

NEW YORK SPACES

October 11, 2017

Adriana Friedman of DeLorenzo Gallery on The Salon of Art + Design

Adriana Friedman, Director of DeLorenzo Gallery for the past 23 years, gives us an idea of the incredible designs that will be on view at this year's The Salon Art + Design.

By Staff Writer



ELIZABETH GAROUSTE (b. 1949) AND MATTIA BONETTI (b. 1952), 1992 A single commission pair of club chairs in lacquered wood with bronze feet, upholstered in orange silk velour. The chairs are accompanied by a photocopy of a drawing of this design. The drawing is signed "BG" in a square and dated January 1992 Mr. and Mrs. Herbert Blome ~ Courtesy of DeLorenzo Gallery & Mr. and Mrs. Herbert Blome.

NYS: Tell us about DeLorenzo Gallery!

Adriana Friedman:DeLorenzo Gallery has been in business since 1981, specializing in the top designers of 20th Century Decorative Arts. We cater to collectors, museums and institutions worldwide who rely on our thirty-six year expertise, curatorial excellence and ability to foresee and create markets by being innovative in the design world.

NYS: What are you going to be showcasing at The Salon Art + Design this year?

Adriana Friedman: This year, I am concentrating on bold and powerful pieces that reflect the best of each artist. I will not only be offering furniture and objects, but sculptures and fountains.



Adriana Friedman.

NYS: We are so excited to hear you will bring works by Mattia Bonetti there. Can you give us a hint as to what you will bring?

Adriana Friedman: We will be offering a single commission settee with a pair of chairs by Garouste and Bonetti, along with their "Havana" cabinet, the only one known in black lacquer with rose colored interior. We will offer a single commission cabinet by Judy McKie and a single commission console mirror by Albert Paley. We will have the Guy Lartigue 87 1/2" sculpture, "Mademoiselle de Mai," along with other Lartigue fountains. We will feature a Laurent Chauvat ceiling fixture, one of four (Chauvat is currently having a solo exhibition of his work in Paris at Galerie Forét Verte). We will offer a yellow Studio Nucleo table in resin that will add color and light, as well as Sam Amoia's famous drum in bronze. I will also be adding a few more surprises.

NYS: As the design director of the gallery for 23 years, what have you seen people gravitate towards in the last year or two?

Adriana Friedman: The market and the taste is very sporadic. I have clients who still gravitate towards the more traditional style but want to understand the contemporary and incorporate it with their existing collection. I also have very young collectors, most recently from the music industry, who are gravitating towards Arts and Crafts and Tiffany. The consistency is that there is no consistency. We are fortunate that we are able to cater to all types of tastes and provide pieces and a platform where collectors, young and old, can learn and gain from our expertise and eye.

NYS: What galleries are you most excited to see yourself?

Adriana Friedman: I am always excited to view every single booth, since I know what it entails to be an exhibitor. It is months of preparation and editing and re-editing. I am always inspired and appreciate it all.

NYS: Tell us about what you believe makes The Salon so special?

Adriana Friedman: What makes the "Salon" so special is the varied exhibitors that are gathered under one roof, showcasing strong pieces that represent the culmination of what Art and Design represents at this point in time. Collectors and curators fly in from all over the world to visit and buy. This will be our fourth year exhibiting. I have enjoyed exhibiting with other leading galleries who are at the top of their field. The "Salon" has always aimed for and achieved excellence in every fair, as evidenced by the fact that it is one of the most highly attended fairs in the world. I know they have a long wait list of galleries/exhibitors looking to join the roster next year or the year after or the one after that. One of the things I appreciate the most, outside of curating the booth and, of course, selling, is the many architectural/design students who visit the fair. It gives them a place where they can see different aspects of the market and can be inspired and fine tune their eye and craft.

NYS: What item or items are you most excited to showcase?

Adriana Friedman: Very difficult to pick from this selection since I've had a few of these in my personal collection. For an outdoor sculpture, the Guy Lartique 87 1/2" sculpture, "Mademoiselle de Mai." The Judy McKie chest is one of my favorite pieces. At first glance, the color draws one in but, on further study, one can see the genius of the artist. It is meticulously designed and crafted. It is a perfect puzzle where each stacked drawer becomes smaller and smaller, and the diamond carvings become a play in the wooden design. The drawers open like silk with ebony pulls. This is the type of construction and attention to detail that I've only seen in the top French Deco pieces. The "Havana" cabinet is fun, light and bold, from the black lacquer exterior to the rose colored interior. The single commission Garouste and Bonetti settee and chairs in black lacquer and gold are strong, powerful and light.