

NYC 10 Years
X DESIGN
The Festival



2022 HIGHLIGHTS



2022 NYCX DESIGN OPENING PARTY, PHOTOGRAPHY BY MATTHEW CARASELLA



OVERVIEW





HISTORY AND MISSION

NYCxDESIGN is catalyzing an exciting and thriving design sector for all of New York City, uniting our unmatched creative talent.

NYCxDESIGN leads the city's annual Design Week, underpinning NYC's standing as a leading global design and cultural capital.

ABOUT NYCXDESIGN

Design is core to New York City's identity and creative DNA. At NYCxDESIGN, our mission is to support, empower, and grow the city's incredible design sector. Our internationally renowned *Annual Design Festival*, established in 2013, showcases the immense talent and diversity of the city's designers, makers, and manufacturers, along with cutting-edge design businesses and districts, and world-class cultural and academic design institutions. The *Festival* attracts thousands of national and international visitors to the city, generating significant economic activity across the boroughs with hundreds of events about design and innovation, creativity, culture, inclusivity, sustainability, and resiliency.

As a non-profit organization, NYCxDESIGN runs an impactful year-round program championing design's essential contributions to the city's creative economy, while increasing diversity, equitable opportunity, and inclusion within the city's design professions. Through grants, residencies, and online programming, we provide platforms that promote important work, foster a diverse next generation of designers, and support the future of design both locally and internationally. We educate the city's young adults about design and inspire them to become the city's designers of tomorrow.



HISTORY AND MISSION

NYCxDESIGN defines design with a capital D, incorporating a wide range of disciplines and attracting a diverse audience.

Architecture

Design & climate

Design education & thinking

Digital & technology

DIY & craft

Engineering

Fashion

Film, media & television

Furniture

Graphic design

Hospitality

Industrial & manufacturing

Interaction & service design

Interior design

Landscape design

Lighting

Product design

Sustainability & resilience

Urban design

1: Tiffany Gomez of Gomez Design Studio; 2: The World Through Materials by Talk Carpet; 3: DLV Designs; 4: Infinity Cube Studio by Dave Cicirelli; 5: D-haene Studio; 6: Jerome LaMaar studio

NYC BY THE NUMBERS

New York City's diverse
design community
is like no other.

61,496

DESIGNERS

1,029

MUSEUMS / GALLERIES

7,586

DESIGN FIRMS

In New York City, design is palpable. With an abundance of makers, manufacturers, urban planners, interior designers, graphic artists, architects, and so much more, New York City is making its mark as one of the most influential design capitals of the world. Housing the largest concentration of designers, creative talent, and design studios than any other metropolitan area in the US, the city's world-renowned arts and design sector continues to set the tone for the global creative community.

New York City's design landscape encompasses over **60,000** designers, nearly **8,000** design firms and over **1,000** museums, galleries, and world-renowned institutions. The city also boasts ten of the nation's best design and architecture schools, graduating twice as many design and architecture students as anywhere else in the country.

JEAN BERTRAND UWILINGIYIMANA
AT CHASSIE STUDIO.



10 YEARS OF DESIGN

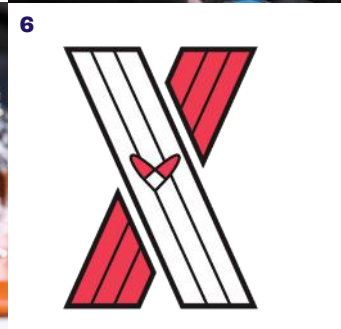
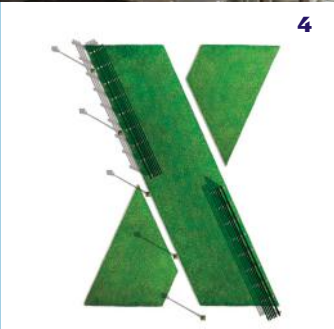
Celebrating a Decade of Design in New York City

The logo features the text 'NYC 10 Years' in a bold, sans-serif font. The '10' is significantly larger and more prominent than the other numbers. Below this, the word 'X' is positioned to the left of 'DESIGN', which is in a very large, bold, sans-serif font. Underneath 'DESIGN' is the text 'The Festival' in a smaller, clean sans-serif font. At the bottom of the logo is 'May 10-20' in a large, bold, sans-serif font.

NYC 10 Years
X DESIGN
The Festival
May 10-20

The NYCxDESIGN *Festival* returned on May 10-20, 2022 for its tenth anniversary edition. With hundreds of events across the five boroughs spotlighting works by over 1,000 members of New York City's design community, the 10-year anniversary celebration of New York Design Week served as a spectacular testament to the collective power of New York City's unwavering creative spirit.

PHOTOGRAPHY BY MATTHEW CARASELLA



Leading up to the *Festival's* 10-year anniversary celebration, NYCxDESIGN tapped into its audience of design thinkers and innovators to share their interpretation of NYCxDESIGN's classic "X" logomark to illustrate the vast creative inspiration from the past decade of design in New York City.

1: SIN ceramics studio at the Brooklyn Navy Yard; 2: **Debbie Millman**; 3: "The Responsibility of Design" talk series hosted by NYCxDESIGN and the Kohler Experience Center; 4: **Rodolfo Agrella** Rodolfo Agrella Design Studio; 5: NYCxDESIGN Award trophy by Lladro; 6: **Suchi Reddy** Reddymade Architecture and Design; 7: Pop Up/Drop Off at Design Pavilion 2022; 8: **Rich Tu**; 9: "From Studio to Museum" talk and installation hosted by NYCxDESIGN and Vitra.

THE *FESTIVAL* BY THE NUMBERS

“Diverse and designer-led, this *Festival* saw an incredibly strong turn-out across pop-up exhibits and collection debuts, immersive design installations, and wonderfully curated group shows”

ELISSA BLACK NYCxDESIGN EXECUTIVE DIRECTOR

OVERVIEW

10TH

anniversary

200⁺

events

11

days of programming

Events hosted in all 5 boroughs

1,000⁺

participating New York based designers

ATTENDANCE

161,500⁺

attendees

28%

coming from outside New York

ECONOMIC IMPACT

\$100M⁺

spent by tourists

\$3.2M⁺

revenue generated for
event organizers

689

employees hired by NYC-based event organizers

STEERING COMMITTEE

NYCxDESIGN's Steering Committee has helped drive the Festival forward over the past 10 years and represents the breadth of our city's design talent.



