



NYCxDESIGN 2018: Celebrating a World of Design

What is NYCxDESIGN?

NYCxDESIGN, New York City's annual celebration of design, attracts hundreds of thousands of attendees and designers from across the globe. Taking place each May—next occurring May 11–23, 2018—the event celebrates a world of design and showcases over a dozen design disciplines through exhibitions, installations, trade shows, panels, product launches, open studios, and more. And, like design itself, NYCxDESIGN is everywhere, with events taking place across the city's five boroughs. Brought to life by New York City Economic Development Corporation (NYCEDC) in conjunction with a steering committee of leading members of New York City's design community, NYCxDESIGN highlights the unique creative, cultural, educational, and economic opportunities in New York City.

Why get involved in NYCxDESIGN?

By participating in NYCxDESIGN, you will have the opportunity to reach a broad yet targeted audience of local, national, and international design professionals and enthusiasts, opening up your prospects for increased brand awareness, media coverage, web traffic, sales, and/or collaborations, all while being part of the world conversation about design.

How to get involved in NYCxDESIGN?

Below are just a few of the many ways you can get involved in NYCxDESIGN 2018. Participation is free – all you need to do is register your event on nycxdesign.com.

- **Lectures and Panels:** Give a unique talk or lecture that highlights a design topic relevant to your business.
- **Exhibition:** Showcase your latest collection, product or initiative to the international design community.
- **Installation:** Create a special installation at your space, or collaborate with an organization to create an installation in theirs.
- **Special Event:** Produce a reception, showcase, product launch, or program to bring attention to your company, product, or space.
- **Tour:** Create a design tour of your space, neighborhood, or project.
- **Retail Promotion:** Retailers can consider offering a special discount, developing an exclusive offering, hosting a special in-store event, or creating an enticing window display in collaboration with local designers and/or other NYCxDESIGN events.



- **Awards Submissions:** Highlight your design achievements from 2017/2018 by submitting your project or product for a NYCxDESIGN Award. The awards, produced by the International Contemporary Furniture Fair (ICFF) and *Interior Design Magazine*, celebrate design across a wide variety of project and product categories. Visit nycxdesignawards.com for more information. 2018 awards will officially open in Q1 2018.

What design disciplines are included?

Unlike many other design weeks, NYCxDESIGN celebrates design across a wide spectrum of disciplines, including: architecture, digital and technology, DIY and craft, engineering, fashion, film/TV/media, furniture, graphic design, industrial and manufacturing, interior design, landscape design, lighting, product design, theatre, set and costume, and urban design.

Who attends NYCxDESIGN?

NYCxDESIGN is attended by a diverse audience, including design professionals, students, and design enthusiasts from around the world. 2018 saw approximately 347,000 attendees, 99,000 of which visited from outside the NYC area.

How is NYCxDESIGN promoted?

- >\$800K worth of outdoor advertising across New York City (bus shelters, banners, newsstands).
- Advertising in top design publications.
- Social media (Instagram, Facebook, and Twitter – **@nycxdesign, #nycxdesign**).
- Newsletters to a dedicated database of over ten thousand design enthusiasts and professionals.
- Press outreach that targets local, domestic, and international media outlets.
- Official NYCxDESIGN 2018 guide produced by *Metropolis* magazine.
- Participant and partner channels (social media, websites, press lists).

Need more information?

Contact the NYCxDESIGN team at nycxdesign@edc.nyc for any questions about getting involved in the program.