



## **Design Miami/ and Indagare announce destinations for Upcoming VIP Design Journeys.**

**/Exclusive Partnership between Boutique Travel Company Indagare, Design Miami/ to Curate and Host Full-Service Design Journeys to Helsinki, Marrakech and Mexico City, in 2018–19**

**Basel, June 12, 2018/** Design Journeys Present a New Context for Global Design Connoisseurship Year-Round

Design Miami/ is proud to partner with Indagare, a leading membership-based luxury travel company, to offer patrons, collectors, and design enthusiasts journeys to explore the rich and robust design cultures of select cities around the globe. Design Miami's expertise and resources are combined with Indagare's impeccable planning expertise and extensive network to create enriching ways to experience collectible design, art and architecture found in private homes, museums, galleries, and studios in destinations that have influenced the global discourse. 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 Journey/ program now extends 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 international design community to experience the region in an intimate and authentic way.

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

Building on the positive response from Design Miami/ members previous program trips, the Design Journeys partnership was created to address an increasing 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/ and Indagare's extensive relationships with art, architecture and design's most compelling personalities.

# Design Miami

Since 2007, **Indagare** has been inspiring and empowering its members and readers to travel the world. The New York-based company provides a unique platform that allows members to plan journeys through curated content, expert reviews and personalized travel services. Indagare brings their extensive network and deep understanding of travelers' passion for design and architecture to this exciting partnership.

The Design Journeys provide a completely immersive experience, giving participants rare access to the best of a design city's art scene. Itineraries include visits to local collectors' homes, tours at important museums and galleries and meeting prominent architects and avant-garde designers. They also feature the best of that cities culinary scenes, and suggestions for outdoor adventures and walking tours.



## Highlights from Design Journey/ Aspen and Design Journey/ Mexico City

### ***Design Journey/ 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 Journey/ 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 Journeys Work**

The three-to-five-day Design Journeys are curated and managed entirely by Design Miami/ and Indagare for an exclusive, five-star experience that includes all logistics from arrangements for flight and accommodations to restaurant reservations. To sign up, interested parties can choose from three exciting destinations, including Helsinki, Marrakech and Mexico City via either [Indagare.com](http://Indagare.com) or [Designmiami.com](http://Designmiami.com).

“The Design Journeys 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 Journeys 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 Journeys 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. “These Design Journeys will open doors to special experiences and collections, allowing for intimate meetings and spirited conversations between travellers, artists and designers

#### **Feedback from Design Journey Participants**

“The inaugural Design Journey/ 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 Journey Destinations**

/ Helsinki, Finland, 14- 18 September 2018

For more information on the upcoming Journey to Helsinki please visit:

<https://www.indagare.com/destinations/europe/insidertrips/helsinki-for-design-lovers>

/ Marrakech, 9-13 January 2019

/ Mexico City, 4-9 February 2019

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

#### **Notes to Editors/**

##### **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 members-only travel company that designs personalized, transformative journeys for its clientele, offering unlocked access to places, sights, and upgrades otherwise unavailable to the public. Melissa Biggs Bradley founded Indagare in 2007 to share her unmatched travel expertise gleaned from years as a travel editor and adventurer. Her team of Indagare Insiders has extensively vetted thousands of global destinations to offer travelers exclusive insights and first-hand knowledge of cultural nuances. Latin for 'to discover,' Indagare has a worldwide network of guides, chefs, curators and more to ensure an authentic and remarkable travel experience. Indagare has been named to Inc.'s Fastest Growing Companies in the US and to Crain's 50 fastest growing companies in New York. For more information please visit [www.indagare.com](http://www.indagare.com).

**Melissa Biggs Bradley**

Melissa Biggs Bradley is the pioneering entrepreneur behind Indagare, an innovative digital player in the luxury travel space. At Indagare, Melissa has created a new, expertise-driven, membership-based approach to travel. In the decade since its founding, Indagare has grown rapidly, and has been named to Inc.'s Fastest Growing Companies in the US and to Crain's 50 fastest growing companies in New York. Prior to founding Indagare, Melissa served as the travel editor at Town & Country for twelve years, as well as the editor of Town & Country Travel magazine, which she launched.

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**Design Miami/  
June 12-17, 2018/ Basel, Switzerland**