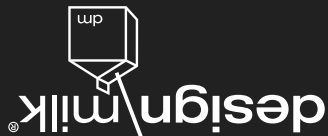


NYCX DESIGN

A curated guide to New York City's annual celebration of design from the editors of DesignMilk.com. Share your adventure using hashtag #MilkRunNYC2018

May 11-23 2018



Waste not.

Made from 111 upcycled plastic bottles.



emeco

SURVIVAL GUIDE TO NYCXDESIGN

We are experts at navigating NYCxDESIGN so we put together a quick list of dos and don'ts. Whether you're seasoned or it's your first time, here are our tips for survival:

- 1 / Ladies, block heels or smart flats only please. ICFF is now the entire upstairs of the Javits Center, and that's a lot of aisles. Plus those cobblestone streets of Soho are notoriously unforgiving, especially after a few complimentary showroom apéritifs.
- 2 / Check the forecast. NYC weather in May is about as predictable as a wasp on speed.
- 3 / Lyft is good, but get down with Juno. The car service is wildly popular in NYC because A) You get 30% off your first two weeks of fares, B) they pay their drivers well.
- 4 / BYOS - Bring Your Own Snacks. The Javits Center food situation, like most trade show locations, is very limited. Someday they will take a cue from High Point and bring in the tasty comfort food, but for now, pack your granola bars.
- 5 / Plan your route. Go a step beyond targeting which fairs you'd like to see and jot down specific booths and exhibits within that are a priority. Visit those first and take whatever time remaining to wander.
- 6 / If you're a buyer - take business cards, don't give.



Save 50% off your first job listing on the Design Milk Job Board with code **50OFF**

designmilkjobs.com

- 7 / Snap photos of everything that moves you. Don't think, just shoot. You can weed through it all later. Just don't forget to photograph the name of the vendor!
- 8 / Pack your charging phone case. All those photos are going to drain your juice.
- 9 / Pack a second backup charger.
- 10 / Stick around. The last day of each fair is an open market with deals to be had for cash & carry items, including large pieces of furniture if you're savvy enough to have brought a van.

And... don't forget to:

- Print your passes ahead of time
- Make reservations for all meals, even if you aren't sure
- Download transportation apps
- Follow @designmilk on Instagram

Introducing Design Milk's definitive guide to NYCxDESIGN 2018, New York's celebration of all things design.

From the best booths at ICFF to other must-see design fairs and events in Manhattan and Brooklyn, we've compiled everything you need to plan your trip, down to the best places to lay your head and fill your cup in between.



Use the hashtag **#MilkRunNYC2018** to let us know what you're up to.

