



**FOR IMMEDIATE RELEASE**  
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**DESIGN PAVILION RETURNS TO TIMES SQUARE, NEW YORK CITY FROM MAY 12-20, 2018  
AS CENTRAL HUB FOR NYCxDISIGN, THE CITYWIDE CELEBRATION OF DESIGN**

**MORE THAN 3 MILLION VISITORS ANTICIPATED**

**U.S. PREMIERE OF CUSTOM-DESIGNED INFLATABLE PAVILION BY INFLATE**

**FIRST-TIME COLLABORATION WITH NASDAQ RECOGNIZES IMPACT OF  
DESIGN ON OUR FUTURE**

**PIGRO FELICE INSTALLS DREAMY POOL LIFESTYLE AMIDST URBAN LANDSCAPE**

**NINE-DAY PROGRAM OF INTERACTIVE INSTALLATIONS, TALKS, PERFORMANCES AND RETAIL**

**FREE AND OPEN TO THE PUBLIC**



**New York, NY, January 12, 2018** — Design Pavilion, the site-specific design happening held annually during New York City's official design week, NYCxDISIGN, today announced it will return to Times Square for its third edition with an extended and expanded program of engaging design installations, performances, talks, and retail. Now taking place over nine days from May 12-20, 2018, Design Pavilion in partnership with the Times Square Alliance, will activate five plazas in the new and radically transformed Times Square at Broadway between West 42<sup>nd</sup> and 47<sup>th</sup> Streets with immersive environments and daily programs featuring the work of leading architects, designers, artists, and choreographers addressing the theme, "From This Day Forward." Design Pavilion is free, open to the public, and expected to draw more than 3 million visitors.

“We invite anyone with a curiosity about design and the built world to visit Design Pavilion and our programs,” said **Ilene Shaw, Design Pavilion Founder and Producer**. “Design Pavilion 2018 will showcase the transformative impact of design and designers and makes the city’s official design week accessible and delightful for everyone.”

In the spirit of this year’s theme and a commitment to the future and innovation, **Design Pavilion Creative Director Harry Allen** is collaborating with UK-based, fast architecture and lightweight design brand **Inflate**, led by **Creative Director Nick Crosbie** to premiere a large-scale, inflatable structure spanning approximately 2,000 square feet across the plaza at Times Square. The inflatable pavilion, presented for the first time in the U.S, will be an intricate and uniquely light and soft form housing a special exhibition, to be announced, within its 30-foot-high sheltered space.

“I am very excited about my collaboration with Nick Crosbie of Inflate for the 2018 Design Pavilion”, commented Harry Allen. “We are creating the perfect cover for Design Pavilion, an optimistic symbol of how design will inform the future. The form is soft to contrast against New York City — inviting, yet elegant and soaring — and semi-transparent so that our Times Square location is always a feature.”

Additionally Design Pavilion will collaborate with Hong Kong-based design brand **Pigro Felice** (translated as “Lazy Happy”) to recontextualize the plaza with a bold and unexpected inflatable installation for floating and lounging poolside amidst the urban bustle of Times Square.

To further reinforce the forward-looking 2018 edition, Design Pavilion and **Nasdaq** will collaborate for the first time, aligned by a commitment to the role of design and technology in our future. Nasdaq will create and display live and visually engaging imagery and content on Nasdaq’s dramatic seven-story, cylindrical video tower at 4 Times Square and across Nasdaq’s social media channels that engage more than 2 million followers.

“Our work with the 2018 edition of Design Pavilion at our MarketSite location in Times Square reinforces the continuing significance and importance of design in the future of business,” said **Ally Kostick, Global Head of Brand + Creative for Nasdaq**. “Design Pavilion celebrates those that are rewriting how design and technology apply to our future, and aligns with the way Nasdaq thinks of disruption and innovation that drives so many of our ideas – from electronic trading to analytics to the markets and economies of tomorrow.”

A newly commissioned digital project across Superior Digital Displays at West 42nd and 49<sup>th</sup> Streets will be announced later this year.

