



Design Miami/ announces Yves Béhar as the recipient of the Design Miami/ 2015 Design Visionary Award

The significant impact of Yves Béhar will be celebrated in a dedicated exhibit at Design Miami/ in December

Eminent Italian watchmakers Officine Panerai announced as Presenting Sponsor for the award dinner and will design and present the Panerai Design Prize for Design Miami/ Visionary Award

September 2015/ On Tuesday September 29th, Design Miami/ announced designer Yves Béhar as the recipient of the Design Miami/ 2015 Design Visionary Award. Inaugurated in 2014, Design Visionary is an award that celebrates significant contributions made to the field of design. Yves Béhar is being recognized for his holistic design vision and especially the substantial impact he has made through humanitarian projects such as the INDEX-award winning One Laptop Per Child and See Better To Learn Better.

“Yves is not only a perfect example of what the Design Visionary Award celebrates, but also demonstrates what the industry can achieve by truly making the world a better place through design. The impact of his work does not limit itself to the world of design, but resonates in every corner of the globe and we are very proud to have him as our Visionary this year.”

Rodman Primack, Executive Director, Design Miami/

The work and impact of Yves Béhar will be explored in a dedicated exhibition space on site at the Design Miami/ fair. Further insights into his career to date will be afforded during an on-stage interview to be conducted at the fair.

Widely recognized for his groundbreaking work in the industrial design sphere, Béhar has brought his integrated design approach to industry leaders such as Herman Miller, Jawbone, SodaStream and August, among others.

In evidence of the strength of design as an agent of social change, One Laptop Per Child has provided over 3 million laptops to children in the developing world, while See Better to Learn Better distributes 500,000 pairs of prescription eyeglasses yearly to schoolchildren in Mexico, so far benefiting 438 million. Béhar's latest and most ambitious venture, in collaboration with USAID, DFID and the Nike Foundation, is SPRING, a pioneering business accelerator based in East Africa that provides finance, world-class mentors, and technical expertise to businesses that can improve the lives of adolescent girls.

The award will be presented at the Design Visionary dinner on December 2 during the Design Miami/ fair week. Officine Panerai will act as Presenting Sponsor of the event and CEO Angelo Bonati will honor Béhar with the first-ever Panerai Design Prize for Design Miami/ Visionary Award at the dinner.

"As a firm believer in the power of design to effect change and transform lives, it is an honor to be recognized by Design Miami/ with this prestigious award. As an incubator for dynamic design dialogue and the development of new ideas, Design Miami/ provides a unique global platform for presenting our work."

Yves Béhar

About the Winner/

Yves Béhar is a designer and entrepreneur who believes that integrated product, digital, and brand design are the cornerstones of any business. He is the founder and chief designer of fuseproject, which was founded in 1999, and he is also the Chief Creative Officer of Jawbone and the co-founder of August, the next generation home entry system.

Over the last twenty years, Béhar has also pioneered design as a force for positive social and environmental change. His humanitarian work includes the One Laptop Per Child, which has given 3 million laptops to children in developing countries, See Better to Learn Better, which distributes 500,000 free corrective eyeglasses to schoolchildren in Mexico and California every year. For each of these he was honored with the INDEX Award, making him the only designer to have received the award twice. He also worked with the Bloomberg administration on the NYC Condom, and is currently spearheading SPRING, an accelerator supporting African entrepreneurs focused on social and economic change in East Africa.

His collaborations with renowned partners such as Herman Miller, Puma, Issey Miyake, Prada, SodaStream, Samsung, Swarovski, Canal+, British Gas, Nivea and many others have received

international acclaim. He is widely recognized for products and experiences that establish new categories such as the One Laptop Per Child, the breakthrough Jambox wireless speaker, the first sleep and fitness tracker on the wrist Jawbone UP, the widely successful Herman Miller Sayl task chair, and the Sodastream Source.

Béhar's works are included in the permanent collections of museums worldwide, including the Museum of Modern Art, the San Francisco Museum of Modern Art, the Centre Pompidou and the Art Institute of Chicago. Béhar is a frequent speaker on design, sustainability, technology and entrepreneurship and has given talks at TED, the World Economic Forum in Davos, and the Clinton Global Initiative. Béhar was selected as the artist trustee of the Board of Directors of the San Francisco Museum of Modern Art. He has garnered over 300 awards, including the London Design Museum's Design of the Year, Cooper Hewitt's National Design Award, IDSA Design of the Decade Award, IDA Design of the Year and Condé Nast Traveller Designer of the Year. Yves Béhar was named a Top 25 Visionary by TIME Magazine, and was recently named "Most Influential Industrial Designer in the World" by Forbes.

About the Award/

The Design Miami/ Design Visionary Award celebrates individuals who have significantly contributed to the field of design, such as collectors, curators, architects and luminaries who influence and are engaged in design in the broadest sense. The laureate of the Design Visionary Award is recognized as having a continued, tangible and lasting impact.

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, USA each December and Basel, Switzerland each June, Design Miami/ has become the premier venue for collecting, exhibiting, discussing and creating collectible design. For more information, please visit www.designmiami.com

Officine Panerai/

Founded in 1860 in Florence as a boutique, a workshop and a watchmaking school, Officine Panerai was for years the supplier of precision instruments to the Italian Navy, in particular meeting the requirements of the commando frogmen. The projects developed at that time – including the Luminor and Radiomir watches – continued to be covered by military secrecy for many years, and their launch on

the international market took place following the acquisition of the brand by the Richemont Group in 1997. Today, Officine Panerai develops and produces its own movements and watches at its Manufacture in Neuchâtel, combining Italian design and history with Swiss manufacturing skill, which are sold through an exclusive network of dealers and in its own-brand boutiques throughout the world.

www.panerai.com

International press enquiries, please contact:

Valentina Giani, Camron PR

valentina.giani@camronpr.com/ +44 (0)20 7420 1726

USA press enquiries, please contact:

Gillian Sturtevant, Camron PR

gillian.sturtevant@camronpr.com/ +1 917 675 4358