NYCxDESIGN's Steering Committee is composed of representatives from New York City's top design schools, museums, cultural institutions, membership organizations, city entities, and districts. These members act as NYCxDESIGN vision collaborators, community influencers, event organizers, and programming partners.

6c

AIANY and the Center
for Architecture

AIGA NY

American Design Club

American Society of Interior
Designers

Cooper Hewitt

Department of Cultural Affairs
Design Pavilion

Design Trust for Public Space

Downtown Alliance

Female Design Council

Fashion Institute of Technology

Industrial Designers Society
of America

ICFF

MoMA Design Store

Museum of Arts and Design

New York Design Center

NoMad Design District

Novita Communications

NYC & Company

NYC Department of
Design and Construction

NYC Department of
Transportation

NYCEDC

Parsons School of Design

Public Design Commission

Pratt Institute

SANDOW Design Group

School of Visual Arts

Seaport District NYC

SoHo Design District

TC Laughlin

The Cooper Union

Times Square Alliance

WantedDesign



1: Exterior of the Kohler Experience Center by Best Plumbing Supply prior to “The Responsibility of Design” talk series hosted with NYCxDESIGN; 2: “From Studio to Museum” talk and installation hosted by NYCxDESIGN and Vitra; 3: The first “Made in NY” Arcade presented by the Mayor’s Office of Media and Entertainment during the NYCxDESIGN Festival Opening Party. 4: Design workshop hosted by Cooper Hewitt as part of Industry City’s NYCxDESIGN Festival programming 5: “Spiral of Life” adaptive seating installation by Kickie Chudikova designed for IMPACTxDESIGN, a project by NYCxDESIGN brought to life with Caesarstone. 6: “Women in Design” talk by Design Within Reach, part of the MillerKnoll collective, hosted as part of the NYCxDESIGN Festival.

PHOTOGRAPHY BY MATTHEW CARASELLA (IMAGES 1-5) AND JESS PARK (IMAGE 6)

SPONSORS AND SUPPORTERS

Our supporters help us define the future of design locally and internationally.

NYCxDESIGN's sponsors and supporters enable NYCxDESIGN year-round as a non-profit to create more equitable opportunities in design, provide platforms to promote important work, foster a diverse next generation of designers, and define the future of design locally and internationally.

2022 FESTIVAL SPONSORS



2022 FESTIVAL PROGRAM SPONSORS



2022 FESTIVAL OPENING PARTY SPONSORS



FRIENDS OF NYCxDESIGN



OFFICIAL GUIDE TO THE NYCxDESIGN FESTIVAL

A comprehensive guide to all things Design Week

The Official Guide to the NYCxDESIGN *Festival* is the best way to learn about Design Week and its programming, find key events to visit while in the city, and discover destinations you can return to again and again.

The Official Guide returned for the *May 2022 Festival*, produced this year by the editors of Metropolis Magazine, featuring 120 pages of rich content.





The Guide had a circulation of **70,000**, distributed across cultural institutions, galleries, design studios, hotels, design firms, creative campuses, schools, showrooms, trade shows, restaurants, and more. The digital issue was also available on NYCxDESIGN's *Festival* website.



SCAN THE CODE TO VIEW
THE DIGITAL VERSION OF
THE OFFICIAL NYCxDESIGN
FESTIVAL GUIDE

CURATED ITINERARIES

Visitors navigated New York City's dynamic design ecosystem with curated event tracks.

Featuring event tracks developed by the NYCxDESIGN team and design leaders, the *Festival's* Curated Itineraries showcased the breadth of talent, districts, and innovation that make New York City's design community like no other. NYCxDESIGN's Curated Itineraries helped *Festival* visitors plan their experiences and foresee the important design topics defining national and international narratives for each *Festival*.

Explore NYCxDESIGN's 2022 Curated Itineraries:

DIVERSITY ON DISPLAY



Curated by Kia Weatherspoon, President and Founder, Determined by Design

Events found on this itinerary, curated by Kia Weatherspoon, celebrated designers of all backgrounds and educated about

design from parts of the world that are rich in culture and tradition.



SCAN THE CODE TO WATCH THE DIVERSITY ON DISPLAY INTERVIEW WITH KIA WEATHERSPOON ON DESIGN TV BY SANDOW.

Made possible with the support of

HPMKT
HIGH POINT MARKET®

COMMUNITY DRIVES DESIGN



Curated by Sloan Leo,
Founder and CEO, FLOX
Studio Inc

This itinerary introduced visitors to the expansiveness of the city's design community and explored design in all its forms and functions.



SCAN THE CODE TO WATCH
THE COMMUNITY DRIVES
DESIGN INTERVIEW WITH
SLOAN LEO ON DESIGN TV
BY SANDOW.

DESIGN AS A FORCE FOR CHANGE



Curated by Neil Ramsay,
Creative Economist and
Co-founding Faculty, FIU
Ratcliffe Art + Design
Incubator and Nu Goteh,
Co-Founder and Creative
Director, Deem Journal

This track of events offered a unique platform for some of the design industry's most inspiring voices to present new ideas in sustainability, accessibility, and inclusivity.



SCAN THE CODE TO WATCH
THE DESIGN AS A FORCE FOR
CHANGE INTERVIEW WITH NEIL
RAMSAY AND NU GOTEH ON
DESIGN TV BY SANDOW.

DESIGN BEHIND THE SCENES

This track of events offered a behind-the-scenes look at design processes and techniques. Visitors were able to see first-hand how the neon signs of Broadway are produced, learn about creators' most treasured tools of the trade, and catch a glimpse into the minds of the creatives that make this city a thriving design ecosystem.

SPRING ON DISPLAY

With spring at the top of mind for many designers, the 2022 *Festival* included a number of inspiring programs around renewal, floral expression, nature, and the outdoor landscape. This selection of events encourages visitors to explore New York City in the open air and inside spaces that bring in elements of the natural world.

NEXT LEVEL DESIGN

This selection of *Festival* programs featured a host of events and independent shows that spotlighted emerging and independent designers, connecting budding creatives with the broader design community to help launch their next chapter.



ATLANTIC AVENUE SHOWROOM TOUR; PHOTOGRAPHY BY MEGAN ROBALEWSKI



EVENTS

Bringing together New York City's cultural leaders and innovators to kick-off a whirlwind celebration of design.