This year’s edition of Design Pavilion will again feature the popular NYCxDESIGN public information kiosk and meeting point for anyone interested in any and every discipline and spectrum of design, and a complete listing of the diverse NYCxDESIGN programs, special events, and participating venues citywide.

“The Design Pavilion serves as a cornerstone for NYCxDESIGN and underscores the critical role that design plays in our everyday lives. Its location in the heart of New York City makes design more accessible for New Yorkers and international visitors of all ages. Since 2016, the Design Pavilion has grown in size and popularity and we can’t wait to see what’s in store for the sixth edition of NYCxDESIGN,” said **Edward Hogikyan, Chief Marketing Officer, New York City Economic Development Corporation**.

“New York City is the undisputed global capital of design and innovation, and Design Pavilion, set inside one of the world’s most iconic public spaces, Times Square, is the destination and hub of all activities for NYCxDESIGN,” said **Tim Tompkins, President of the Times Square Alliance**. “The 2018 edition of Design Pavilion offers New Yorkers, national and international visitors with an extraordinary opportunity to experience the impact of innovative new design.”

Producer Ilene Shaw, Founder of Design Pavilion and a design visionary, and Creative Director Harry Allen, a noted, award-winning industrial designer, whose work is included in the permanent collections of major U.S. museums, are organizing and curating a program that invites the public to experience how

design as a craft and discipline affects our daily lives and is shaping a progressive and more ergonomic and sustainable world.



### **Pavilions**

Each year, Design Pavilion offers a selected program of interactive temporary structures and spaces demonstrating the potential of design and architecture. In 2017, DuPont™ Corian® returned to Design Pavilion with a new creation for public gathering envisioned by Birsell+Seck, an award-winning human-centered design and innovation studio. Using Corian® solid surfaces, and inspired by what movement means in the lively and vertical Times Square, the studio reinvented the quintessential bar. Another installation by a team of architects and designers transformed Corian® into a soft and atmospheric touch activated glowing light and sound sculpture.

In 2017, Herman Miller and Magis, an Italian furniture company, collaborated to make Times Square a playground of design with the sculptural, rotating Spun Chair designed by **Thomas Heatherwick**, an Honorary Fellow of the Royal Institute of British Architects and 2011 Wallpaper Magazine Designer of the Year. Visitors to Design Pavilion enjoyed playful and ergonomic seating throughout the happening.

### **Performances**

In 2018, Design Pavilion for the first time will be programmed with site-specific performances and dance, with a special emphasis on performers who work with design as part of their creative vocabulary. Set, costume, and lightning designers will be featured in Design Pavilion's Design Talks NYC series.

"We are tremendously excited that theater, dance, and music will energize the 2018 edition of Design Pavilion," enthused Shaw. "We envision solo and ensemble performances activating the visually open architecture of the designed shelters, and pairings of dancers and designers to further both disciplines."

### **Design Talks NYC**

In conjunction with Design Pavilion, Design Talks NYC is a fascinating and culturally relevant conversation and story series featuring architecture, design, art and civic visionaries and creative leaders. Now its fourth year, the program returns in 2018 to the striking Times Square Red Steps rising above the 47th Street sidewalk, other locations throughout the public spaces and indoor venues around Times Square.

Previous Design Talks NYC speakers and moderators have included: **Craig Dykers**, Principal, Snøhetta Architects, the visionary who radically transformed Times Square from a notoriously congested intersection into a world-class civic space; **Susan Szenasy**, Editor-in-Chief, Metropolis magazine; **Stuart Constantine**, Founding Partner, Core 77; **Julie Anixter**, Executive Director, AIGA, the oldest and largest professional membership organization for design; **Justin Davidson**, Classical Music and Architecture Critic, New York magazine and author of Magnetic City; **Todd Simons**, Vice President, Brand Experience and Design, IBM; **Kendal Henry**, Director, New York City's One Percent for Art; **Matt Shaw**, Senior Editor, The Architect's Newspaper; **Carol Ross Barney**, Principal Designer, Ross Barney Architects; **Josephine Minutillo**, Senior Editor, Architectural Record, as well as principals from the city's major art, design and architecture schools and institutions including The Cooper Union, Fashion Institute of Technology, Parsons School of Design at The New School and Pratt.

