

WANHATTAN

MAY 21-23, 2023 JAVITS CENTER



WantedDesign Manhattan May 21-23, 2023

After a successful May 2022 edition, WantedDesign Manhattan will be back as a 20,000 sq. ft "capsule", within the International Contemporary Furniture Fair (ICFF). This co-location allows WantedDesign Manhattan to benefit from resources and crosspromotion with ICFF while keeping the identity and essence of the event. ICFF + WantedDesign Manhattan welcomed 10,000 visitors in the last edition, including architects, interior designers, retailers, curators and media.

Co-founders and directors, Odile Hainaut and Claire Pijoulat, bring their passion and personal approach to curating the show and welcoming the visitors. Their focus continues to be on introducing new ideas in design and emerging designers' work, presenting immersive installations, and creating a space for conversation and networking.

WantedDesign Manhattan 4 pillar programs will return:

Schools exhibit featuring students work from international design schools. **Launch Pad** showcasing concepts and prototypes from international independent designers. **Look Book** focusing on high-end North American design studios.

And with Wanted Interiors, WantedDesign Manhattan invites visitors to discover products in a more immersive way with the Lounge, multi-brand presentations and storytelling installations.

Additionally, the **Talks** program will be presented on the shared ICFF + WantedDesign Manhattan main stage.





How to participate?

SCHOOLS EXHIBIT: Prototypes and projects from selected students presented by **international design schools. Participation fee = \$3,000** (100 sq. ft booth) or **\$6,000** (200 sq. ft booth)

LAUNCH PAD: Outstanding international platform for **emerging independent designers** to introduce new concepts and showcase prototypes of furniture, home accessories and lighting. **Participation fee = \$1,350**

International Group Exhibit: Curated selections of emerging designers presented by country trade or cultural organizations. **Participation fee = \$18,000** (200 sq. ft booth next to Launch Pad, including 12 hours of labor to assist the production of the booth, carpenter and/or electric labor).

LOOK BOOK: Dedicated to **high-end North American designers, makers, and studios** that serves as an in-person portfolio for the A&D community. **Participation fee = \$3,750** (50 sq. ft booth) or **\$7,500** (100 sq. ft booth)

WANTED INTERIORS: Storytelling immersive and interactive brand installation or multi-brands presentation. **Participation fee = \$15,000** (200 sq. ft booth)

SPONSORS: Sponsorship opportunities; talks program, Wanted Interiors Lounge, program sponsors.

Fill out THIS form to apply and inquire about any of these programs

Why participate?

- Co-location with ICFF at the Javits Center means NYCxDESIGN's biggest design trade events are under the same roof. One location and one registration, plus aligned show dates, make it more convenient for industry visitors and greatly increase the likelihood of them visiting both shows.
- WantedDesign Manhattan exhibitors benefit from the creativity and energy of being part of WantedDesign, while getting a boost from being in the same space as ICFF.
- For emerging designers taking part in WantedDesign Manhattan, this is an especially large benefit, as they will be exhibiting alongside major, international design brands. Show attendees are serious buyers and industry professionals, ready to do business.
- Emerging designers exhibiting are also likely to meet a high caliber of fellow exhibitors, with delegates from the more established companies also walking the show floor to see what's new and interesting.
- NYC is an attractive destination and most of all the entry point for the North American market.
- The WantedDesign team will continue to facilitate all logistics and production as well as communications with our participants to make the experience as successful and enjoyable as possible for them and attendees.

Simon Johns | Look Book 2022





Launch Pad | WantedDesign Manhattan 2022

18 10000

Floor plan



WantedDesign Manhattan NSF: 20,000 sq. ft

ICFF NSF: 70,000 sq ft



* NSF: net square feet

Schools Exhibit | WantedDesign Manhattan 2022

LACAVA

2



DESIGN SCHOOLS EXHIBIT

School Exhibit: presented by international design schools featuring prototypes and projects presentation from a selection of students.

10'x10' - 100 sq. ft - \$3,000 20'x10' - 200 sq. ft - \$6,000

Both options include material handling for material/products shipped directly to the Javits Center, white wall, signage and basic booth lighting + promotion

Main goal: An opportunity for the young designers to receive feedback from professionals and to start building their network. A chance for the schools to recruit students and to connect to an international schools network to create partnerships and potential exchange programs.

Criteria: Each school to present the work of selected current, graduating students or alumni.

Primary audience: Design professionals including manufacturers, curators, journalists, architects and designers. Prospect students and faculty members.