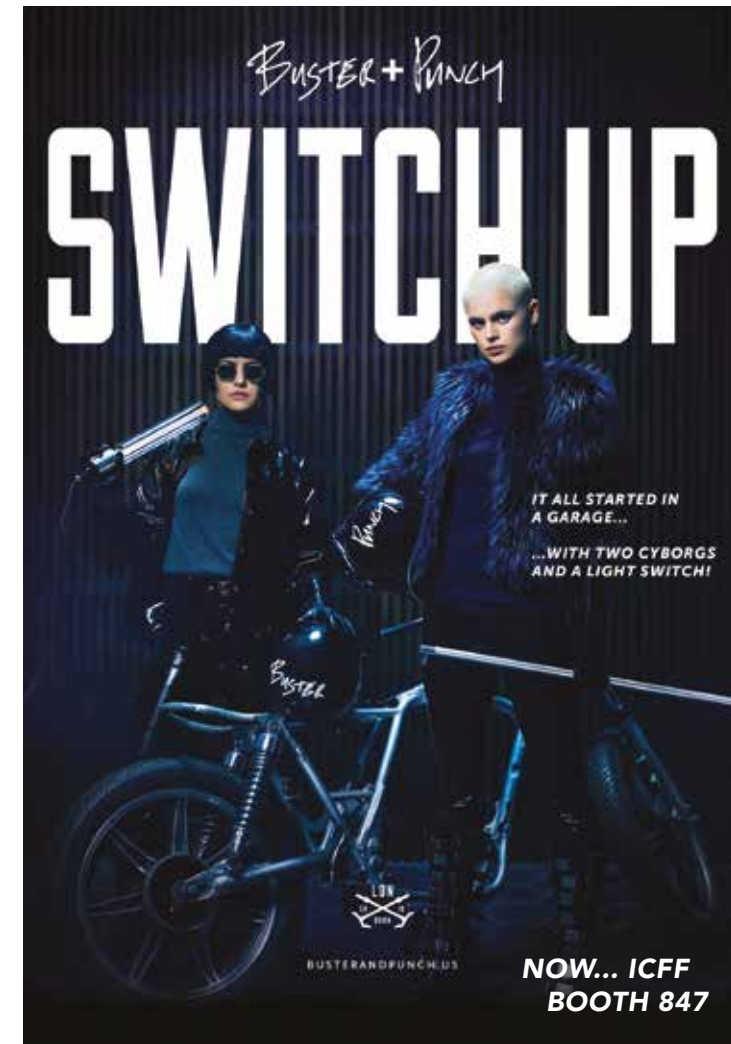
THE BIG 5

- 1 **BROOKLYN DESIGNS**
May 11 - 13
200 Eastern Pkwy, Brooklyn NY
Taking place in the first three days of NYCxDESIGN at a new location in the **Brooklyn Museum**, Brooklyn Designs is a well-established fair with a focus on the local design community across the mediums of furniture, lighting, tableware, art, textiles, and jewelry. Don't miss **BROOKLYN BUYS**, the show's marketplace where you can pick up unique and affordable design objects.
- 2 **IC DESIGN FESTIVAL**
May 17 - 21
274 36th St, Brooklyn NY
WantedDesign Brooklyn is now known as the **IC Design Festival by WantedDesign**. Developed with the same ethos of supporting emerging talent as WantedDesign Manhattan, but with a lot more space to work with, IC Design Festival is a five-day, indoor/outdoor, campus-wide celebration of design at Industry City, including a primary exhibition space at the Factory Floor. Don't miss the **Open Studios** on May 19 - 20 when over 100 artists and designers will open their studios and create work specifically for the event. Artist **Camille Walala** will also unveil a permanent mural wrapping the façade of one of Industry City's prominent, pre-war factories.
- 3 **WANTEDDESIGN MANHATTAN**
May 19 - 22
269 11th Ave, NYC
Now in its 8th year, WantedDesign at the Terminal Stores is an eclectic show featuring contemporary furnishings, design, and interactive installations that pleasantly benefits from its close

proximity to the Javits Center. Don't miss the **Launch Pad**, a selection of work by emerging talent that is reviewed and juried by a panel of industry luminaries. Notable members of this year's jury include **Marva Griffin Wilshire**, founder of Salone del Mobile, **Giulio Cappellini**, and our very own **Jaime Derringer**.

4 **ICFF**
May 20 - 23
655 W. 34th St, NYC
The premier US exhibition of contemporary furniture, lighting, and accessories, ICFF enters its 30th year with the entire top floor of the Jacob Javits Center, 900+ exhibitors, and more buzz than ever before. Don't miss booths from **Amuneal, Articolo, Bernhardt, Buster + Punch, CC Tapis, Emeco, ferm LIVING, Good Thing, Kettal, Konekt, Marsat, Minted Art, stellar works, Stephen Kenn, Studio Endo, VIA** ("No Taste For Bad Taste" French exhibit), and of course, shop at our **Milk Stand** (Booth #101). We're also excited about **Collective Concept**, Steven Learner's new exhibition space for Collective Design at ICFF. Make sure to stop by the student exhibitions which are always a highlight!

