

FOR IMMEDIATE RELEASE

## OLSON KUNDIG

**JIM OLSON LEADS DESIGN FOR *BASECAMP* AT INAUGURAL SEATTLE ART FAIR  
JULY 30 – AUGUST 2, 2015**



*Basecamp rendering ©Olson Kundig*

SEATTLE, July 20, 2015 – Jim Olson of Seattle-based Olson Kundig has been selected to design an architectural pavilion and lounge for the inaugural Seattle Art Fair, taking place from July 30 – August 2, 2015 at CenturyLink Field Event Center. Entitled *Basecamp*, Olson’s design celebrates the pioneering spirit of the Pacific Northwest, using wood, fabric, and native plantings to evoke the simple elegance of nature and bridge the fair with the surrounding landscape.

A Washington native, Olson’s design for the debut Seattle Art Fair approaches the lounge concept from a unique local perspective. *Basecamp* explores the physical boundaries of indoors and outdoors, creating an open-air space that can be seen and experienced by patrons from both inside and outside the CenturyLink Field Event Center. The resulting lounge will offer VIP Collectors and the public at large a series of comfortable spaces to rest, recharge and gather to reflect on the art fair.

*Basecamp* visitors will encounter an open-air pavilion lined with a variety of evergreens, herbs, flowers and katsuras that reflect the lush greenery of the northwest landscape. As visitors move within the open-frame wooden structure, guests will experience the exposed materials employed throughout the space, from stretched red fabric and simple metal tables to custom-designed wooden seating and benches designed by Olson. Olson brings a sense of refinement to these raw materials through scale and proportion, lending a tactile grandeur to the space.

*Basecamp* is punctuated by three 18-foot-tall open-frame luminous towers, constructed of

lumber and red fabric, which evoke a maritime-industrial aesthetic with a playful nod to durable outdoor structures such as tents. A central tower separates the VIP and public seating areas while serving as a bar for each. As the sun sets, the red fabric towers become beacons, layering the interior spaces with a warm glow.

Jim Olson notes, “The Seattle Art Fair takes place in mid-summer when Seattleites like to head for the woods, water and mountains. *Basecamp* brings that Northwest love of nature right into the Fair.”

The design of *Basecamp* is componentized so that each of its parts can be reused, recycled or repurposed following the fair. From the perimeter structure and towers to the benches and seating and plants, Olson’s design honors the precious natural resources that the Pacific Northwest is known for. When the four-day fair concludes, the framing will be donated to Sawhorse Revolution, a local non-profit carpentry education program. The custom-designed benches and seating will be repurposed and the plants will be returned to the nursery for future use.

Though the VIP and public spaces are technically separate, *Basecamp* is egalitarian in its underpinnings, a space designed to feel open and airy for all. The public entry offers open seating and a series of local food trucks will provide one-of-a-kind edibles from local food trucks. Seattle-based independent record label SubPop Records is providing the soundtrack.

The Olson Kundig design team for *Basecamp* was led by owner and principal Jim Olson, in collaboration with associate Jerry Garcia.

@olsonkundig #basecamp

## **SHOW INFORMATION**

### **Seattle Art Fair**

CenturyLink Field Event Center  
800 Occidental Ave S., Seattle WA 98134

### **Preview**

Benefiting Artist Trust  
Thursday, July 30, 6 p.m. – 10 p.m.

### **Fair Hours**

Friday, July 31, 11 a.m. – 7 p.m.  
Saturday, August 1, 11 a.m. – 7 p.m.  
Sunday, August 2, 12 noon – 6 p.m.

### **About Olson Kundig**

Olson Kundig is a Seattle-based design practice founded on the ideas that buildings can serve as a bridge between nature, culture and people, and that inspiring surroundings have a positive effect on people’s lives. The firm specializes in new and renovated residential projects, particularly for art collectors; mixed-use buildings; academic, cultural and civic projects; museums and exhibit design; places of worship; urban design; and interior design for clients

around the globe. For additional information visit [www.olsonkundig.com](http://www.olsonkundig.com)

#### **About Art Market Productions**

Art Market Productions produces seven art fairs annually including **art on paper New York, Art Market San Francisco, Market Art + Design, Seattle Art Fair, Texas Contemporary, art on paper Miami, and Miami Project**. Art Market Productions focuses on creating the highest quality art fair experience by connecting collectors with dealers in the most optimal settings and contexts. Established in 2011 by partners Jeffrey Wainhouse and Max Fishko, the company is dedicated to creating distinctive platforms and expanding networks of connection. For more information, visit [artmarketproductions.com](http://artmarketproductions.com) or [seattleartfair.com](http://seattleartfair.com)

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