Additional opportunities:

- TBC*
- schools, per participating schools, to benefit from the sessions with design professionals)

Application deadline: January 2nd, 2023

- Consideration for WantedDesign Manhattan's 2023 Best of Students and Best of Schools Award presented with media partner Design-Milk and *sponsor

- 30 mn Mentorship sessions for selected students during the show, organized in partnership with Be Original Americas. (2 students to be selected by the

Launch Pad | WantedDesign Manhattan 2022

1. 1.1

IN



LAUNCH PAD

Launch Pad is the US platform for International emerging designers, introducing new concepts and showcasing prototypes of furniture, home accessories, and lighting. Presented with the support of American Standard and media partner Design Milk, it is a curated and designed exhibit by WantedDesign team. **Application for Launch Pad opens September 15, 2022.**

Selected studio participation fee: 25 sq. ft - \$1,350

Includes material handling for material/products shipped directly to the Javits Center, installation assistance, white wall, signage and basic booth lighting + promotion (WantedDesign and Design Milk)

Main goal: Launch Pad is a program dedicated to supporting and presenting innovative and original design concepts to manufacturers.

Criteria: Application open to international designers and design studios. Prototypes only. Apply in the product categories: furniture/home accessories or lighting.

Primary audience: Manufacturers looking for new products and collaborations with designers.

Additional opportunities:

- stage by Amy Devers from Clever podcast

Application deadline: January 15, 2023 (no application fee) Final confirmation of selected applicants: February 1, 2023 Final project submission for selected participants: April 1, 2023

- Consideration for WantedDesign Manhattan's 2023 Best of Launch Pad Awards for the Furniture and Lighting categories (Jury to be announced soon) - Opportunity to be selected for the Emerging Designers Showcase, part of the ICFF + WantedDesign Manhattan talks program, hosted live in the main

Contact us HERE



"Receiving the Best Lighting award for Launch Pad at WantedDesign from industry mentors encourages me to continue exploring the lighting experience. I am planning to launch a lighting studio next year, focusing on central lighting fixtures. Craftsmanship and attention to detail are what I am going to emphasize with my work."

Tianning Zhao Best of Launch Pad for Lighting 2022

International Group Exhibit: Special feature

International Group Exhibit, curated selections of emerging designers presented by country trade or cultural organizations.

20'x 10' - 200 sq. ft - \$18,000, including 12 hours Labor to assist the production of the booth, carpenter and/or electric labor (Other format for Launch Pad group country participation available. Contact us for more information)

Next to the Launch Pad area, booth includes material handling for material/products shipped directly to the Javits Center, white wall and spot lighting + 12 hours labor for installation and dismantling assistance + promotion This package aims to facilitate as much as possible the booth production and installation process and to avoid additional unexpected costs.

Main goal: To introduce to the US emerging design studios/new companies from all over the world, coordinated and presented with one organization representing the country. An opportunity for international studios to receive feedback from US design professionals, and to start building their network.

Criteria: Participating to the group exhibit should be offered to studios and young companies interested in collaborating with US manufacturers, retailers, architects and interior designers.

Application deadline: January 2nd, 2023

MARY RATCLIFFE STUDIO

Anony + Mary Ratcliffe Studio | Look Book 2022



LOOK BOOK

Look Book is a dedicated program for high-end North American designers, makers, and studios that serves as an in-person portfolio for the A&D community.

```
5'x 10' - 50 sq. ft - $3,750
5'x 20' - 100 sq. ft - $7,500
```

Both options include material handling for material/products shipped directly to the Javits Center, white wall and basic booth lighting + Look Book dedicated promotion including the printed catalog.

Main Goal: To present new, original, beautifully crafted and customizable products to the A&D community.

Criteria: Reserved for North American independent studios (based in the USA, Canada, Mexico). Each studio should present its products in an inspiring "vignette" to compose together with the other studios a real-life Look Book to inspire visitors sourcing products for their projects.

Primary Audience: Architects, interior designers, developers and other specifiers sourcing unique, high-end products for their next projects.

Application deadline: January 2nd, 2023

To apply: Fill out the form <u>HERE</u> or email us at <u>info@wanteddesignnyc.com</u> with a short introduction about your studio and the collection/products you would like to present.



