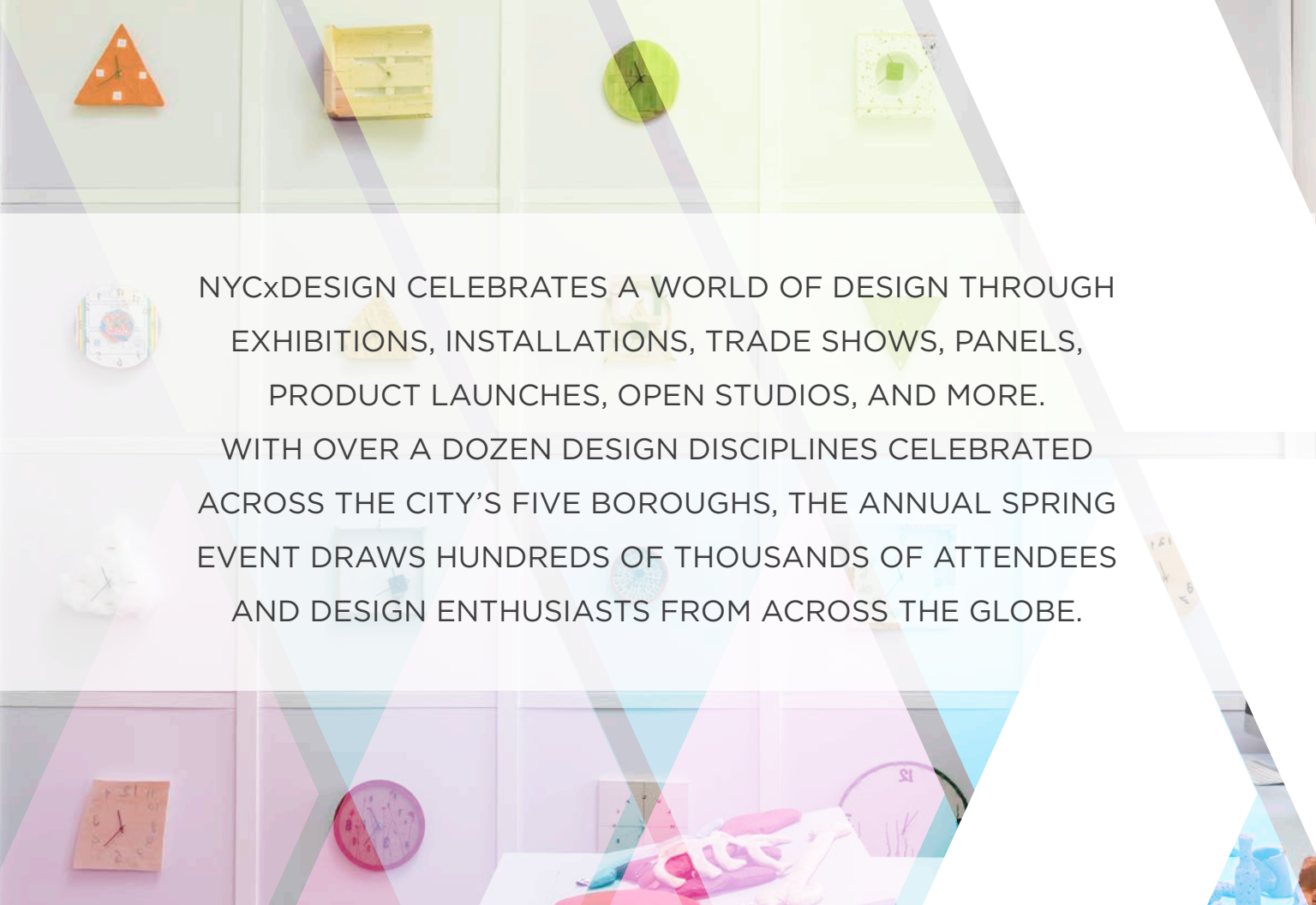
The background features a blurred image of a modern interior with a green wall, a white vase, and a blue bowl. Overlaid on this are several large, semi-transparent geometric shapes in shades of green, blue, pink, and orange. The text is centered and layered over these shapes.

