



Master mix

London's Pavilion of Art & Design is back. And packing a bigger punch

Last year, the Design Art London fair, after a couple of successful Frieze-time outings, was renamed Pavilion of Art & Design London. It signalled a strategic shift on the part of fair organisers Patrick Perrin and Stéphane Custot. And a recognition that the adolescent design-art market was suffering as collectors retreated to safer ground.

The show is now closer in spirit to its sister fair in Paris, taking in galleries that deal in art and decorative arts in an effort to bump up the numbers, as design galleries have batted down hatches and cut travelling budgets.

It makes for a different kind of event – a little more refined and rarefied, prettier and more eclectic – and a different kind of audience. What's more, even if the worst of the financial storm is over, it's a formula the organisers are set to stick with. It works.

And the truth is, the design galleries are back in numbers this year. This is our pick of the best. 13-17 October, Berkeley Square, London W1, www.padlondon.net

BETTER BY DESIGN

Our pick of works from galleries showing at PAD

01. 'The Birth', 2008, €65,000, by Studio Job, from Carpenters Workshop Gallery

02. 'Onyx Cabinet', 2002, \$35,000, by Christophe Côme, from Cristina Grajales

03. Mahogany armchair, 1971, \$75,000, by Jack Rogers Hopkins, from Todd Merrill

04. 'China Bench', 2004, price on request, by Ai Weiwei, from Friedman Benda

05. 'Royceid Sofa', 2010, €35,000, by Robert Stadler, from Carpenters Workshop Gallery

06. 'Copper Age', 2010, price on request, by Nucleio, from Gabrielle Ammann

CARPENTERS WORKSHOP GALLERY

Carpenters' Loïc le Gaillard and Julien Lombail have promoted young 'design-artists' such as Sebastian Brajkovic and Vincent Dubourg, as well as established design and art stars Maarten Baas, Studio Job and Marc Quinn. At PAD, they're showing new works by Brajkovic, Robert Stadler and Marco Wanders. www.cwgdesign.com

FRIEDMAN BENDA

The powerhouse of New York design galleries, Friedman Benda's artist roster stretches from Ron Arad to Zhang Huan. Its summer exhibition further broadened its repertoire, with works by Joseph Beuys and Yoko Ono. But it is monumental woodworks by Ai Weiwei that it is hauling over to PAD this year. www.friedmanbenda.com

GALLERIA COLOMBARI

Rosella Colombari has spent the last 30 years developing the market for 20th-century design (with a particular passion for Carlo Molino). Her sister and former partner, Paola, founded Edizioni Galleria Colombari in 1991, backing the production of contemporary design, much of it with a po-mo twist, by the likes of Mario Bellini and Steven Holl. www.galleriacolombari.com

GABRIELLE AMMANN

Opened in 2006, this gallery takes a particular interest in the fecund space between architecture and design. Inevitably, then, there have been collaborations with Newson, Arad and Hadid, as well as Arik Lévy, Rolf Sachs and Johanna Grawunder. A bold exhibition programme has taken in works by fashion designer Hussein Chalayan and architectural photographer Hélène Binet. www.ammann-gallery.com

CRISTINA GRAJALES

New York gallerist Cristina Grajales (W130) makes her first appearance at PAD this year. Design dealer to Brad Pitt and Keanu Reeves, she is the woman who bid \$3.8m (on behalf of a client) for a 1949 Carlo Molino table, and so ignited the whole design-as-big-buck-collectible phenomenon. And if she made her name with true blue chip (before they were blue chip) 20th-century designers Prouvé, Perriand and Nakashima, she has also assembled an international team of contemporary designers, including Sebastian Errazuriz from Chile, Israeli Ayala Serfaty, Pedro Barrail from Paraguay and Frenchman Christophe Côme. www.cristinagrajalesinc.com

TODD MERRILL

Third generation dealer Todd Merrill built his career with 'studio' pieces from key figures in American and European design: from Paul Evans and Vladimir Kagan to Gio Ponti and way beyond. He also commissions new pieces from established US designers like David Ebner, Joseph Walsh and Michael Coffey, whose dramatic woodworkings Merrill is bringing to PAD this year. www.contemporary-studio.com

GALERIE DOWNTOWN

One of the Parisian galleries that so carefully cultivated the market for European midcentury modernism, François Laffanour's Downtown has been pushing Prouvé, Perriand et al for 30 years. Blue chip all the way. www.galeriedowntown.com

NEXT GENERATION

In an effort to get new designers onto the radar of gallerists and collectors as early as possible, Nigel Coates, head of the Royal College of Art's Architecture and Design Department, has picked 20 pieces from the London college's graduate design show to exhibit at PAD, in a specially designed space. All pieces will be for sale.