

Buyers Bliss Out at London's PAD Fair

Coline Milliard, Wednesday, October 15, 2014

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◀ Carpenters: Yinka Shonibare MBE, Wendell Castle, Ingrid Donat, Vincent Dubourg ▶
Photo by Nick Harvey

PAD certainly knows how to put on a good show. Opening to the public today, the 8th edition of London's Pavilion of Art and Design feels more confident than ever before—perhaps the surest sign of its hard-won place in the British capital during Frieze Week. One could almost forget the fair is housed in a tent, so opulent is the interior design, all navy hues and golden lighting. Only a bunch of tree trunks sprouting through the booths and onto the ceilings act as a reminder of the “real” Berkeley Square.

Over the years, the selection has got tougher. “We have an ever better pool of galleries to choose from,” PAD president Patrick Perrin told artnet News, “and 99 percent of those who show here want to come back. It’s the good restaurant-type scenario: a good restaurant is always busy, it’s always good, and you come back. It’s the same thing here.”

It doesn’t mean that PAD isn’t open to new faces. Newcomers in this 8th edition include the Swiss Galerie Gmurzynska and the Spanish Mayoral, both boosting the fair’s art offering with blue chip works by the likes of Robert Indiana, Andy Warhol, and Alexander Calder. Hamiltons Gallery has come up with a seductive interior combining an erotic nude by Nobuyoshi Araki with some of Robert Mapplethorpe’s most suggestive flower photographs.

But design remains PAD’s primary focus. Galerie Pascal Cuisinier asserts its scholarly credentials with an encyclopedic display mapping the development of chair design in France between 1951 and 1961. Yinka Shonibare MBE turns furniture designer at Carpenters with a throne inspired by his signature wax fabrics. And design doesn’t always mean domestic: Hamiltons and Jousse are both showcasing architectural blinds by Jean Prouvé, equally successful here as a wall installation and a room divider.

artnet News beat the crowd and picked its top 10 booths (in the slideshow in no particular order).



BSL: Charles Kalpakian, Nacho Carbonell, Faye Toogood
Photo by Nick Harvey





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 Gmurzynska: [Robert Indiana](#), [Fernando Botero](#), [Andy Warhol](#), Karl Lagerfeld
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 Photo by Nick Harvey



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 David Gill: Zaha Hadid and [Gilbert and George](#)
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 Photo by Nick Harvey



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 Fumi: Jeremy Wintrebert, Rowan Mersh, and Faye Toogood – in a collaboration
 with natural stone specialist Lapidica
 Photo by Nick Harvey

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 Galerie Pascal Cuisinier: 100 french chairs: 1951-61
 Photo by Nick Harvey

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Hamiltons: [Nobuyoshi Araki](#), [Robert Mapplethorpe](#), [Helmut Newton](#), Horst P. Horst, Jean Prouvé
Photo by Nick Harvey



Jousse: [Pierre Paulin](#), [Charlotte Perriand](#), [Jean Prouvé](#), [Maria Pergay](#)
Photo by Nick Harvey



Sèvres: Ettore Sottsass, Kristin McKirdy, Aldo Bakker
Photo by Nick Harvey



Mayoral: Alexander Calder
Photo by Nick Harvey