NYC X DESIGN

CELEBRATING A WORLD OF DESIGN

MAY 11-23, 2018

2018 HIGHLIGHTS



NYCxDESIGN CELEBRATES A WORLD OF DESIGN THROUGH EXHIBITIONS, INSTALLATIONS, TRADE SHOWS, PANELS, PRODUCT LAUNCHES, OPEN STUDIOS, AND MORE. WITH OVER A DOZEN DESIGN DISCIPLINES CELEBRATED ACROSS THE CITY'S FIVE BOROUGHS, THE ANNUAL SPRING EVENT DRAWS HUNDREDS OF THOUSANDS OF ATTENDEES AND DESIGN ENTHUSIASTS FROM ACROSS THE GLOBE.

Brought to life by NYCEDC
in conjunction with a steering
committee of leading members of
New York City's design community,
NYCxDESIGN highlights unique creative,
cultural, educational, and economic
opportunities in New York City.



Cover: *Eventails* (prototype)
by Pernelle Poyet at IC Design
Festival by WantedDesign

Left: *Before & Be After: Growing
Up Design* with Lucas Maassen &
Sons 2018 at Kinder MODERN

Right: *Frank Tray* designed by
Christopher Specce featured at
Good Thing exhibit at ICFF

STEERING COMMITTEE

2

6¢

AIA NY | Center for Architecture

AIGA/NY

American Design Club

Brooklyn Designs

Camron

Cooper Hewitt

Design Pavilion NYC

Design Trust for Public Space

East Midtown Partnership

FIT

ICFF

Interior Design Magazine

Long Island City Cultural Alliance

Metropolis Magazine

MoMA

Museum of Arts and Design

New York City Council





New York City Economic Development Corporation

New York Design Center

NoMad Design District

Novita Communications

NYC & Company

NYC Department of Design and Construction

NYC Department of Parks

NYC Department of Transportation

Parsons School of Design

Pratt Institute

School of Visual Arts

Seaport District NYC

Soho Design District

Staten Island Arts

Staten Island MakerSpace

The Cooper Union

Times Square Alliance

Tribeca Design District

WantedDesign

NYCxDESIGN BY THE NUMBERS

4

When it comes to design, no other city compares to NYC. With leaders and innovators in furniture design, graphic design, architecture, interior design, fashion, and more, the city is both an inspiration and critical component to success for many designers, entrepreneurs, and design firms.

The New York City area has:

OVER 53,000 DESIGNERS

more than any other metropolitan area in the US

OVER 8,000

design firms

World-renowned institutions, including

OVER 800 MUSEUMS & GALLERIES

OVER 26% EMPLOYMENT GROWTH

in design disciplines between 2006 and 2016

- Ten of the nation's
- BEST DESIGN & ARCHITECTURE SCHOOLS,**
- graduating twice as many design and architecture students than anywhere else in the country

Magis Puppy designed
by Eero Aarnio at Design
Pavilion NYC



6TH EDITION

of the celebration

13 DAYS



NEARLY 400 EVENTS

336,000+

total attendees



144,000

first-time attendees

90,000

attendees visiting from outside NYC

\$109,150,000

spent by visitors



96%

of attendees plan to return in 2019

87%

of exhibitors plan to return in 2019

~1500

employees hired by exhibitors to support their events

DESIGN DISCIPLINES

NYCxDESIGN incorporates a wide spectrum of design disciplines, attracting a diverse audience.

6

ARCHITECTURE

DESIGN EDUCATION & THINKING

DIGITAL & TECHNOLOGY

DIY & CRAFT

ENGINEERING

FASHION

FILM, MEDIA, & TELEVISION

FURNITURE

GRAPHIC DESIGN

HOSPITALITY

**INDUSTRIAL
& MANUFACTURING**

INTERIOR DESIGN

LANDSCAPE DESIGN

LIGHTING

PRODUCT DESIGN

**THEATER, SET,
& COSTUME**

URBAN DESIGN

**West Elm LOCAL Experiences:
Natural Indigo Dyeing with
Shira Entis**



La French Tech au MoMA



American Design Club's
BUILT Show at
Canal Street Market

Design Trust's
Discover EI-Space
Conversation and Tour



Egg Collective's Designing
Women II: Masters,
Mavericks, Mavens

NYCxDESIGN 2018 launched on Friday, May 11 in Times Square in conjunction with the opening of Design Pavilion 2018.

The first NYCxDESIGN kicked off at the very same place in 2013. The program's growth was showcased featuring Design Pavilion's transformation of Times Square's five pedestrian plazas and the NYCxDESIGN logo shining in lights on a Times Square billboard.