In honor of the 10-year anniversary of New York City Design Week, NYCxDESIGN held a celebratory press gathering on May 10 at Pearl Alley in the Seaport District of Lower Manhattan.

The event included remarks from:

Elissa Black, Executive Director,
NYCxDESIGN

New York City Mayor **Eric Adams**

Abigail Young, Deputy Director of
Operations and General Counsel,
New York State Council on the Arts

Andrew Kimball, CEO and
President, New York City Economic
Development Corporation

Members of the visionary team behind
the Tin Building: Howard Hughes
Corporation President **Saul Scherl** and
Roman and Williams Principal **Robin
Standefer**

Lindsay Greene, CEO, Brooklyn Navy
Yard

Valerie Hoffman, Program Director,
NYCxDESIGN



“NYCxDESIGN resonates with what we must do in this future... We must design to not leave anyone behind. We have to design a more equitable future.”

ERIC ADAMS MAYOR OF NEW YORK CITY



LINDSAY GREENE



ELISSA BLACK

NYCxDESIGN OPENING PARTY

Nearly 500 members of the design community gathered at PENN 1 to celebrate the start of the 2022 Festival.

To kick off the 2022 *Festival*, NYCxDESIGN and *Interior Design* hosted an Opening Party, featuring the 7th annual NYCxDESIGN Awards and *Festival Kickoff Celebration*.



NYCxDESIGN AWARDS

The NYCxDESIGN Awards honor outstanding products and projects in categories that span major areas of design, from architecture to interiors, from products to accessories. Winners and honorees of the 7th annual NYCxDESIGN Awards were recognized during the live ceremony hosted by *Interior Design* Editor-in-Chief Cindy Allen. Winners received a custom award designed by Lladro.



SCAN THE CODE TO EXPLORE
THE 2022 NYCxDESIGN
AWARD WINNERS

FESTIVAL KICKOFF CELEBRATION

After the NYCxDESIGN Awards Ceremony came to a close, the *Festival* kickoff celebration was in full swing! Hundreds of design friends from near and far came together to toast to the 10th anniversary of New York City's official design week. Festivities included a special soundscape curated by Rodolfo Agrella, striking digital screens uniquely programmed by creator Rich Tu, and an arcade gaming activation presented by the Mayor's Office of Media and Entertainment.



ANCHOR EVENTS

Leading global design fairs ICFF and WantedDesign Manhattan return each year during the Festival, engaging thousands of design industry members.

ICFF

INTERNATIONAL
CONTEMPORARY
FURNITURE FAIR®

+

[WANTED
DESIGN]
MANHATTAN

ANCHOR EVENTS

ICFF AND WANTEDDESIGN MANHATTAN

ICFF, North America's leading platform for contemporary furnishing design, and WantedDesign Manhattan, a trade event for high-end North American studios and international emerging designers, returned on May 15-17, at New York's Javits Center. Both trade fairs attract an expansive global audience, and have taken place during the *Festival* since its inception.

Both ICFF and WantedDesign Manhattan hosted **378 established and emerging design brands** from **23 countries**, presenting furniture, seating, materials, lighting, flooring and rugs, kitchen and bath, wallcoverings, accessories, and objects for commercial, residential, and hospitality environments. Together, the two design fairs gathered over **7,000 architects, interior designers, and contemporary retailers** in the Javits Center. **The three-day event saw an attendance of over 10,000 design industry members.**

ICFF HIGHLIGHTS

On May 17, the 42nd annual Interiors Awards Breakfast was held during ICFF and WantedDesign Manhattan. Attended by an audience of 200, awards were given out in 11 categories recognizing excellence in commercial interiors judged by Lauren Rottet of Rottet Studio; Primo Orpilla of Studio O+A; and Nina Etnier of Float Studio. Kia Weatherspoon, President of Determined by Design, took home the coveted Designer of the Year award.

The ICFF and WantedDesign Manhattan Talks took place during each day of the fair, exploring themes of sustainability, original design, and providing out-of-box thinking to pressing global issues including climate change, political unrest, urban planning, and other challenges related to the pandemic and beyond.

WANTEDDESIGN MANHATTAN HIGHLIGHTS

Launch Pad, the awards program specific to WantedDesign Manhattan's emerging designers, honored Erika Cross for Best of Launch Pad for Furniture and Tianning Zhao for Best of Launch Pad for Lighting.

In 2022, WantedDesign Manhattan introduced the Schools Showcase, a new area presenting young students from design schools worldwide and supporting the next generation of designers. The Dust Chair by Bill Caroll from Rhode Island School of Design (RISD) was recognized as the Best of Students winner and Re-Actors by the School of Visual Arts (SVA), MFA Products of Design as the Best of Schools winner.

“WantedDesign Manhattan provides a critical platform for celebrating high-end and emerging designers and exhibiting their work in New York City”

ODILE HAINAUT AND CLAIRE PIJOULAT WANTEDDESIGN CO-FOUNDERS



PHOTOGRAPHY BY JENNA BASCOM

WANTEDDESIGN MANHATTAN

ANCHOR EVENTS

The Festival incorporates captivating design interventions in public settings.

A beloved part of the *Festival* since 2017, Design Pavilion brings experiential installations to public spaces throughout the city, inviting public engagement with design and innovation.

The 2022 edition of Design Pavilion featured large-scale public installations that drew a massive audience to Duffy Plaza in the heart of Times Square. The program reached over **1,693,665** Times Square visitors and more than **169,367** people engaged with the installations. Programming around the installations included Dancing in the Street, a 2-hour set for dance music fans, from age 3 to 93, which was held in a light rain among a joyful crowd.



ANCHOR EVENTS



FILTER

Design Pavilion hosted CLB Architects' FILTER; a 20-foot-tall tactile, sustainable, renewable structure that served as a monument to the natural environment. FILTER's chapel-like construction offers a temporary shelter for reflection in the middle of bustling Midtown Manhattan.

“FILTER’s design facilitates a new understanding of place, providing each occupant the chance to explore their own relationship with the natural world.”

CLB ARCHITECTS

“The inflatables study translates the harmful waste of the anthropocene into an environmentally-conscious collection point.”

DESIGN BOOM

POP UP/DROP OFF

Pop Up/Drop Off was an inflatable structure developed by Pratt's d.r.a. Lab in collaboration with Pneuhaus, exploring design activism around plastic waste using lightweight, inflatable materials. The structure served as an easily deployable drop-off location for film plastic recycling. The colorful patchwork of recycled material drew attention to how much film plastic we use in our daily lives.



