



# D N A

## A New Perspective on Contemporary Design



DNADNADNA.DESIGN

January 15, 2020

FRIEDMAN BENDA  
515 W 26TH STREET  
NEW YORK NY 10001

**DNA**  
**ONLINE EXHIBITION**  
**LAUNCHES JAN 15, 2021**

**New York, NY (January 13, 2021)** – *DNA* is a collaborative project between Friedman Benda, Galerie kreoo, and Salon 94 Design that provides a comprehensive approach with 28 designers, and 28 comparative essays by curator and writer Glenn Adamson. *DNA* provides a new online format which explores contemporary design by looking into the materials, processes, colors, and functionality of over 80 design works.

*DNA* is a platform that highlights the networks which exist within the world of contemporary design, showcasing how these objects exist in tandem with one another. It is also online space to browse and shop for design objects and furniture. This project, a collective effort between three galleries, substitutes for the missed opportunities to physically present work from designers this past year. Though nothing can replace the physical, tactile, and visual experiences of art and design, reading about these works through Glenn Adamson's essays reveals a deeper understanding of objects on an elevated platform of design history.

"This project, *DNA*, it is far more than the sum of its parts. Three of the world's leading design galleries have come together, intertwining their programs into a single, generative presentation: a triple helix of creativity. It's an impressive gathering, and an instructive one. *DNA* provides a generous cross-section of where design is today, and some of the pathways that have brought it here. What gives it greatest value, though, is the context it provides to each of the designers, by placing them alongside their peers. Individually, the 84 included works are striking, innovative, and provocative by turns. They need no help from anyone to communicate meaning. But seen three by three, in 28 different configurations, they are seen afresh. Even the most replete and self-sufficient of them become part of something bigger, as the groupings accumulate into a single shared story about design."

-- Glenn Adamson

*DNA* launches Friday, January 15, 2021 at [dnadnadna.design](http://dnadnadna.design)

### **About Friedman Benda**

Friedman Benda identifies and advances key narratives that intersect contemporary design, craft, architecture, fine art, and cutting-edge technological research. The gallery promotes synthesis between leading creative thinkers and makers by creating opportunities to advance new connections within the global design community. Friedman Benda is committed to a critical view of design history. We aim to expand the design dialogue from its established sources, exploring perspectives that have previously been marginalized. Spanning five continents and four generations, Friedman Benda represents a roster of seminal established and emerging designers, as well as historically significant estates. Since 2007, the gallery's exhibitions, publications and collaborations with institutions have played a vital role in the development of the contemporary design market and scholarship. For further information please visit [www.friedmanbenda.com](http://www.friedmanbenda.com) and the gallery's Instagram [@friedman\\_benda](https://www.instagram.com/friedman_benda) and [YouTube channel](https://www.youtube.com/channel/UC...).

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