Event speakers included Ilene Shaw, founding producer of Design Pavilion; Tim Tompkins, president of the Times Square Alliance; Cindy Allen, editor-in-chief of *Interior Design* magazine; and Edward Hogikyan, chief marketing officer of New York City Economic Development Corporation.

Cindy Allen, editor-in-chief of *Interior Design* magazine speaking at NYCxDESIGN 2018 press event in Times Square

NEW YORK CITY'S DESIGN DISTRICTS

The retail sector is a big part of the design industry, and NYCxDESIGN has seen continuous growth in retailer engagement and participation every year. In 2018, over \$109 million was spent by visitors. This is in part due to the expansion of New York City's Design Districts in Soho, Tribeca, NoMad, and East Midtown. Individual Design Districts hosted their own evenings of programming, including events at several of the neighborhoods' interior showrooms. Other retail categories were also represented within each of these districts, including museum shops, local handmade craft fairs, pop-up collaborations, and more.

moooi



Moooi New York
Showroom

NYCxDESIGN AWARDS

Interior Design magazine and ICFF teamed up once again to produce the third, and largest yet, edition of the NYCxDESIGN Awards, a global design competition celebrating outstanding achievement across major areas of design. Award categories spanned everything from architecture to interiors, products to accessories, craft to technology, and even NYC-specific categories like Made in the Boroughs.

This year submissions were judged by an amazing jury of New York City's best design minds, including David Rockwell, Todd Bracher, Calvin Tsao, Kai-Uwe Bergman (Bjarke Ingels), and, of course, Cindy Allen.

The honorees were celebrated in a ceremony at Pier 17 in the newly revitalized Seaport District. In addition to unrivaled views of the East River and Brooklyn Bridge, the new venue was able to accommodate the increase in attendees, which grew 50 percent from 2017 to 2018. Lladró again designed the distinguished award, which complemented the lauded life-sized NYCxDESIGN award.



NYCxDESIGN Awards
designed by Lladró

NYCxDESIGN AWARDS BY THE NUMBERS

25+ COUNTRIES

represented

180+ DESIGN FIRMS

submitted projects based in all five boroughs

350+ MANUFACTURERS

submitted products, representing all five boroughs

850+ SUBMISSIONS

(150+ more than 2017)

100+ STUDENT SUBMISSIONS

from over 10 design programs

100+ BUS SHELTER ADS

valued over \$600,000

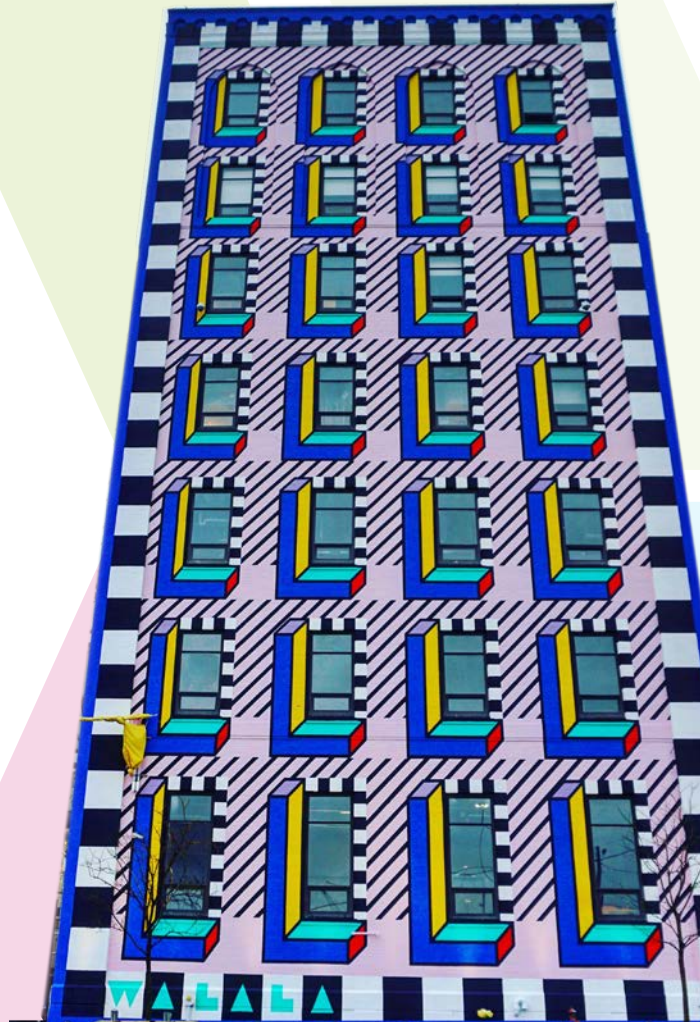
PUBLIC INSTALLATIONS

NYCxDESIGN's public installations were anchored by Design Pavilion, which returned to Times Square for its second year and expanded to all five pedestrian plazas with the theme "From This Day Forward." A 2,000-square-foot inflatable structure by Inflate took center stage to house special exhibitions.