CUSTOM PROGRAMS

NYCxDESIGN launched a multi-year, public project in DUMBO with Caesarstone.

SPIRAL OF LIFE BY KICKIE CHUDIKOVA

Kickie Chudikova's *Spiral of Life* installation, a project by NYCxDESIGN brought to life with Caesarstone, opened at DUMBO's Pedestrian Plaza during the *Festival*. Drawing inspiration from the waves of the Hudson River and the sculptures of Isamu Noguchi, *Spiral of Life* is an adaptive installation that offers a place to sit, contemplate, and re-energize while enjoying the impressive DUMBO vistas.

Using Caesarstone's quartz Outdoor Collection as the primary fabrication resource, the bench consists of waterjet-cut stone pieces connected by a metal structure, forming an organic shape.

SPIRAL GOES VIRAL

To celebrate the newly installed public sculpture, *Spiral of Life*, NYCxDESIGN introduced the "Spiral Goes Viral" (**#spiralgoesviral**) social campaign, calling on our design-minded audience and DUMBO visitors alike to visit the adaptive seating installation and capture photos of the bench throughout the summer.



SCAN THE CODE TO SEE HOW
PEOPLE ARE ENGAGING WITH
SPIRAL OF LIFE



“The bench, which is made of concentric riblike pieces of outdoor-safe material from Caesarstone, has a form that is delightfully reminiscent of a dinosaur skeleton, bringing a dash of whimsy and play (as well as a place to rest) to a busy corner of the neighborhood.”

RACHEL GALLAHER GRAY MAGAZINE

CUSTOM PROGRAMS

NYCxDESIGN organizes custom sponsor programs tailored to a range of design themes and audiences.

During the *Festival*, NYCxDESIGN produced events with Vitra and the Kohler Experience Center by Best Plumbing Supply that focused on innovative design thinking and bringing NYC's design community together in new ways.



PHOTOGRAPHY BY MATTHEW CARASELLA

“The Responsibility Of Design” Discussion Series

On May 13, NYCxDESIGN teamed up with the Kohler Experience Center by Best Plumbing Supply to host the first-ever live recording of NYCxDESIGN’s *The Mic* podcast with special talk series “The Responsibility of Design”. Hosted by Debbie Millman featuring guests representing a range of design disciplines and perspectives, the series generated fascinating discussions exploring design for environment, wellbeing, and community.

The series was recorded in front of a live studio audience, and each conversation is now streaming as a podcast episode on *The Mic*.

EPISODE 1 **DESIGN FOR ENVIRONMENT**

Hosted by Debbie Millman featuring guests Claire Weisz, Founding Principal of WXY, Jonathan Cropper, Managing Partner and Founder of Futurlogic, and Laura Kohler, SVP – HR, Stewardship & Sustainability at Kohler Co., this



episode explores how designers can reimagine and reinvigorate conversations around sustainability to lead radical change.

EPISODE 2 **DESIGN FOR WELLBEING**

Hosted by Debbie Millman with guests Laura Kohler, SVP – HR, Stewardship & Sustainability at Kohler Co., and Suchi Reddy, Founder of Reddymade Architecture & Design, this discussion



centers on design led by style and design led by feeling, and how thoughtfully designed spaces impact mental health.

EPISODE 3 **DESIGN FOR COMMUNITY**

Hosted by Debbie Millman with Michael Chen, Principal of Michael K. Chen Architecture and Co-Founder of Design Advocates, and Walei Sabry, Digital Accessibility of NYC Department of Information Technology and Telecommunication, this conversation



focuses on issues around inclusive design and innovative design strategies that can reshape the way we navigate our city.

CUSTOM PROGRAMS

Showcasing
NYCxDESIGN's ability
to spark collaboration
between NYC's diverse
design ecosystem,
bringing together a
leading cultural institution,
international design brand,
and local creative.

“Inside NYC’s Vitra Studio on Madison Avenue, floral artist Lutfi Janania has installed a spellbinding array of curious, colorful and organic botanical sculptures to align with the furniture and decor brand’s designer vases.”

DAVID GRAVER COOL HUNTING

“From Studio to Museum” Panel Discussion & Installation

On May 14, NYCxDESIGN and Vitra presented “From Studio to Museum: A dive into the world of floral design”, a conversation previewing the May launch of the Museum of Arts and Design’s *Flower Craft* exhibition and celebrating Vitra’s newly released flower guide.

Led by Vitra’s President of North America, Melissa Shelton, the discussion featured Elissa Auther, Curator of the Museum of Arts and Design’s *Flower Craft* exhibition, and Lutfi Janania, one of New York City’s freshest designers in the floral space whose work was exhibited at the *Flower Craft* exhibition.

Attendees had the opportunity to experience a custom pop-up floral installation by Janania within the Vitra Madison Avenue Studio as a backdrop to the conversation.



OPEN STUDIO CRAWLS

Festival attendees enjoyed a behind-the-scenes look at how design is made right here in New York City.

Held for the first time during the 2022 *Festival*, NYCxDESIGN's Open Studios Crawls are guided walking tours that offer an inside look at New York City's vibrant design scene. During Design Week, NYCxDESIGN hosted tours in Red Hook, Long Island City, the Brooklyn Navy Yard, and the Flatiron district. In each Open Studio Crawl, local designers opened their studio doors to share everything behind their craft—including in-process design demonstrations and creative activities. Visitors ventured to local maker-manufacturer spaces, architectural and interior design firms, and a rare look inside the historic Flatiron Building!



“Now a non-profit, NYCxDESIGN is more focused than ever on growing the city’s design community through outreach initiatives like walking tours and intriguing civic installations.”

ERIC MUTRIE AZURE MAGAZINE

OPEN STUDIO CRAWLS

Red Hook, Brooklyn

Participating Studios Included:

OTTRA: Ottra creates beautiful sculptural, solid wood furniture in a waterside shop.

Liberty Labs Foundation: Home to 17 members who employ a hybrid approach to wood and metal working.

DLV Designs: DLV designs and produces handmade, luxury furniture and stylish, high-quality hardware.

Token: A design studio that engages forms and luxury materials.

Brightbound: Brightbound creates lighting products that represent the future of contemporary design, craftsmanship, and innovation.



