



SARASOTA INTERNATIONAL DESIGN SUMMIT 2006

TRANSFORMING PEOPLE, PLACES & PRODUCTS

Ambra Medda

Director & Co-Founder, Design Miami/Basel

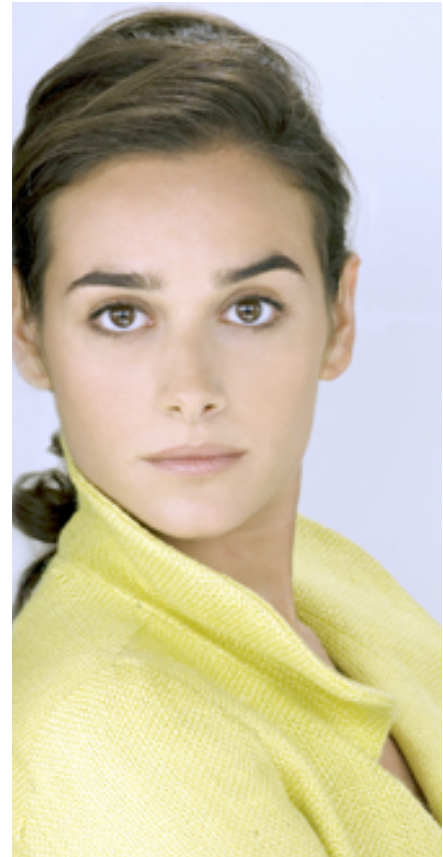
Ambra Medda is the director and co-founder of Design Miami/ Basel, a bi-annual invitational design event showcasing the world's top galleries exhibiting modern to contemporary museum-quality design and decorative arts. Medda, a freelance curator and dealer in fine art and design, launched Design Miami/ Basel in December 2005 in Miami's Design District during Art Basel Miami Beach. The groundbreaking event proved such an overwhelming success that just six months later Medda established a second annual event in Basel, Switzerland to run concurrently with Art Basel during the summer. Design Miami/ Basel is endorsed by and organized in cooperation with Art Basel.

Medda brings to Design Miami/ Basel an insider's knowledge of the worlds of fine and decorative arts. Raised in Europe, Medda spent her early years in Italy, Greece and the United Kingdom. As her mother was a design gallerist, Medda grew up immersed in the artistic community, spending time with and learning from leading furniture designers, artists, collectors and dealers from all over the European continent. Medda's childhood home, a salon of sorts for the international design elite, also functioned as a showroom where Medda's mother could present her refined yet eclectic vision, which encompassed both contemporary and historical design elements. Attending auctions, fairs and gallery openings throughout her childhood, Medda developed her passion for design and acquired an in-depth, first-hand knowledge of its attendant business concerns. She also came to appreciate the importance of nurturing young designers in their studios and curating shows in galleries.

Given Medda's early encounters with all aspects of the art and design spheres, it comes as no surprise that she would go on to establish the world's premier design event. Design Miami/ Basel brings together the world's top international collectors, designers, dealers and connoisseurs in a dynamic environment of exhibitions and symposiums that explores both the business and creative sides of design.

Prior to founding Design Miami/ Basel, Medda worked for leading design institutions in Europe and organized exhibitions as an independent curator. In London, Medda worked at Christie's South Kensington, the Red Mansion Foundation, and at her mother's esteemed gallery, Themes & Variations. As an independent curator, Medda has organized shows with the highly-acclaimed contemporary art collective Stareleene, and co-curated a group exhibition for the Lower East Side Girl's Club, with works by Louise Bourgeois, Kiki Smith, and Swoon.

Medda was educated in the U.K., where she received a joint degree in Chinese Language and Culture and Asian Art from the School of Oriental and African Studies at London University. She is fluent in English, Italian, Spanish, French and Chinese, and has expertise in mid-century Italian design and Southeast Asian Buddhist architecture.



Resource Links:

[Design Miami/Basel](#)
[Fast Company - July 2006](#)

KEYNOTE: October 11, 2006

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October 9-11, 2006

www.sarasotadesignsummit.com