As part of Design Pavilion, Times Square Alliance launched its first Design Lab to spotlight local talent, including prototypes of designs for public spaces by NYC-based designers.

Commissioned by WantedDesign and sponsored by Industry City, Camille Walala, internationally renowned large-scale pattern artist, created a permanent monolithic mural wrapping the facade of a prominent building at Industry City in Sunset Park, Brooklyn.

*Camille Walala x
Industry City at IC
Design Festival by
WantedDesign*





A/D/O, MINI's creative space in Greenpoint focused on the future of design, presented a new installation by United Visual Artists. Their installation manifested itself as a modular system of mirrored columns set in a grid configuration; the columns revolved in a seemingly organic behavior that is poetically linked to the activity of NYC.

Brookfield Place and artist Carlos Rolón highlighted the worldwide trend of bicycle riding as a serious and sustainable means of transportation that is re-shaping cities. The exhibition featured *The Majestics (Four Louise)* and two bikes commissioned by Arts Brookfield.

DESIGN SCHOOL SHOWCASE

New York City is home to many of the top design schools in the world. Several of these schools participated in NYCxDESIGN 2018 by hosting events, lectures, and design showcases.

A selection of these design schools—including Pratt Institute, School of Visual Arts, The Cooper Union, FIT, and Parsons—collaborated on the second annual best-of design showcase during NYCxDESIGN, featuring projects and presentations from graduating seniors on the theme *Future Female*.

NYCxDESIGN
STUDENT
SHOWCASE
NIGHT

Monday, May 14th, 7PM

Hosted by SVA MFA Products of Design
RSVP required.

SVA  **NYC** **Pratt**

THE NEW SCHOOL
PARSONS

FIT Fashion Institute of Technology
State University of New York


THE COOPER UNION

DESIGN SHOWS



The hundreds of NYCxDESIGN events include a number of large-scale, internationally known shows.

ICFF celebrated its 30th edition with nearly 900 exhibitors and more than 36,000 industry professionals, reflecting an increase in every key category of attendance.

WantedDesign Manhattan's 8th edition included designers from around the world and new programs such as Look Book, a program dedicated to independent North American design studios, and a pop-up restaurant focused on a zero-waste food philosophy from Restaurant Nolla that was commissioned by The Finnish Cultural Institute and sustainably designed by Linda Bergroth and Harri Koskinen. WantedDesign Brooklyn became IC Design Festival by WantedDesign, activating the whole Industry City campus and engaging the community.

Brooklyn Designs, the borough's pioneering design event, moved to the Brooklyn Museum this year for its 15th edition. The show's new home provides even more exposure for Brooklyn's talented community of designers in one of the city's premier museums.

Darktic exhibit by the Faculty of
Art and Design at the University of
Lapland shown at IC Design Festival
by WantedDesign

MUSEUM EXHIBITIONS



NYC is home to some of the world's leading museums, and a number of them participated in NYCxDESIGN this year with compelling exhibitions. From exploring the intersection of design in social practice and activism, to the complex phenomenon of how color captivates designers' work, these exhibitions extend how we think of design.

Participating museums included: Brooklyn Museum; Cooper Hewitt, Smithsonian Design Museum; MoMA; Museum of Jewish Heritage; Museum of the City of New York; Museum at FIT; Snug Harbor Cultural Center and Botanical Garden; the Museum of Arts and Design; The Noguchi Museum; and The Ukrainian Museum.

Akari Sculpture by
Other Means at
The Noguchi Museum

TALKS

Live discussions on all aspects of design were plentiful this year. Talks were held around the city to educate, promote collaboration, and inspire creativity.

The *New York Times* collaborated with NYCxDESIGN for the first time to produce Times Talks Art + Design Festival, featuring conversations with Christo, David Adjaye and Themla Golden, and David Rockwell and Isabel Toledo.

