



## NYCxDESIGN Announces 2025 Festival Dates and Looks Back at Spring

NYCxDESIGN ANNOUNCES 2025 FESTIVAL PLANS WHILE REFLECTING ON INTERNATIONAL GROWTH AND INCLUSIVITY ACROSS ALL DESIGN DISCIPLINES

**N**YCxDESIGN has announced that 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 ICFE (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

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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, and in addition to this digital growth, we created GRID: The Official NYCxDESIGN Festival Guide, helping 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