5 **SIGHT UNSEEN OFFSITE**
May 17 - 20
201 Mulberry St, NYC
Editors **Monica Khemsurov** and **Jill Singer**'s somewhat under-the-radar, cooler-than-cool, annual exhibition has established itself as a must-see for the serious design aficionado. Moving away from individual designer presentations in its fifth season and embracing a more collaborative exhibition format, Sight Unseen OFFSITE 2018 has paired 14 standout designers with 14 high-profile creatives in the fields of food, fashion, art, film and music. What happens when you combine **Bower** with **Seth Rogen**, or **Rafael de Cárdenas** with Rihanna's stylist **Mel Ottenberg**? We can't wait to find out.



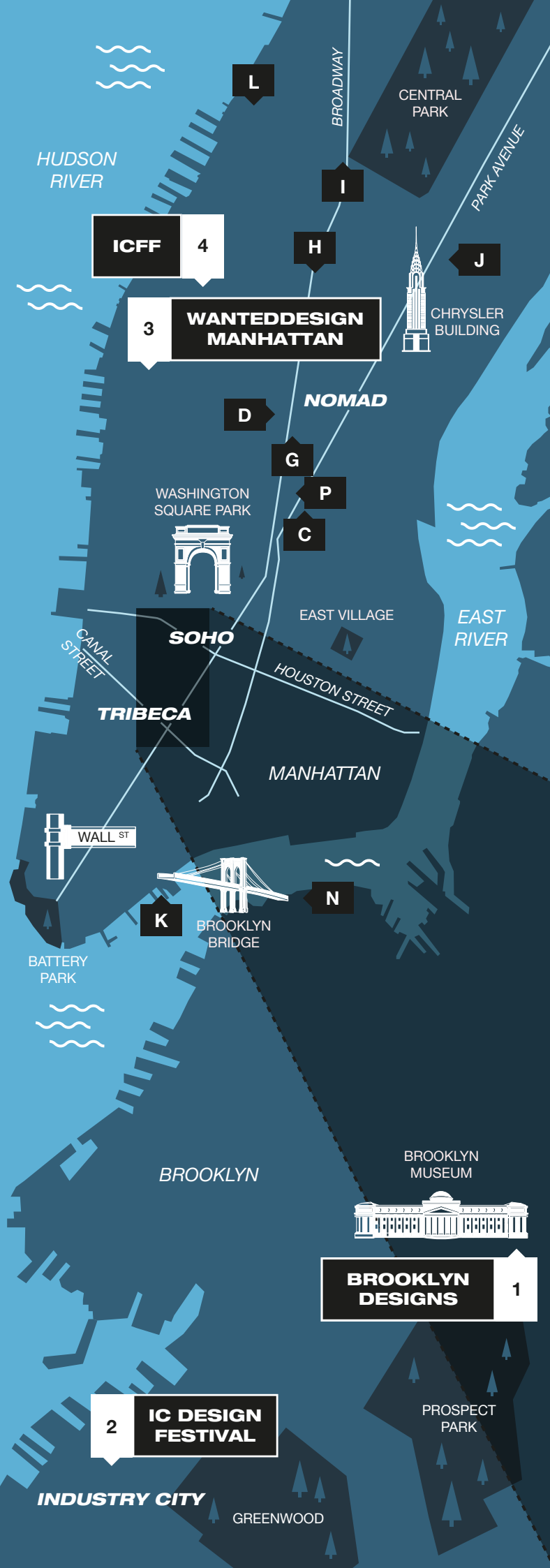
BUSTER + PUNCH

SWITCH UP

IT ALL STARTED IN A GARAGE...
...WITH TWO CYBORGS AND A LIGHT SWITCH!

BUSTER + PUNCH

NOW... ICFF BOOTH 847



THE LAY OF THE LAND: NYCxDESIGN'S DESIGN DISTRICTS

SOHO

The hub of NYC design, Soho Design District is the most concentrated grouping of individual furniture and lighting showrooms in the city. From Tom Dixon's new showroom on Greene to NYC flagships for Flos, Kartell, Fritz Hansen, Lee Broom, Foscarini and Cassina, there's a whole day of exploring to do o'er cobblestone streets in this picturesque design neighborhood.

