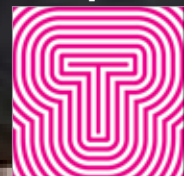


DESIGN PAVILION^{WYC}TM

MAY 12-20 2020
TIMES SQUARE
EXPERIENCE DESIGN

In partnership with



TIMES
SQUARE
ALLIANCE

Photo: Fernando Mastrangelo Studio, Tiny House



YOU'RE INVITED TO SHOWCASE INNOVATION

Design Pavilion is an annual public design and cultural happening that is free and open to all.

Located in Times Square, it's an exhibition forum developed to showcase design ideas about our future to a huge audience of millions.

We invite established and emerging designers of all disciplines, architects, brands, institutions and visionaries from around the world to imagine what comes next and engage through interactive installations, performances, and Design Talks.

TIMES SQUARE

A location that leads to growth annually

2016

25K Visitors
4M+ Impressions
6 Installations
7 Sponsors
3 Days
1 City Plazas
9 *Design Talks*

2017

1M Visitors
30M+ Impressions
8 Installations
13 Sponsors
5 Days
3 City Plazas
12 *Design Talks*, PLUS, a full-day IBM Conference

2018

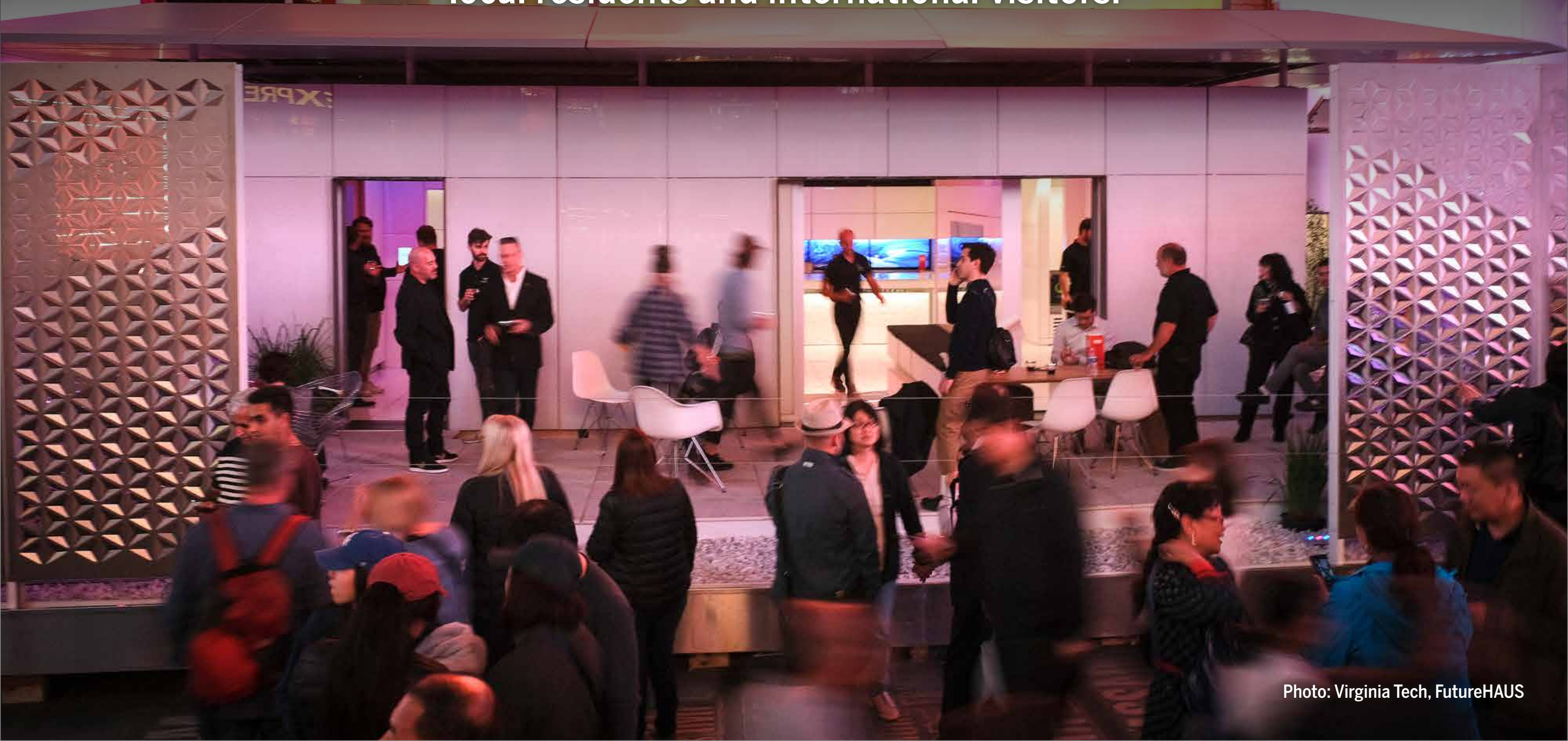
3.7M Visitors
100M+ Impressions
8 Installations
23 Sponsors
9 Days
4 City Plazas
15 *Design Talks* with audience of 2K
7 *Nasdaq Spotlight* on Design with 2M followers