The third year of Design Pavilion's Design Talks NYC was offered as a free, community-based program to widen the understanding of many design disciplines and share the goals, responsibilities, and opportunities of designers today.

Numerous other talks took place at key events including ICFF, WantedDesign Brooklyn and Manhattan, Brooklyn Designs, and many of the participating schools and museums.

Times Talks Art + Design
Festival: David Rockwell &
Isabel Toledo



RADO: OFFICIAL WATCH SPONSOR

Rado, a design-oriented watch brand from Switzerland, returned as the Official Watch Sponsor of NYCxDESIGN for 2018 and hosted their third annual Rado Star Prize U.S. awards. The Rado Star Prize U.S. promotes the work of young designers, and this year's concept was "Design Inspired by Nature."

Rado again partnered with WantedDesign to create an installation that highlighted the Rado Star Prize U.S. finalists. The installation was located at WantedDesign Manhattan and drew thousands of attendees over the course of the competition.

Susannah Weaver was announced as the winner of the 2018 Rado Star Prize U.S. during a VIP reception at the WantedDesign Manhattan launch event. In her winning design, *Felted Concrete*, ethereal wool meets solid concrete, a mixture of materials that is juxtaposing, yet complimentary.

Both NYCxDESIGN and WantedDesign promoted Rado and the Rado Star Prize U.S. through digital and print advertising, email marketing, and social media. Rado received dedicated bus shelters and newsstands to promote their brand and product line and was highlighted through outdoor advertising.

Rado Star Prize
U.S. exhibition space
at WantedDesign
Manhattan





INTERNATIONAL PRESENCE

Each NYCxDESIGN prompts greater interest from international exhibitors as they recognize its importance in the global design ecosystem. From other design weeks exhibiting in NYC to participation by both established and emerging designers and brands from around the world, this international attention is only continuing to grow. NYCxDESIGN is a must for brands and designers wanting to reach a premier global audience.

Countries that participated this year include:

BRAZIL

CHILE

CHINA

EL SALVADOR

FINLAND

FRANCE

ITALY

MEXICO

THE NETHERLANDS

SPAIN

TURKEY

UNITED KINGDOM

THE NYCxDESIGN OFFICIAL GUIDE

Once again, *Metropolis* magazine published the Official Guide to NYCxDESIGN, featuring 105 pages of editorial content, including 18 pages of event coverage and neighborhood maps designed specifically to benefit out-of-town attendees.



More than 77,000 copies were distributed at 73 locations across the city, including at universities, cultural institutions, design centers, hotels, trade shows, targeted bus routes, design showrooms, and retail outlets. Additionally, the guide was packaged with the May issue of *Metropolis* magazine, sent to their subscriber base of 50,000 readers, and was available on their website.

The May issue of *Metropolis* magazine featured a 15-page section dedicated to NYCxDESIGN, which included additional in-depth information on the event's fairs and exhibits. Both the guide and the issue carried an article featuring Deputy Mayor Alicia Glen and NYCEDC's and NYCxDESIGN's efforts to make New York a global destination for design.

DESIGN IN HOSPITALITY

NYCxDESIGN also extends to the hospitality industry where design continues to be a big focus. This year a hotel partnership program promoted accommodations to the nearly 100,000 attendees who travel to New York City for NYCxDESIGN. Nine beautifully designed hotels offered special NYCxDESIGN rates, allowing guests to extend their design immersion by staying where design is at the heart of the experience.

11 Howard

The Beekman

The William Vale

The Whitby Hotel

The Williamsburg Hotel

AKA Wall Street


AKA Central Park

AKA Times Square

Mr. C Seaport

The Bar Room at
The Beekman



A collage of three images. The top-left image shows a restaurant balcony with a white railing and ornate architectural details. The top-right image is a close-up of a martini glass containing a pinkish-orange cocktail with a green herb garnish. The bottom image shows a restaurant interior with a bar, tables, and chairs.

**The Sea Grill's
DRINKSxDESIGN
Cocktail**

**Temple Court's
DRINKSxDESIGN
Cocktail**

DRINKSxDESIGN

Another new design offering was DRINKSxDESIGN, a program where a group of restaurants, curated by NYC & Company, offered special NYCxDESIGN-inspired cocktails on their menus.