Turf Design | Wanted Interiors 2022



WANTED INTERIORS: Story telling brand installations

Brand or multi-brand exhibits

\$61 / sq. ft raw space, including material handling (drayage*)
\$75 / sq. ft complete package, including material handling (drayage*), walls and booth lighting.
Example: 200 sq. ft space complete package: \$15,000

*Drayage is the service and labor charge of moving the exhibitor's goods from the loading dock at the Javits Center to and from the exhibitor's booth space. Goods (small packages are excluded) must be shipped directly to the Javits Center.

Main goal: This option is for original high end international brands and manufacturers who are interested in creating a more immersive story telling or "gallery style" presentation of their products to connect with the A&D community.

Primary audience: A&D, Press, curators, buyers

To apply: Contact us at <u>info@wanteddesignnyc.com</u>



WANTED DESIGN MANHATTAN

Wanted Interiors Lounge | WantedDesign Manhattan 2022

2



WANTED INTERIORS: Lounge sponsor

Wanted Interior Lounge sponsorships

Presenting sponsor: \$20,000 Contributing sponsor: \$10,000 Supporting sponsor: \$5,000

Main goal: To present products in the context of a 900 sq. ft space designed in collaboration with designer Rodolfo Agrella. The Lounge is a meeting point for the Press and host of multiple activations like book signing, or special business meetings. It's also a place for everyone to gather, rest and connect.

Sponsors are credited on site and will use the space to meet with their clients and prospective clients, showcasing their products in an "Interior" designed space.

Criteria: Open to one company each for lighting, material/surface, furniture, wallcovering, flooring and or rugs.

Contact us for more details: <u>info@wanteddesignnyc.com</u>





ADDITIONAL SPONSORSHIP OPPORTUNITIES

LAUNCH PAD

International independent designers presenting prototypes Media partner: Design Milk Presenting sponsor: Lixil - American Standard Supporting: \$10,000

LOOK BOOK High-end North American Designers **Presenting sponsor: \$20,000 Supporting sponsor: \$10,000**

All sponsorships include a WantedDesign communication package which includes: Editorial content on <u>wanteddesignnyc.com</u> Special feature on wanteddesignmanhattan.com Dedicated Social media campaign on <u>@wanteddesign</u> (IG, FB)

Package available separately for \$2,500

Sponsorship opportunities for both **ICFF + WANTEDDESIGN MANHATTAN**

Other opportunities in collaboration with ICFF include:

- ICFF + WDM Celebration Party on the Javits Roof top, May 21, 2023
- <u>ICFF + WDM show guide</u> advertising
- ICFF + WDM badges and lanyards
- ICFF + WDM talks program sponsorship (stage sponsor and program sponsor)
- ICFF + WDM Video Content package to be distributed on the CLOSEUP channel

Contact us for additional sponsorship opportunities: info@wanteddesignnyc.com

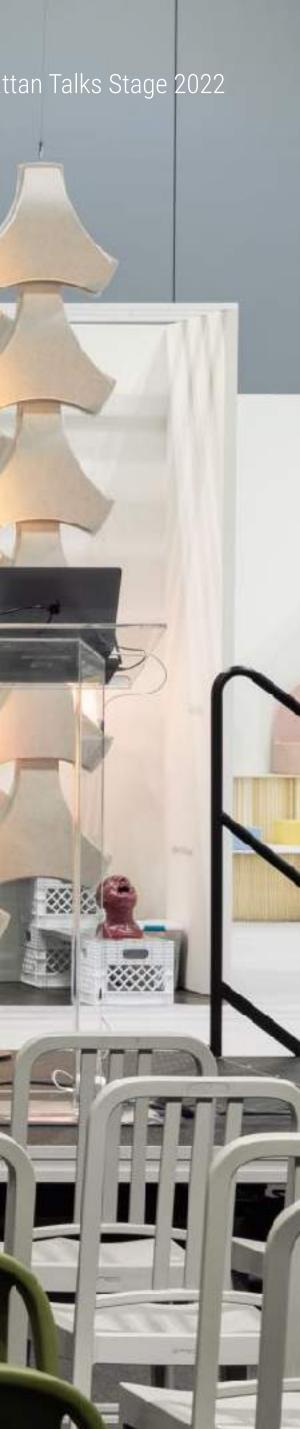


ICFF+| WantedDesign Manhattan Talks Stage 2022

F

- B

1





HANHATTAN 15-17, 2022 avits Center, NYC

<u>Click to play 2022 ICFF + WDM highlights video</u>

WANHATTAN

WantedDesign Manhattan Co-founders Odile Hainaut & Claire Pijoulat info@wanteddesignnyc.com

wanteddesignnyc.com | wanteddesignmanhattan.com @wanteddesign