PICTURED: DLV DESIGNS. PHOTOGRAPHY BY JENNA BASCOM



Long Island City, Queens

Participating Studios Included:

Stickbulb by Rux: Stickbulb uses reclaimed and sustainably sourced woods to create beautiful works of light.

Krypton Neon: The undisputed neon studio for Broadway stage productions, Hollywood films, and more.

Eventscape: A custom fabrication firm equipped with advanced robotics, manufacturing and full fabrication facilities.

The Up Studio: A full-service architecture, interior, and brand design studio.

Brooklyn Navy Yard, Brooklyn

Participating Studios Included:

SIN: A handmade ceramics and home goods brand that puts the fun into the functional.

Terreform ONE: A nonprofit that aims to combat the extinction of all planetary species through innovative acts of design.

Bednark Studio: A full-service design and fabrication company.

HUSH: A global experience design agency.



PICTURED: TERREFORM ONE. PHOTOGRAPHY BY MATTHEW CARASELLA



Flatiron District, Manhattan

Participating Studios Included:

ICRAVE: An award-winning design and brand strategy and experience, interior and lighting design firm.

Flatiron Building: An iconic New York landmark chock-full of hidden architectural gems.

Center for Book Arts: A local institution dedicated to uplifting and furthering the book arts.

Architecture + Information: A strategy-led, integrated design agency that builds more than architecture.

The Flatiron tours closed with a special reception at the **Kohler Experience Center by Best Plumbing Supply**. The reception engaged members of the design community with games, take-home goodies, and more.

INDEPENDENT DESIGN SHOWS

Collaboration, community, and creativity were all on display during the Festival.

Group shows featuring new work by emerging and independent designers flourished in the 2022 *Festival* lineup. From intimate environments in local studios to large-scale exhibitions, these shows embodied what New York City's design community is all about—community, collaboration, innovation, and experimentation. By bringing together diverse voices in cohesive environments, these shows created powerful narratives for the greater New York design landscape.

“New York City’s annual design festival returns [...] with a more diverse and designer-led programme than ever before.”

PEI-RU KEH WALLPAPER*



IMAGE COURTESY OF THE CURRENT SHOW.

CURRENT: TIDES OF CONTEMPORARY DESIGN

Curated by Marcus De Paula and Tess De Paula, the second annual edition of CURRENT showcased independent designer-fabricators from across the New York region (plus a few friends). These designers forge a new path between fine art and contemporary design, challenging the confines of these categories through the unexpected use of materials and sculptural forms.

RADIATOR SHOW

Radiator is an exhibition of carefully selected, thoughtful, and well-crafted home goods that encompasses furniture, lighting, and home objects. The second edition of the exhibition took place during the *Festival* and featured vibrant works by individuals that are sources of design energy. The 2022 edition of Radiator Show aimed to expand the diversity in the market and support the new generation of designers.

INDEPENDENT DESIGN SHOWS

MELT BY ADORNO

MELT was an exhibition of radical contemporary design by thirty New York-based artists and designers. The group show, co-curated by HNH Gallery, featured the work of a diverse range of makers who are tuned into the experimental and expressionist aesthetic that has emerged in recent years. This coincidentally cohesive body of work finds each designer pushing the limits of form and discovering a common language.

“MELT’ presents the weird and wonderful side of New York’s design scene”

HYPEBEAST





PHOTOGRAPHY BY MATTHEW CARASELLA

PHYSICAL EDUCATION II: DESIGN FOR ALL BY PINK ESSAY

Physical Education is an ongoing series by Pink Essay exploring the act of investigation and autodidacticism through the design process. The series highlights the value of diversity of perspective, emphasis on process over product, and the interdisciplinary nature of creation. The Physical Education II exhibition featured a beautifully wide range of design and material explorations that offered a vision of what the future of design might look like.

INTERVENCIÓN/INTERSECCIÓN BY MASA

MASA, a Mexico City-based nomadic gallery, opened its first New York City exhibition at the Rink Level Gallery in Rockefeller Center in spring 2022. The exhibition, titled “Intervención/ Intersección”, presented an unconventional look at the intersection of art and design through works within the Mexican canon.

MUSEUM EXHIBITIONS

Many of New York City's top museums and global cultural leaders participated in Design Week.

New York City is home to hundreds of world-renowned museums and cultural centers. Here's how some of them made their mark in the 2022 *Festival*.



COOPER HEWITT, SMITHSONIAN DESIGN MUSEUM WORKSHOP AT INDUSTRY CITY

PHOTOGRAPHY BY MATTHEW CARASELLA

THE MUSEUM OF ARTS AND DESIGN: FLOWER CRAFT

The highly anticipated *Flower Craft* exhibition opened on May 14 during Design Week. *Flower Craft* is an invitation into the marvelous world of contemporary floral artistry featuring the creative visions of top designers working at the forefront of the field. More than an exhibition about the cultural symbolism of flowers in art, *Flower Craft* investigates floral artistry as an overlooked chapter in the history of craft and design, putting floral artists who use live and dried blooms as their medium at the center of the story.

COOPER HEWITT, SMITHSONIAN DESIGN MUSEUM: WORKSHOP AT INDUSTRY CITY

In celebration of the NYCxDESIGN Festival, Cooper Hewitt, Smithsonian Design Museum hosted a special day of programming at Brooklyn's Industry City. The program included a hands-on family workshop where participants explored the basic principles and elements of design, followed by a panel discussion examining design's leading role in the development and cultural impact of some of America's most impressive shopping complexes.

SNUG HARBOR CULTURAL CENTER & BOTANICAL GARDEN PROGRAMMING

Staten Island's Snug Harbor Cultural Center & Botanical Garden hosted a slate of Design Week events both virtually and on its 83-acre campus. Notable events included the Yesterday & Tomorrow tour exploring the history of the 19th