Getting there: NQRW or 6 to Canal St

Design Night: May 19, 6-9pm

Stop by: MM XVIII, a new collection of works by Philippe Malouin, Luca Nichetto, Sergio Rodrigues, & Faye Toogood at **Matter Made** (405 Broome St) **A**

TRIBECA

Ah, Tribeca. Difficult to get to, but so worth the journey. Where else can you get up close and personal with a Kaare Klint sofa from 1933 in near pristine condition? Wyeth's Tribeca outpost – that's where. We also would recommend stops at David Weeks Studio, Colony, Lambert & Fils at Montauk Sofa, Property, R&Company, Room, and last but not least, Espasso. Brazilian... so hot right now.

Getting there: Call Juno

Design Night: May 17, 7-10pm

Stop by: Balance/Unbalanced, a showcase of new work by American designers at **Colony** (324 Canal St, 2nd Fl) **B**

NOMAD

Six short years ago people scratched their heads when this midtown neighborhood touted high design dreams. A handful of killer hotels and a massive Herman Miller showroom later, NoMad is on the map with easy access to 200 Lex and contemporary mainstays Minotti, Moooi, and DDC.

Getting there: 6 train to 28th St

Design Night: May 18, 6-9pm

Stop by: The US debut of Brad Ascalon's new collection at **Carl Hansen & Son** (251 Park Ave S, 13th Fl) **C**

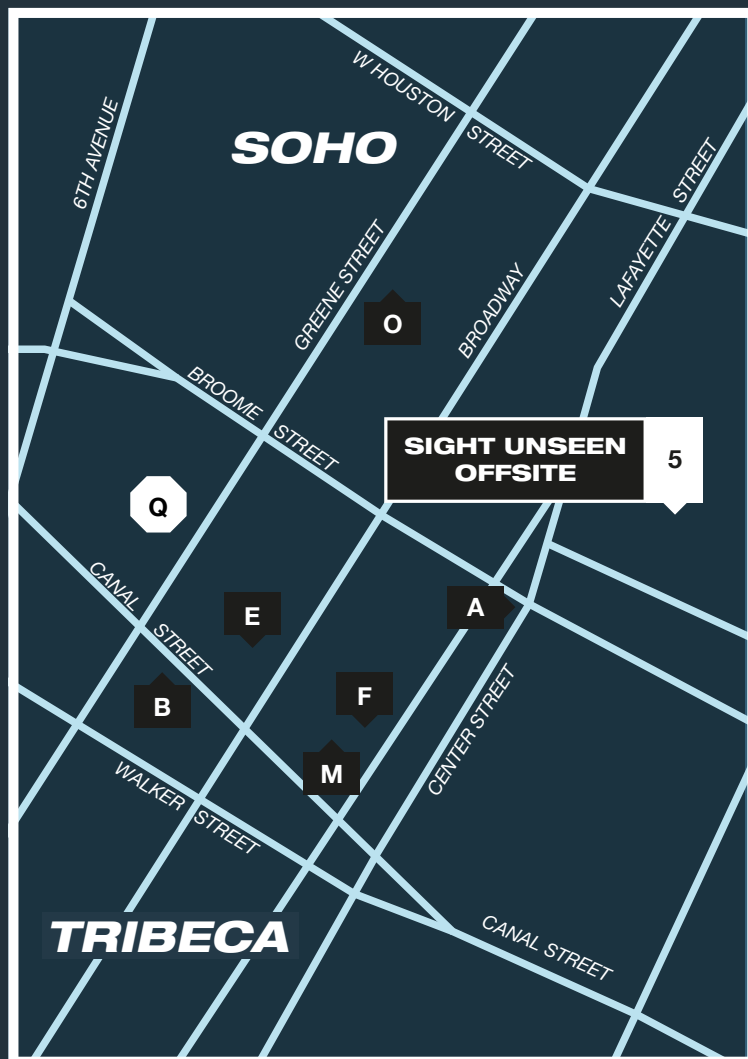
INDUSTRY CITY

NYCxDESIGN's newest design neighborhood and proud home of the IC Design Festival by WantedDesign, Industry City in Sunset Park has emerged on the Gowanus riverbank as the raw epicenter of up-and-coming New York design. Over the last several years, Industry City's 19th century shipping warehouses have been converted into a network of showrooms, retail spaces, galleries and workshops, complete with a predictably-artisanal food hall. One of its eateries is called Avocaderia – enough said.

