's programming, a handful of innovative and established designers have been invited to share what they consider "inspirational" or "alternative" thinking with the audience, 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 have been selected to present in a dedicated section within the fair. A few of the confirmed participants include Allied Maker, Jeff Martin Joinery, Fort Standard, RUX Stickbulb and Crosby Studios.

"I'm very 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 and international audience of design leaders."

### **About ICFF NY**

Nearing its' 30<sup>th</sup> year of production, ICFF is the North American platform for Luxury International Design hosting two shows a year in New York and South Florida, with a third show scheduled to premiere on the West Coast in 2019. ICFF is owned by Emerald Expositions, the largest operator of business-to-business trade shows in the United States, with most of our shows dating back several decades. We currently operate more than 50 trade shows, including 31 of the top 250 trade shows in the country as ranked by TSNN, as well as numerous other events. Our events connect over 500,000 global attendees and exhibitors and occupy more than 6.9 million NSF of exhibition space. We have been recognized with many awards and accolades that reflect our industry leadership as well as the importance of our shows to the exhibitors and attendees we serve.

### **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. As a vital part of New York's cultural calendar, 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.

Learn more about this collaboration by visiting [icff.com](http://icff.com) or [collectivedesignfair.com](http://collectivedesignfair.com)

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