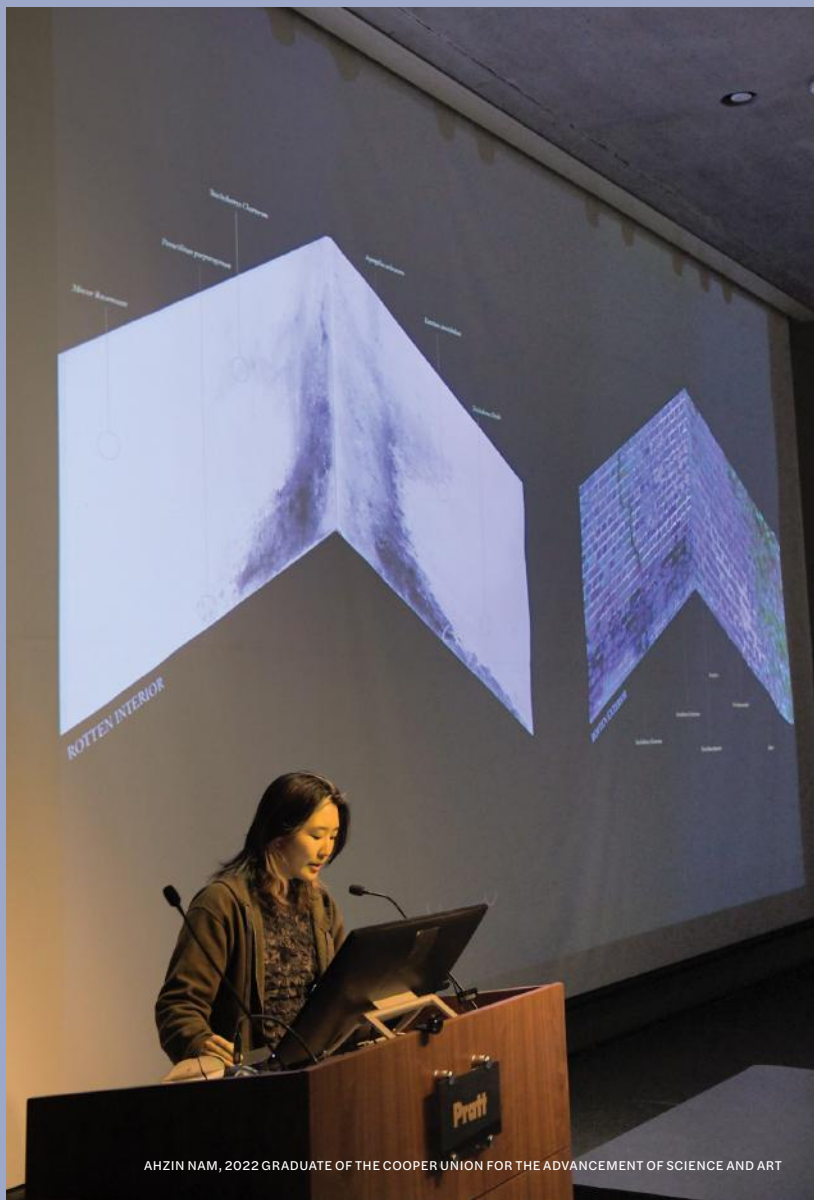
century campus, the Community Mapping Workshop focused on how to design as a self-sustaining community, and a special community composting presentation in collaboration with the NYC Compost Project.

JEAN-MICHEL BASQUIAT: KING PLEASURE

In spring 2022, the family of Jean-Michel Basquiat presented an exhibition of his work for the first time. *Jean-Michel Basquiat: King Pleasure* featured over 200 never before and rarely seen paintings, drawings, multimedia presentations, ephemera and artifacts to give an intimate and multidimensional portrait of Jean-Michel that can only be told by his family.

1014 PLASTIC - REMAKING OUR WORLD

1014, the German cultural space and nonprofit organization, invited Jochen Eisenbrand, Chief Curator at the Vitra Design Museum in Weil am Rhein, to present the museum's exhibition *Plastic: Remaking Our World* during the NYCxDESIGN Festival. After an introduction of the exhibition topics, the curator discussed the rise and fall of a material that has been elemental to the design world and become a symbol of modernity as well as its shortcomings.



AHZIN NAM, 2022 GRADUATE OF THE COOPER UNION FOR THE ADVANCEMENT OF SCIENCE AND ART

PHOTOGRAPHY BY MATTHEW CARASELLA

An end-of-year show setting the stage for the next generation of designers.

Each year during the *Festival*, the NYCxDESIGN Student Showcase returns to celebrate outstanding design projects by the city's innovative graduating design students. In 2022, NYCxDESIGN partnered with The Cooper Union, FIT, Parsons, Pratt, and SVA to present the year-end show, spotlighting compelling work by students across a range of design disciplines. The Showcase took place at Higgins Hall Auditorium at Pratt's Brooklyn campus. This year's theme, "Merry-Go-Round," was tangible in the eclectic range of projects presented by the students.

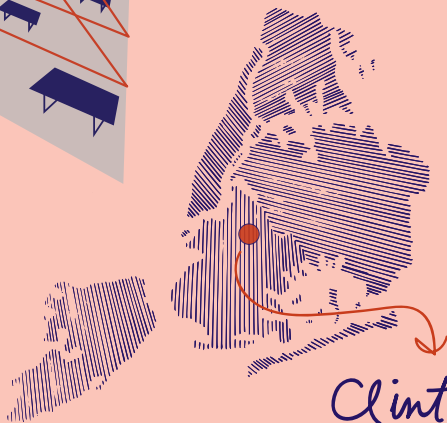
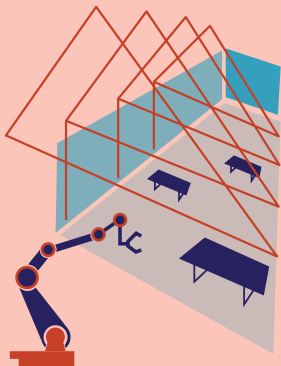
VIRTUAL PROGRAMS

Virtual programming offers an intimate journey through New York City's most creative neighborhoods.

Spanning neighborhoods across New York City's five boroughs, NYCxDESIGN's *Self-Guided Journeys* offer a virtual look inside New York City's design studios, historic buildings, restaurants, and more. Since launching in May 2021 as a safe way to explore the city's design community, the platform was selected for the lineup for NYC Homecoming Week in August 2021 and has received thousands of pageviews to date.

At the close of the 2022 *Festival*, NYCxDESIGN launched three new Self-Guided Journey maps spanning neighborhoods of Clinton Hill & Fort Greene, NoMad & Flatiron, and Harlem.





*Clinton Hill &
Fort Greene*

Clinton Hill & Fort Greene

The historic neighborhoods of Clinton Hill and Fort Greene are recognized for their tree-lined streets and quintessential Brooklyn brownstones. But take a closer look at these adjacent north Brooklyn neighborhoods and you'll find some of the borough's most creative residents. The Brooklyn Navy Yard alone houses over 450 businesses which employ over 11,000 creators, artisans, fabricators, and innovators in every industrial sector from furniture manufacturing to innovative high-tech research, not forgetting the

numerous independent creative studios spread throughout the area. With the variety of creative businesses, cultural institutions, and restaurants located within these neighborhoods, design and its makers certainly abound here.