Bâtard

Beauty & Essex

Nobu Downtown

Robert at the Museum of Arts and Design

Temple Court

The Dining Room at the
Metropolitan Museum

The Sea Grill

Tribeca Grill

Untitled at The Whitney
Museum of American Art

COMMUNICATIONS & PRESS

NYCxDESIGN earned significant media coverage across a range of outlets locally, domestically, and internationally. Press coverage provided a steady hum of information and news for stakeholders and attendees.

July 26, 2017: NYCxDESIGN 2018 dates announced, putting the program on the global design calendar

December 15, 2017: Public relations representatives from the design community were invited to the Museum of Arts and Design for an NYCxDESIGN 2018 press preview and discussion about how they and their clients could get involved

January 12, 2018: An NYCxDESIGN 2018 press event at the Brooklyn Museum provided highlights about the upcoming celebration to over 200 attendees

May 11, 2018: NYCxDESIGN 2018 kicked off with a press event in the heart of Times Square, coinciding with the opening of Design Pavilion

6sqft

Architizer™

archiproducts®

archilovers®

ARTS
THREAD

CURBED

design\milk
dm

de
magazine
zeen

designboom®

INTERIOR
DESIGN

THE VENUE REPORT

THE
ARCHITECTS
NEWSPAPER

CORE77

METROPOLIS

NEW YORK

The New York Times

untapped cities.
redesign your city.

AD
ARCHITECTURAL DIGEST

FAST COMPANY

INTERNI

SURFACE

NEW YORK POST

SPECTRUM
NEWS NY

Time Out
New York

W

THE
EDITOR
AT
LARGE

IFDM
IL FOGLIO DEL MOBILE

Wallpaper*

DesignApplause

THE
EPOCH
TIMES

shop
retail
environments

PRINT & ONLINE MEDIA

NYCxDESIGN's success relies in part on earned media and in-kind advertisements from media partners, and this year's coverage was tremendous. The total value in this year's program was nearly \$2 million and over 200 million people were exposed to NYCxDESIGN media content.

Design Magazine

2018 NYC x Design
디자인 축제가 도시 브랜드에 끼치는 영향



2018 NYC x Design
디자인 축제
가 도시 브랜드에
끼치는 영향



celebrating a world of design

**NYC
X DESIGN**
MAY 11-23, 2018

Partners: Tappi CO
Lighting

New York Times

DESIGN



NYCXDESIGN Guide

바야흐로 홈퍼니싱의 시대다. 1인 가구, 나만의 행복한 삶을 추구하는 시대의 흐름이 되었다. 먹는냐에 이어 이제는 어떻게 사느냐로 바뀌었다. 국내 홈퍼니싱 시장을 대표하는 브랜드부터 유행까지 뛰어돌고 있는 홈퍼니싱 시장은 지금 가장 핫한 분야이다. 국내 홈퍼니싱 기업들과 이 분야로 사업을 있는 유통 기업들의 전략, 그리고 우리가 주목할 홈퍼니싱의 트렌드까지 탐았다. 파이는 커졌고 경쟁이 아졌으며, 소비자의 선택지도 다양해진 이 시장은 더욱 치열한 경쟁을 예고하고 있다.



국내 홈퍼니싱 산업 지형도 Home Furnishing

포스터로 보는 월드컵, 2018 러시아 월드컵 경기 포스터 전시
남다다 신선한 디자인의 가치, 한국아쿠르트
2018 베니스 비엔날레 제6회 국제건축전 리뷰
여름엔사 업어, 그래픽 티셔츠 30

Design Magazine

London
Design
Festival
Guide



27

Interior
Design
Magazine

well beings

OUTDOOR MEDIA

NYCxDESIGN was promoted throughout New York City including:

150

street pole banners
stand-up banners
bus shelters

5

newsstands

290+

hours of advertisement on LinkNYC

2 WEEKS

of video advertisement on
NYC Ferry monitors

\$930,750

total media value

392,000,000

total impressions



Bus Shelter



Newsstand

Street Banner

SOCIAL MEDIA

Social media continues to be an important marketing tool for NYCxDESIGN. Instagram is the program's most popular social channel and grew by over 20,000 followers in 2018, breaking 60,000 followers during this year's celebration.

