



NYCxDESIGN 2017: A Global Celebration

Joelle Grosso (May 05, 2017)



This year, New York's official citywide celebration of design is bigger and better than ever. Read on to discover where and when all of the must-see events will take place!

May marks the arrival of Design Week in New York City which aims to unite all the disciplines of design while creating a collaborative global platform for cultural and commercial opportunities. Being the longest [NYCxDESIGN](#) [2] schedule to date, the festivities will last much longer than a week with events being held from May 3rd until the 24th. This is the fourth year of celebration featuring over 500 events throughout the five boroughs but as always, the goal is to elevate established and emerging design practices as well as increase the awareness of and appreciation for design by all audiences.

The Italian presence at NYCxDESIGN 2017 is overwhelming but it's not surprising as Italians have always been known as being innovative pioneers in the fields of design, architecture, and artistry.



From May 17th to the 23rd in Industry City in Brooklyn – WantedDesign is a brand of New York creativity that has been invited by Green Island to form part of an international network designed to rethink all that concerns the world of beekeeping. After the first Honey Bar, a new concept emerges from objects used to serve honey, designed by the studio Design Group Italia as well as a Bee Hive Park which includes installations of hives created by the designers Capoco + Crozier Design. Architecture inspired by hives through the stylistic details caught in the shots of the photographer Paul Clemence will also be featured along with bio-tastings of various kinds of low food-mile nectar, produced on the rooftops of New York and in local farms, such as Bee Raw Honey, Brooklyn Queen, and Hubbell Farms. Finally, informational workshops will be held dedicated to families, created by the City Growers association, an organization that deals with creating dialogue between local communities on themes such as urban agriculture and biodiversity.

From May 18th to the 22nd, the Design Pavilion in [Times Square](#) [3] will present “Magis Through Herman Miller.” New York City’s vibrant epicenter as you know it will transform into a playground of design with the Spun Chair, created by [Thomas Heatherwick](#) [4] for [Magis](#) [5], an Italian furniture company. For Magis, “design isn’t so much the conception of a chair, a table, a lamp, or a car as the thought process and business culture that guides a company through its own journey, earning it the distinctions that give it its strength.” See for yourself how public space comes alive with these ergonomic forms that function as comfortable seating, whichever way they are rotated.

On May 22nd, join [Gaspere Asaro-Italian Modern](#) [6], one of New York’s most curated and refined collections of Mid-Century Modern and contemporary Limited Edition Italian furniture and lighting, for an authentic Italian aperitivo to celebrate NYCxDESIGN. Sip some prosecco while enjoying gorgeous pieces which range from vintage mid-century designers to Gaspere Asaro Studio’s own custom collection.

Not only are all of the events listed above are free and open to the public but there are hundreds of other NYCxDESIGN occasions all over the city that you can attend as well. Also, make sure to keep an eye out for the Italian design and furniture showrooms in SoHo including Cappellini, Poltrona Frau, Boffi Soho, Alessi, Cassina, and Scavolini. For more information on the full schedule, please visit: <https://www.nycxdesign.com/> [2]

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[2] <https://www.nycxdesign.com/>

[3] https://en.wikipedia.org/wiki/Times_Square

[4] <http://www.heatherwick.com/>

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