**SCAN THE QR CODE TO
FOLLOW NYCXDESIGN ON
A DESIGN-FILLED JOURNEY
ACROSS CLINTON HILL AND
FORT GREENE**

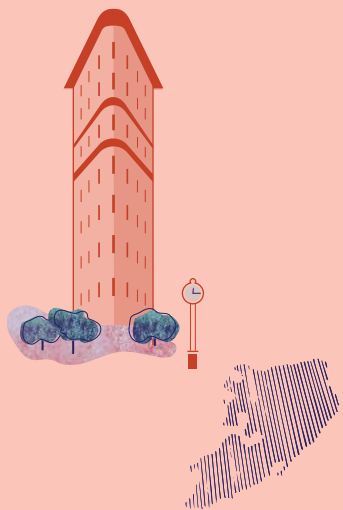
NoMad & Flatiron

This duo of neighborhoods is defined by the rich architectural legacy of beautiful gilded-age Cast-Iron, Second Empire, and French Renaissance Revival mansions and commercial buildings constructed in the late 19th century just as the area was becoming New York City's social and cultural hub. As a district with irregular boundaries, the central location of both the iconic Flatiron Building with its novel triangular shape, and Madison Square Park to the building's immediate north with its must-see, year-round art installations,

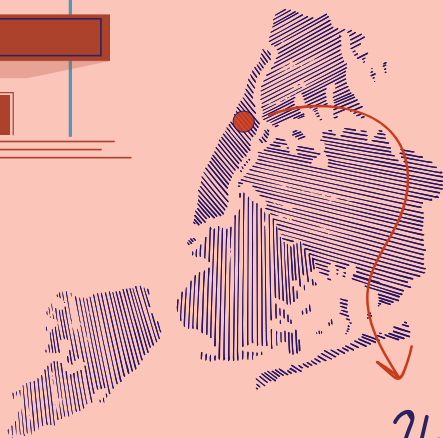
helps anchor the area. These neighborhoods are bustling with energy, filled with residents, hotels, noteworthy restaurants, museums, international design firms, and global home decor showrooms. In this district, design is visible. Journey through them and see for yourself.



**SCAN THE QR CODE TO
FOLLOW NYCXDESIGN ON
A DESIGN-FILLED JOURNEY
ACROSS NOMAD AND
FLATIRON**



*Nomad &
Flatiron*



Harlem

Harlem

During the 1920s and '30s, Harlem experienced an influx of African American residents from whom sprang a rush of creativity in music, visual arts, and literature that immeasurably impacted American culture. Made famous for its lively jazz clubs, its numerous African American writers and thought leaders, and a fashion savvy population, the neighborhood has maintained its reputation as a cultural epicenter throughout the years; thousands of tourists continue to prioritize it on their

list of places to visit. A unique style and design culture is embedded in Harlem's DNA and a visit to this neighborhood steeped in creative history is sure to inspire.



**SCAN THE QR CODE TO
FOLLOW NYCXDESIGN ON
A DESIGN-FILLED JOURNEY
ACROSS HARLEM**



GRACIE CHANDELIER BY YELLOW GOAT DESIGN



VASE BY ALEX REED

IMAGES COURTESY OF PARTICIPATING DESIGNERS.

NYCxDESIGN's Inaugural Benefit Auction In Partnership with Artsy

Curated by *Interior Design* Editor-in-Chief Cindy Allen, NYCxDESIGN's Inaugural Benefit Auction featured works by 47 leading creatives that are embedded in New York City's design scene, emerging designers, and collectible artists. Bidding was open throughout the *Festival* from May 10-20 and offered a unique opportunity for *Festival* visitors to bring a piece from Design Week home with them.

Proceeds from the auction help NYCxDESIGN continue its year-round efforts to support, empower, and grow New York City's expansive design sector.

Artisanal design-inspired cocktails served exclusively during the Festival.

In 2022, NYCxDESIGN partnered with Eater and Punch to expand The *Festival's* design footprint to support New York City's dynamic culinary scene. The DRINKSxDESIGN program featured a select group of design-centric restaurants and bars offering bespoke cocktails served exclusively during The *Festival*.

Each cocktail told a special design story, reinforcing that design is a core component of New York City's vibrant culture. Keep reading to learn more about 2022 DRINKSxDESIGN restaurant partners and their imaginative cocktails.





LLAMA SAN

DRINKSxDESIGN cocktail: **Be my Lover**

“This is a cocktail that is a Nikkei expression of a classic cocktail from Peru. Japan and Peru meet in this cocktail with a modern presentation and an updated recipe using Sakura (cherry blossom salt).”

AS YOU ARE AT ACE HOTEL

DRINKSxDESIGN cocktail: **All Day Affair**

“I really wanted [the cocktail] to highlight our design approach and ethos of the restaurant harkening back to the classic NYC cafeterias from the late 60’s to the mid 80’s.”

BAR BLONDEAU AT THE WYTHE HOTEL

DRINKSxDESIGN cocktail: **War of the Roses**

“‘War of the Roses’ is a crushable summer cocktail that lives somewhere in between a French 75 and an Aperol Spritz. [...] Perfect for enjoying out in the sun and under a giant umbrella on our terrace while soaking in those big Manhattan views.”



KINGS COUNTY DISTILLERY

DRINKSxDESIGN cocktail: **1896 Chocolate Sazerac**

“As New York City’s oldest distillery we wanted to feature America’s oldest cocktail, the Sazerac. This rustic hued libation is reminiscent of the time in which our Gatehouses were built.”

COMODO AT THE FREEHAND HOTEL

DRINKSxDESIGN cocktail: **Perro Ladrón**

“The ethos of this restaurant is all about comfort, that’s what Cómodo translates to. [...] The Perro Ladrón is my contribution to this mission. It’s a twist on a mint julep, using Mulato pepper syrup I made in-house, and grapefruit juice.”

DEAR IRVING GRAMERCY & DEAR IRVING HUDSON

DRINKSxDESIGN cocktail: **Vice Versa**

“Our cocktail is an homage to the Art Deco aspect of our design, along with the overlapping salon era of creatives like Dorothy Parker drinking and sharing artistic ideas. We are using NY Distilling Dorothy Parker gin in a bubbly, layered cocktail with just the right edge of bitterness for our sharp-witted muse.”



