

**[WANTED
DESIGN]**
BROOKLYN

MAY 14-18, 2020
INDUSTRY CITY



About WantedDesign Brooklyn 2020

WantedDesign Brooklyn is the destination for discovering new ideas, talents, research, and creativity from all over the world, including projects from design students during NYCxDESIGN.

It will be located in the same venue as previous years, Building 1 at Industry City, on two floors, with a total of more than 20,000 sq ft exhibition space.

The ground floor is dedicated to design education and student projects, and the second floor is for larger installations and museum-like exhibits. The Design Schools Workshop will be taking place as well in the second floor.

Check out: [WantedDesign 2019 video and report](#), as well as [Design Schools Workshop 2019 report](#).

Address: Industry City, 268 36th Street, Brooklyn, NY 11232

Dates: Thursday May 14 to Monday May 18, 2020

Opening celebration on Wednesday May 13, with Press preview starting at 5pm

Numbers of expected visitors: 25,000 at Industry City, including over 8,000 at WantedDesign Brooklyn main exhibition.



Oui Design - WantedDesign Brooklyn 2019



Timber! - WantedDesign Brooklyn 2019

WHY AND HOW TO BE PART OF IT?

> **Cultural International Exhibits and installations**

As Industry City developed to become the Brooklyn Design District and the central destination during NYCxDESIGN, WantedDesign takes advantage of this fantastic environment and spaces to bring a more significant number of countries exhibits and installations and to talk about design to a broader audience.

At WantedDesign Brooklyn, the visitors can take the time to listen, look and appreciate, and sometimes taste, a bit more of the culture of design.

> **The Largest Design Schools exhibit during NYCxDESIGN**

Understanding the crucial need for schools to build an international network and for the students to have experience outside of their campus as they prepare for their career, WantedDesign Brooklyn is the largest gathering of international schools during NYCxDESIGN. It is an incredible platform for American and International schools to present their projects to a broad audience, get feedback from professionals, and to connect during NYCxDESIGN.

> **Design Schools Workshop**

The WantedDesign Schools Workshop is a 5-day COLLABORATIVE DESIGN CHALLENGE for 50-60 students from 10 to 12 International Design Schools

The workshop is conducted in partnership with one of the participating schools with the contribution of guests mentors and industry experts. 2020 school partner will be Art Center, School of Design.

Each school sends 4 to 5 students to participate to the workshop during WantedDesign Brooklyn.

The students are mixed and work around the proposed topic as teams. Each of them are presenting their project to a jury of professionals during a public presentation taking place at WantedDesign Manhattan.

Click [HERE](#) for more information.

COMMUNICATION AND PROMOTION

All participants benefit from Industry City and WantedDesign dynamic communication including presence on the website WantedDesign Brooklyn participants page, Social Media posts, Newsletters, Press Releases.

The WantedDesign community online has increasingly grown in 2019

As of October 2019:

79K Instagram followers | 23K Facebook likes | 55K Newsletter subscribers

wanteddesignnyc.com traffic January - May 2019: 60K unique visitors - 250K page views

Print: WantedDesign brochure

Conceived as a magazine with editorial and program content, 7,000 copies of the WantedDesign brochure will be printed and distributed through various showroom partners in New York, at WantedDesign Manhattan and at WantedDesign Brooklyn.

Partners - Cross Promotion

Millions of impressions across Facebook, Twitter, Instagram, Instagram Stories, email newsletters, web links shared by our media partners posts, international press coverage, participant and exhibitor communication, international design network partners, trade organization partners and sponsors.

All participants confirmed by December 1st will be included in the January 2020 Press Announcement.



design
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only
option

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Schools exhibit - WantedDesign Brooklyn 2019

DESIGN TRANSFORMS



Design Transforms - WantedDesign Brooklyn 2019



About the IC Design Festival by WantedDesign

Industry City is a 6 million-square-foot mixed-use complex comprised of 16 buildings spanning 35 acres on the waterfront in Sunset Park, Brooklyn.

For the seventh year during NYCxDESIGN, Industry City and WantedDesign will join forces to activate Brooklyn's largest destination, called now IC Design Festival by WantedDesign, within the citywide celebration of design, It became year after year a premier destination for the international design community, and the general public, showcasing Brooklyn's vital importance as a hub for diverse, multidisciplinary thinkers, makers, and entrepreneurs.

In addition to the WantedDesign Brooklyn exhibition in the Factory Floor and the Design Schools Workshop, IC Design Festival by WantedDesign features public art installations, campus-wide activities, IC Design Market by WantedDesign and IC Open Studios.

more at industrycity.com



About 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 10–22, 2019—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

APPLICATION DUE BY NOVEMBER 30, 2019
Please email this form to info@wanteddesignnyc.com



PARTICIPANT INFORMATION

Company name: _____

Website: _____

Contact production: _____

Email: _____

Contact communication/PR: _____

Email: _____

SPACE OPTIONS | PARTICIPATION FEE

- Exhibition space 250 sq. ft., \$3,500 (with power and basic lighting) - Larger space available. Fee TBD based on project
- Design Schools Exhibition space 250 sq. ft., \$3,000 (with power and basic lighting)
- Design Schools Workshop Participation fee (per school), \$5,500
- Large outdoor installation, Programming or activities to be hosted at Industry City - Fee TBD based on project

EXTRA

- Dedicated campaign: Social media + Newsletter article + digital ad on wanteddesignnyc.com - \$1,500
- Print advertising in WantedDesign magazine + digital communication package above - \$5,000



[WANTED DESIGN]

CONTACTS

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CONNECT

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