



FOR IMMEDIATE RELEASE

The American Design Club cordially invites you to its inaugural exhibition.

Outside of Sorts

September 25th - 30th

Opening Reception Thursday September 25th, 9pm

Character, 19 Prince St, NY NY 10012

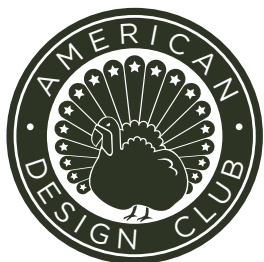
The **American Design Club** presents its inaugural exhibition, *Outside of Sorts*, and bring together a variety of Americans, designers, and different approaches to the theme of "Outside." The **American Design Club** (AmDC) Founded 2008, aims to bring together designers working under the American Flag, membership is open - it is suggested, although not necessary, that members are designers and/or Americans. Currently there is a lack of representation of American designers, outside our borders, and a similar lack within. The AmDC seeks to heighten awareness for emerging designers, further promote a sense of community among one another, and to provide exhibition opportunities.

Character is Nolita's little gem, whether you're looking to decorate your home or give a gift, Character has a devoted collection of products featuring the work of Philippe Starck, Harry Allen, Jason Miller and more. Now with a focus on giving exposure to American designers, Character will be graciously hosting *Outside of Sorts*.

Outside of Sorts draws designers from all walks of life, including works from California and Texas, to the local-grown Brooklyn scene. It marks a great first collection of the **American Design Club** and promises a bright future. The theme has been interpreted literally in some cases with objects to be used outside, conceptually with products on the outside looking in, and with work whose relationship is tangential to outside ideas, green, play, or things we commonly find when we leave our home. The show offers pieces for sale such as furniture, lighting, jewelry, table top accessories, however, much of the show involves the rare chance to view prototypes only. The curators liberally interpreted the submission parameters in order to show the widest variety of work being done in the United States, and to great effect. The team of curators includes Charles Brill, Henry Julier, Annie Lenon, Kiel Mead, Theo Richardson, and Alex Williams.

Participants include - Emilie Baltz & Ben Bearsch, Aaron Paul Boucher, Matthew Bradshaw, Gregory Buntain, Esque Studio, Evan Clabots, Samuel Cochran, Kyle Cunniff & Kasia Polkowska, Jude Heslin-Di-Leo & Bernardo Guillermo, Robert Dobry, Xarene Eskandar, Rick Goodwin, Mark Grattan, Brendan Kellogg, Isaac Krady, Robert Langhorn, James Lear, Annie Lenon, Kiel Mead, Jason Miller, Michael Poindexter, Alex Valich & Christine Warren of Redstr Collective, Evan Remington, 'Rich, Brilliant, Willing' - Theo Richardson Charles Brill & Alex Williams, Stanley Ruiz, Richard Saja, Hannah Shaw, Sergio Silva, Alex Spain-Strombom, David Weeks, Tobi Wong.

Interview with curators, page 2.



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Thoughts on our first show at Character...

"Fall is the best time to be outside in New York City. With great timing, the AmDC presents Outside of Sorts, a group show of contemporary American design."

- Theo Richardson

"Outside of Sorts, the kick start show of the the American Design Club, explores conceptual, and theme-based design."

-Kiel Mead

What makes the American Design Club unique

"Rather than looking across the oceans and lamenting that all the fun is being had elsewhere, we must focus our attention on the huge base of talent that already exists within our borders, nurture it, and celebrate it."

- Henry Julier

"The American Design Club is a reaction. A reaction to the potential of design and the obligation to stimulate American Design."

- Kiel Mead

"We're part of the next generation."

- Theo Richardson

"I think what Americans are forgetting is all the things which design can be and focusing too much on what it shouldn't or can't be. Design doesn't have to mean so much as it just has to exist well. It should be a natural flow of thought, form, and use, of digestion. I think this is something we as American designers can return to with a little humility."

- Alex Williams