Hotel partnerships provided unparalleled Design Week experiences from the moment guests checked in.

NYCxDESIGN partnered with New York City's design-minded hotels to offer discounted rates exclusively for *Festival* visitors. STAYxDESIGN hotels offer visitors the opportunity to continue their design immersion by staying at a property where design excellence is at the heart of the experience.

2022 STAYxDESIGN hotels:

The CIVILIAN Hotel

Ace Hotel New York

Ace Hotel Brooklyn

Arlo NoMad

Arlo SoHo

Arlo Midtown

Thompson New York





MEDIA

Media Coverage

In 2022, NYCxDESIGN received significant media coverage across a range of outlets.

***WALLPAPER**

What to see at New York Design Week 2022 by Pei-Ru Keh

“New York City’s annual design festival, NYCxDESIGN, returns with a bang this month and a more diverse and designer-led programme than ever before.”



ARCHIEXPO

NYCxDESIGN: Leaps and Bounds in the Design World by Alex Ulam

“During this year’s design event in New York City, designers exemplified pushing boundaries both functionally and aesthetically.”



CURBED

A Special Dispatch from NYCxDESIGN’s 10th Anniversary by Diana Budds

“At Design Week, the references artists and designers choose, how things are made, and the ideas that are introduced tell us a little bit about where we’ve been, where we are, and where we’re heading.”



ARCHITECTURAL DIGEST

NYCxDESIGN 2022: Highlights From a Whirlwind New York Design Week

“NYCxDESIGN, otherwise known as New York Design Week, is beginning to give its European counterparts a run for their money. Recognized brands, leading galleries, groundbreaking curatorial collectives, independent studios, and emerging talents took the opportunity to make a splash during this year’s event (notably, its 10th edition).”



NYCxDESIGN thanks its media partners for helping spread the Festival’s creative spirit across the globe.

METROPOLIS

luxe
INTERIORS+DESIGN

INTERIOR
DESIGN

Brownstoner

NEW YORK

Sixtysix

The Architect’s Newspaper

House Beautiful

CURBED

ELLE
DECOR

IFDM
INTERIOR FURNITURE DESIGN MAGAZINE

ARCHITECTURAL
RECORD

INTERIOR

VERANDA

design\milk[®]
dm

OUTDOOR MEDIA

NYCxDESIGN took over New York City's streets with a vibrant 10-year anniversary campaign.





Street pole banners

Stand-up banners

Bus shelters

Newsstands

Video advertisement on NYC Ferry monitors

Video advertisement on LinkNYC screens

115,261,870

total impressions

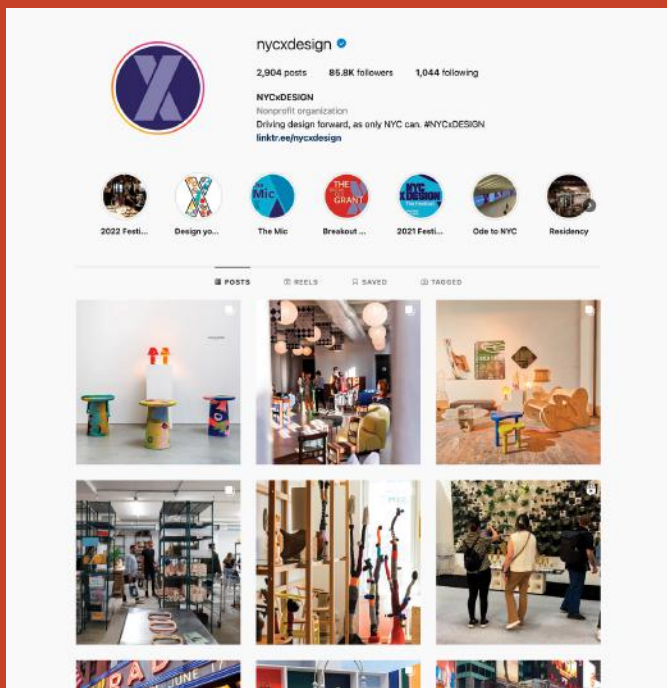
\$251,953

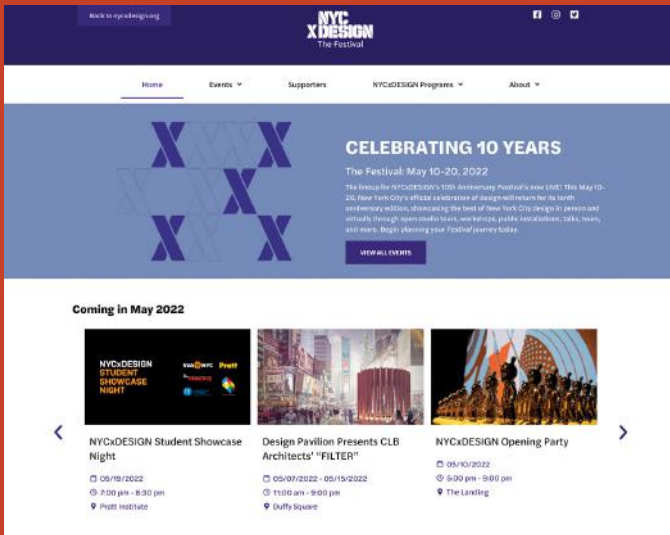
total media value

Social Media

NYCxDESIGN's social media channels are powerful tools that reach thousands of designers and enthusiasts alike.

The Festival was highlighted on NYCxDESIGN's owned channels—reaching **108,681 followers** across NYCxDESIGN's Instagram, Facebook, Twitter, and LinkedIn channels. **The Festival received over 490,433 impressions** across these social platforms, and **social interactions increased by over 110%** during Design Week, with captivating visual content highlighting key moments throughout the 11-day program.





Email

NYCxDESIGN's email marketing channels reach a tight-knit community of designers who look to us for what's new and next in New York City design.

Emails were distributed daily during the *Festival* and saw **98,416 opens and 17,392 clicks**

Web

NYCxDESIGN's new Festival website served as a key resource and journey-planning tool for Design Week.

The Design Week website reached over **162,155 pageviews** in January-May 2022





See you for
the next *Festival*:
May 18-25, 2023



COVER IMAGE: STICKBULB BY RUX.
PHOTOGRAPHY BY JENNA BASCOM.