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NYCxDESIGN Announces 2025 Festival Plans While Reflecting on International Growth and Inclusivity Across All Design Disciplines

NEW YORK (August 2024) — [NYCxDESIGN](#), an innovative non-profit that supports and connects the design sector in New York City, is delighted to announce the **2025 NYCxDESIGN Festival will be held May 15-21** marking the global design calendar. The creative team, led by Ilene Shaw, Executive Director, has been working in the weeks since the event to confirm partnerships with ICFF (May 18-20) and other design hubs including neighborhoods, schools, museums and associations. Next year's event will include the return of the public-facing Design Pavilion installations.

The 2024 edition of the internationally renowned annual *Festival* set new records for local and international engagement and design excellence as theme 'Design is All Around Us' came to life with more than 200,000 visitors gathered in 31 neighborhoods across all five boroughs for sold-out keynotes, stimulating exhibits, unique tours, and installations.

"NYCxDESIGN's Festival highlights the strength of New York City's design and creative sectors, which represent 12 percent of the nation's jobs in these industries," said **NYCEDC President & CEO Andrew Kimball**. "NYCEDC is proud to partner and support NYCxDESIGN and the Festival, where over a thousand businesses served to spotlight their work for both tourists and NYC's diverse, creative talent pool."

In a look back at the 12th annual Festival, NYCxDESIGN implemented the activities to inclusively represent a diverse set of disciplines, including architecture, interior, industrial and product, graphic, urban, and landscape design. The 2024 year brought additional emphasis on technology's effect on design and its industries. The eventful eight days kicked off with an immersive Opening Night Reception at Mercer Labs Museum of Art and Technology as over 400 guests joined the unforgettable celebration and interactive exhibition that engaged all the senses.

Among over 250 events, NYCxDESIGN hosted the inaugural NYCxDESIGN Keynote series, where notable innovators took center stage daily to share creativity, inspiration and lessons learned with the industry and guests. The daily Keynotes brought visitors together as they coalesced at world class locations including the Museum of Modern Art, the Guggenheim Museum, the Museum of Art and Design, The National September 11 Memorial & Museum, and other prestigious theater venues for compelling discussions led by IBM, Adobe, Samsung, Magic Leap and more.

"Thanks to industry and public support, 2024 was a year of impressive growth; the NYCxDESIGN website traffic tripled; we launched our first NYCxDESIGN App with Bloomberg Connects, and in addition to this digital growth, we created GRID: The Official NYCxDESIGN Festival Guide, published by Aspire Design and Home and designed by Maiarelli Studio. All helping to expand our reach and enhance user experience" **Executive Director, Ilene Shaw** commented. "In 2025 we plan to build upon this growth with the return of NYCxDESIGN programming and exceptional public Design Pavilion installations."

Connecting and amplifying the design culture in New York City, NYCxDESIGN reported a broader international presence at the Festival with 6 countries creating numerous dedicated events in honor of the Festival, in addition to the 35 countries represented among ICFF's 450+ exhibitors. For the first time, Estonia, Switzerland, and Finland were involved, joining the return and expansion of Italy, France, and Argentina in a vibrant showcase of the world's premier creative talent.

Fostering equitable opportunities for the next generation of creatives, the Festival hosted a digital Student Graduate Portfolio Showcase with Arts Thread featuring works from 100 students from NYC's distinguished schools. The portfolio remains on view at www.nycdesign.org year-round. During the Festival NYCxDESIGN's Emerging Designer Residency program, showcased at Hudson Yards, supported the work of four dynamic designers in the early stages of their careers as recent graduates of textile, fashion, ceramic, and industrial design.

In homage to the epicenter that hosts it all, the first NYCxDESIGNxSouvenir exhibition reimaged the art of an iconic tourist trinket with prototype interpretations from 50+ established New York designers. The contrast of experienced and emerging designers at the Hudson Yards illustrates NYCxDESIGN's commitment to inclusivity and support of a wide range of voices in the industry, set to return in 2025 to provide a platform for new works in a public space.

For more information on NYCxDESIGN visit www.nycxdesign.org @nycxdesign.

Special Thanks to Key 2024 Supporters

NYCxDESIGN thanks its 2024 supporters that make the *Festival* possible, including NYC Economic Development Corporation, IBM, Samsung, Adobe, Magic Leap, SANDOW Design Group, Bloomberg Connects, Rockefeller Brothers Fund and Material Bank. This year's media partners include *Aspire Design and Home*, *Interior Design*, *Metropolis*, *Luxe Interiors + Design*, *Dezeen*, *Surface*, *The Architect's Newspaper*, *SixtySix*, *Interni*, *Architizer*, *Cool Hunting*, *D5*, *designboom*, *Exclama*, *Builder*, *DDN*, and *IFDM*.

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About NYCxDESIGN

Design is core to New York City's identity and creative DNA. NYCxDESIGN advocates, galvanizes, and fosters connections within New York City's diverse design community, serving to develop opportunities, platforms and programs that unite practitioners across all levels and disciplines. Our internationally renowned NYCxDESIGN Festival is New York City's official annual citywide celebration of Design, established in 2012 - showcasing the immense talent and diversity of the city's designers, makers, and manufacturers, along with cutting-edge design businesses and districts, and academic design institutions. The *Festival* attracts 200,000+ national and international visitors to the city with hundreds of events including exhibits, tours and talks about design and innovation, creativity, culture, inclusivity, and sustainability. As a non-profit 501(c)(3) organization, NYCxDESIGN also runs an impactful year-round program encouraging diversity, equitable opportunity, and inclusion within the city's design professions.

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