2019

4.7M Visitors
151M+ Impressions
10 Installations
42 Sponsors
13 Days
5 City Plazas
13 *Design Talks*, PLUS, a full-day *Impact Summit* with audience of 2K+
12 *Nasdaq Spotlight* on Design with 2M followers

4.7 MILLION VISITORS

Including design professionals, local business people,
local residents and international visitors.



POWERFUL PARTNERS

Reach

- 2M Nasdaq social followers
- 14M Superior Digital Billboards on-site viewers
- 1.9M Times Square Alliance social followers

NYCxDESIGN Demographics

- 336K attendees
- 90K NYCxDESIGN social followers
- \$2M worth of in-kind advertisements
- 200M social media impressions

Design Power in NYC Metro Area

- 53K+ designers
- 8K+ design firms
- 800 museums and galleries
- 10 best design and architecture schools in USA

EXTENSIVE MEDIA COVERAGE

METROPOLIS

NEW YORK

Forbes

The New York Times



Robb Report

WWD

Core77

INTERIOR
DESIGN

IFDM
INTERIOR FURNITURE DESIGN MAGAZINE

ELLE DECOR

AD
ARCHITECTURAL DIGEST



SURFACE

de
zeen

THE
ARCHITECTS NEWSPAPER



designboom

CULTURED



YAHOO!
FINANCE

THE CUT

THE IRISH NEWS



NYC
The Official Guide
nycgo.com

eventful

BOAT
International

untapped cities.
Rediscover your city.

archiproducts®

eventbrite



GUEST of a GUEST

inhabitat



CITY
GUIDE

spinGO®

am NEWYORK

Trade Only Today
DAILY NEWS FOR MARINE INDUSTRY PROFESSIONALS

ALIGN WITH DESIGN

create design installations

TELL YOUR BRAND STORY

participate in the Talk series

ENGAGE THE PUBLIC

generate shared experiences

CONNECT TO INDUSTRY

host parties and receptions

PARTICIPATE



Sponsorship opportunities can be tailored to your specific business objectives and needs.

Installation

Create a special interactive installation engaging a broad audience

Exhibition

Showcase your latest collection, product or initiative to an international audience of designers and consumers

Special Event

Produce a reception, product launch or presentation to bring attention to your company and products

Retail

Put up a pop-up in our Design Market NYC

Photo: Pratt Institute, Project Hurrah!

DESIGNMARKET^{NYC}

RETAIL

Carefully curated collections of design objects



Photo: American Design Club

RAVE REVIEWS

151,075,859 total impressions | \$208,927.92 estimated ad rate

“At the DesignPavilion, things are done with great attention to detail. Our time spent in Times Square was great for our product and brand growth. Within the 12 days, we personally spoke with thousands of interested people - media, entrepreneurs and tourists. Ecocapsule’s presentation at the Design Pavilion was a total success.”

Tomas Zacek
CEO, Ecocapsule

“Having our materials science and technology installations at Design Pavilion has been an excellent opportunity for us. Not only were we able to launch one of our new, breakthrough technologies to an international audience, working with the Design Pavilion team was a delight. Their creativity, flexibility and collaborative nature ensured that we felt part of a wider team all motivated to create an incredible design experience for the public.”