NYCxDESIGN social media growth since 2017:

Instagram
+36%

Facebook
+20%

Twitter
+9%



DESIGN+ CITY BLOG

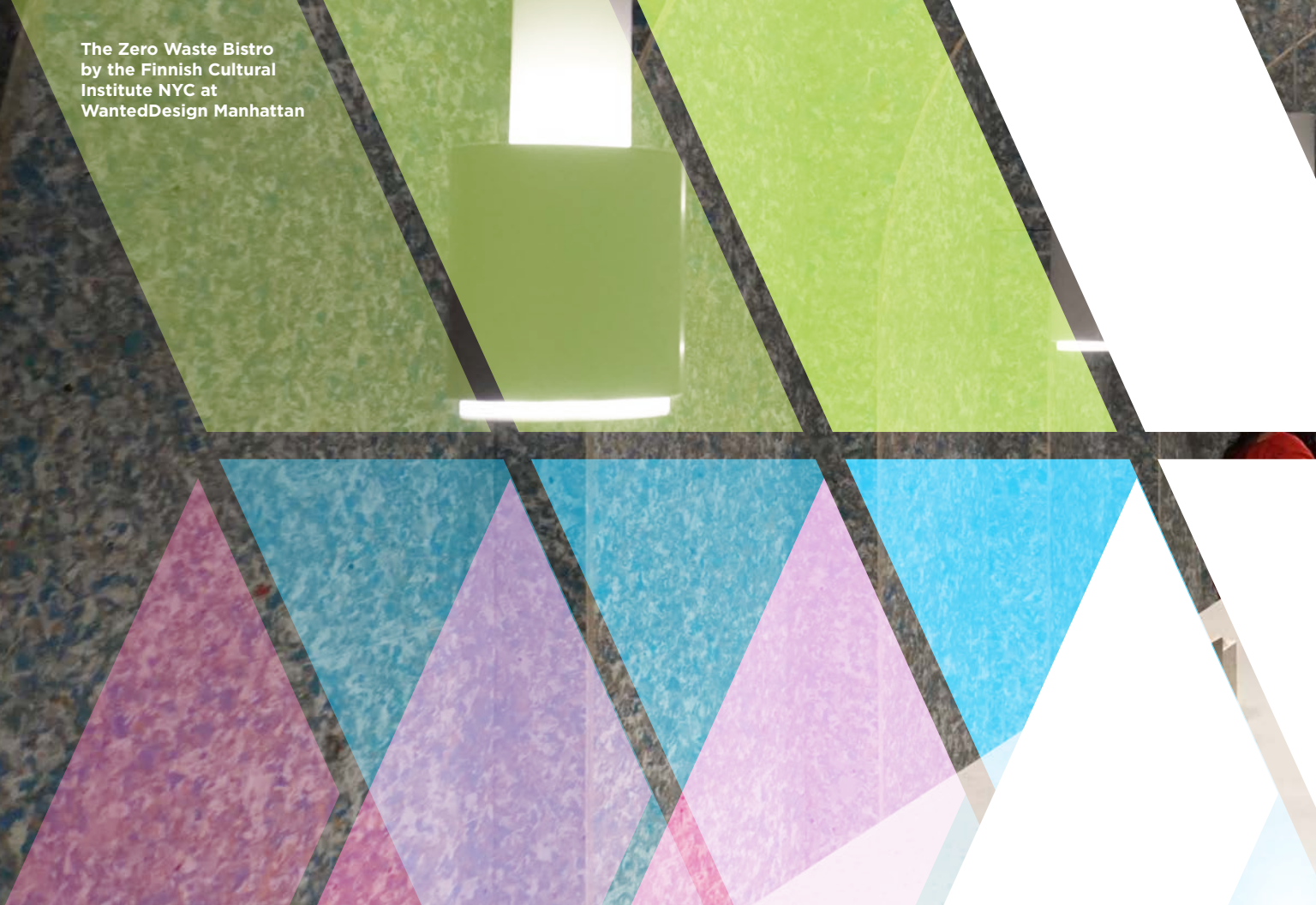
NYCxDESIGN's blog, Design+ City, celebrates the city's commitment to design as a means to improve our urban quality of life. The blog saw great improvement in both quality and quantity of content this year, showcasing dozens of designers who work within, or for, New York City.


Page views

+50%



The Zero Waste Bistro
by the Finnish Cultural
Institute NYC at
WantedDesign Manhattan





JOIN US IN 2019

NYC X DESIGN

CELEBRATING A WORLD OF DESIGN

MAY 10-22, 2019

NYCxDESIGN.com
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#NYCxDESIGN

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