## Shopping at Design Market NYC

Established for the first time in 2017 as part of Design Pavilion, Design Market NYC will offer visitors from around the world a once a year only curated, design shopping experience.

## The full line-up of sponsors, designers, participants and programs will be announced in the spring.

*Images top to bottom and left to right: Design Pavilion 2017, Times Square installation view, photography by Rune Stokmo, courtesy Design Pavilion. Design Pavilion 2017 Times Square Installation view, photography by Stefan Hengst, courtesy Design Pavilion. Design Pavilion 2017 installation by Kaynemaile Architectural Mesh, photography by Rune Stokmo, courtesy Design Pavilion. Design Pavilion 2017 installation by Collective Paper Aesthetics, photography by Jason Isolini, courtesy Design Pavilion.*

## ABOUT DESIGN PAVILION

### Founded and Produced by Ilene Shaw and Shaw & Co. Productions

Shaw & Co. Productions is an established, creator and producer of highly visible marketing and promotional platforms – commercial and not-for-profit – representing design and designers. Innovators in the fields of design and functional art, they conceive of and develop inspired marketing strategies for both trade and public awareness. Their productions include public, trade and corporate events, curated exhibitions, seminars and conferences, award and educational programs. Ms. Shaw is a long-standing member of the NYCxDESIGN Steering Committee.

[ShawCoProductions.com](http://ShawCoProductions.com)

### Creative Direction by Harry Allen Design

Harry Allen Design is an award-winning, multi-disciplinary design firm based in New York City. Although trained as an industrial designer, Mr. Allen achieved prominence in 1994 for his interior design of Moss. A multitude of interior design projects followed. His product design work spans a wide range, from furniture and lighting to packaging and accessories. The Harry Allen Design process is a unique combination of personal experimentation, cross-pollination, and strategic thinking, striving to make life more thoughtful and beautiful.

[HarryAllenDesign.com](http://HarryAllenDesign.com)

### In celebration of NYCxDESIGN

NYCxDESIGN, New York City's annual celebration of international design, attracts hundreds of thousands of attendees and designers from across the globe. Taking place each May, 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.

[Nycxdesign.com](http://Nycxdesign.com)

### In partnership with Times Square Alliance

The Times Square Alliance, founded in 1992, works to improve and promote Times Square - cultivating the creativity, energy and edge that have made the area an icon of entertainment, culture and urban life for over a century. The Alliance provides core neighborhood services with its Public Safety Officers and Sanitation Associates, encourages economic development, co-coordinates major events such as New Year's Eve and Solstice in Times Square, presents public art via Times Square Arts, and advocates on behalf of its constituents.

[Timesquarenyc.org](http://Timesquarenyc.org)



## VISITOR INFORMATION

May 12-20, 2018

Every day from 11AM-9PM

Times Square, New York City (between Broadway and 7th Avenue, and between West 42nd and 47th Streets)

Free and open to the public

For more information visit: [design-pavilion.com](http://design-pavilion.com)

## JOIN THE CONVERSATION

Share and post on Instagram: [@design\\_pavilion](https://www.instagram.com/design_pavilion) and tag on social media with [#DesignPavilionNYC](https://www.instagram.com/DesignPavilionNYC)

## CALENDAR LISTING INFORMATION

**What:** From May 12-20, 2018, Design Pavilion, an annual, nine-day public design and cultural happening that is free and open to all, returns to New York City's Times Square in celebration of the city's official design week NYCxDESIGN. Serving as the public hub for NYCxDESIGN and themed for 2018 From This Day Forward, Design Pavilion aims to engage more than 3 million visitors in ideas about design and our future by emerging and established designers, architects, brands and visionaries from around the world participating in its curated installations and performances, Design Talks NYC and in Design Market NYC, a once-a-year, pop-up, design market.

**Where:** Times Square, New York City (Broadway and 7th Avenue between 42nd and 47th streets)

**When:** May 12-20, 2018

**Tickets:** Free and open to the public

**Website:** <https://www.design-pavilion.com>

\*\*\*ENDS\*\*\*