Amy White
VP, Avery Dennison

“What an amazing bond between art and design. So good that Design Pavilion has made this experience available to the larger public.”

Micol Fagotto
PR + Press Officer, Magis

“Design Pavilion was exactly what we’d hoped for - a creative, varied and brilliantly curated mix of design interventions and discussions perfectly suited to the pedestrian plazas in Times Square, which are traversed by up to 450,000 people daily at peak times.”

Tim Tompkins
President, Times square Alliance

“Seeing Times Square transformed by the Design Pavilion into an interactive design hub during NYCxDESIGN was truly extraordinary. Central to the mission of NYCxDESIGN is educating and engaging the public about design. The Design Pavilion in Times Square is a huge leap forward in our achieving that mission.”

Edward A. Hogikyan
VP + Exec. Dir., NYCxDESIGN

“At Pratt Institute we often talk to industrial design students about bringing design to the people - for their information, collaboration and input. Participation in Design Pavilion gave us a unique opportunity to do just that. At Times Square, our audience was as diverse as New York City itself. This was an empowering educational experience.”

Constantin Boym
Dept. Chair, Pratt Institute

“Design Pavilion is the perfect platform for a broader dialogue on the role of design in society and a means to extend its influence beyond our industry. Seeing a melting pot of people interacting with our designs in the heart of the city was inspiring and reminds us why we are designers in the first place.”

Jaime and Isaac Salm
Founders, Mio

“It has been an amazing education, like no other focus group or trade show I have ever attended for my product designs. I learned so much about how people will use the solstreet solar charging benches. This is vital information for my new company. Design Pavilion creates a beautiful cultural experience for all.”

Lisa Smith
Managing + Creative Dir., solstreet

“The American Design Club has been a part of the Design Pavilion market since 2016. In Times Square, it has become one of the best retail pop up shops we do all year - the foot traffic cannot be beat. Rain or shine people are out! As one of the best destinations during NYCxDESIGN, it makes for an amazing opportunity to meet our customers and make sales.”

Kiel Mead
Founder, American Design Club

“Design Pavilion has broken through the barrier of the traditional art fair model to create a platform for design to really reach the public. My installation at Times Square was the most successful public exhibition in the history of my studio. I’m excited about what this type of programing can do for the community and the education of design.”

Fernando Mastrangelo, CEO, Fernando Mastrangelo Studio

“We got a lot of strong and insightful feedback from some really smart people who came through, including builders and developers. The conversations were fantastic! It was like a dream that actually motivated our students to continue their studies, and to strive to make magic happen over and over again in the future. Spectacular and exciting, it was an experience of a life time and the press continues to talk about FutureHAUS at Design Pavilion in Times Square.”

Joe Wheeler
Professor, School of Architecture Virginia Tech

DRAMATIC STRUCTURES

As our name implies, central to the mission of Design Pavilion is the realization of structures to demonstrate the power of architecture and provide shelter for installations.

EDUCATION

Design Pavilion encourages the exploration of solutions to today's concerns and critical issues, through informative, inventive and interactive installations.

UNFORGETTABLE EXPERIENCES

A product is only as successful as the customers' experience of it. Design Pavilion provides the opportunity to go out and connect with a broad audience, receive immediate and clear feedback, and test market products, collections, materials and concepts in the real world.

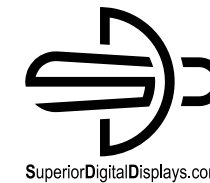
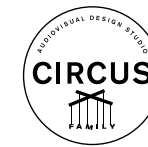
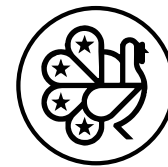
ENGAGING STORIES

Design Pavilion sponsors tell their stories using design as a tool.

Photo: Azimut|Benetti Yachts, S6 yacht

DESIGN PAVILION SPONSORS

2016-2019



DESIGN PAVILION^{NYC}TM

design-pavilion.com
info@design-pavilion.com

In partnership with

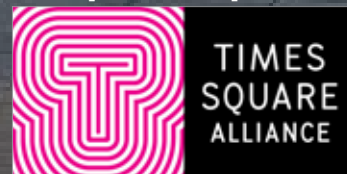


Photo: Fernando Mastrangelo Studio, Tiny House