Getting there: D N R trains to 36th St

Design Night: Open Studios May 19 – 20, 11am-6pm

Stop by: Outposts for DWR, ABC Home, and MGBW



THE PERFECT 48

Need a more specific itinerary? We've got you covered. Here's our perfect 48 hours during NYCxDESIGN:

MAY 19

D 2pm - Arrive in NYC, check into **MADE Hotel** (44 W 29th)

5 3pm - Head downtown to **Sight Unseen OFFSITE** (201 Mulberry St.)

E 5pm - Pop over to Roman & Williams' new emporium **RW Guild** (53 Howard St.) for a drink & a browse

7pm - Make your way to **Soho Design District** and hit events at Artemide, Cassina, Cappellini, Moroso, DWR, Gabriel Scott, and Tom Dixon

F 9pm - Dinner at **Le Cou Cou** (138 Lafayette St.) followed by drinks upstairs at **The Blond**

MAY 20

G 8am - Fuel up at the **NoMad Hotel** (1170 Broadway) in the Atrium

4 10am - **ICFF**. Make sure to visit the Design Milk Stand pop-up shop in Booth #101

3 3pm - Walk a few blocks to **WantedDesign Manhattan** (269 11th Avenue)

H 5pm - Head uptown. Stop by the **Design Pavilion** in Times Square (Broadway from W 42nd to W 47th)

I 6pm - Continue uptown to see Yinka Shonibare's new **Wind-Sculpture** art installation at the SW entrance of Central Park

J 7pm - You're famished! Early dinner at **The Grill** in the iconic Seagram Building (99 E 52nd St.)

MAY 21

D 9:30am - Grab a coffee and fresh pastries by Patisserie Chanson at **Paper Coffee** (inside MADE Hotel)

2 10am - Take the D train to **IC Design Festival** (274 36th St, Brooklyn)

11am - Visit WantedDesign & Open Studios at **Industry City**
1pm - Lunch at Industry City's famous **Food Hall**
2pm - Depart NYC

WAIT - THERE'S MORE!

K NYCxDESIGN Awards and ICFF Opening Party

Ticket purchase required for both events

May 21
Awards from 5-7pm
ICFF party 7-10pm
Pier 17, Seaport District, NYC

L ICRAVE Presents: Luci. Swimming. Drinking.

Pool Party and Unveiling of Luci, NYC's Largest Digital Art Sculpture
May 22, 8-11pm
21 West End Avenue, NYC

M BUILT

American Design Club's group show and design competition sponsored by Wix.com
May 11 - 23
Canal Street Market, 265 Canal St, NYC

N DESIGN PIER: Unknown Territories

With a focus on contemporary Asian design, this collective is hotly anticipated
May 19 - 23
Usagi Gallery - 163 Plymouth St, Brooklyn

O FURNISHING UTOPIA 3.0: Hands to Work

22 international design studios pay homage to Shaker design
May 19 - 22
DWR Soho Studio, 158 Greene St, NYC

P kinder MODERN presents Before & Be After: Growing Up Design with Lucas Maassen & Sons and Play in Motion with Rodger Stevens

May 11, Opening Reception 6-8pm
May 11 - 25, On View
1133 Broadway, Suite 1610

DON'T MISS

Q One of our must-see events of NYCxDESIGN is Tom Dixon's pop-up Flash Factory at their new showroom location on Greene Street. In addition to introducing new 2018 collections, the British design studio will showcase how it manufactures a special limited edition pendant light. Tom Dixon Open House dates - May 18 - 20 at 25 Greene St in NYC. [sponsored]

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