

Design

Pavilion

In partnership with



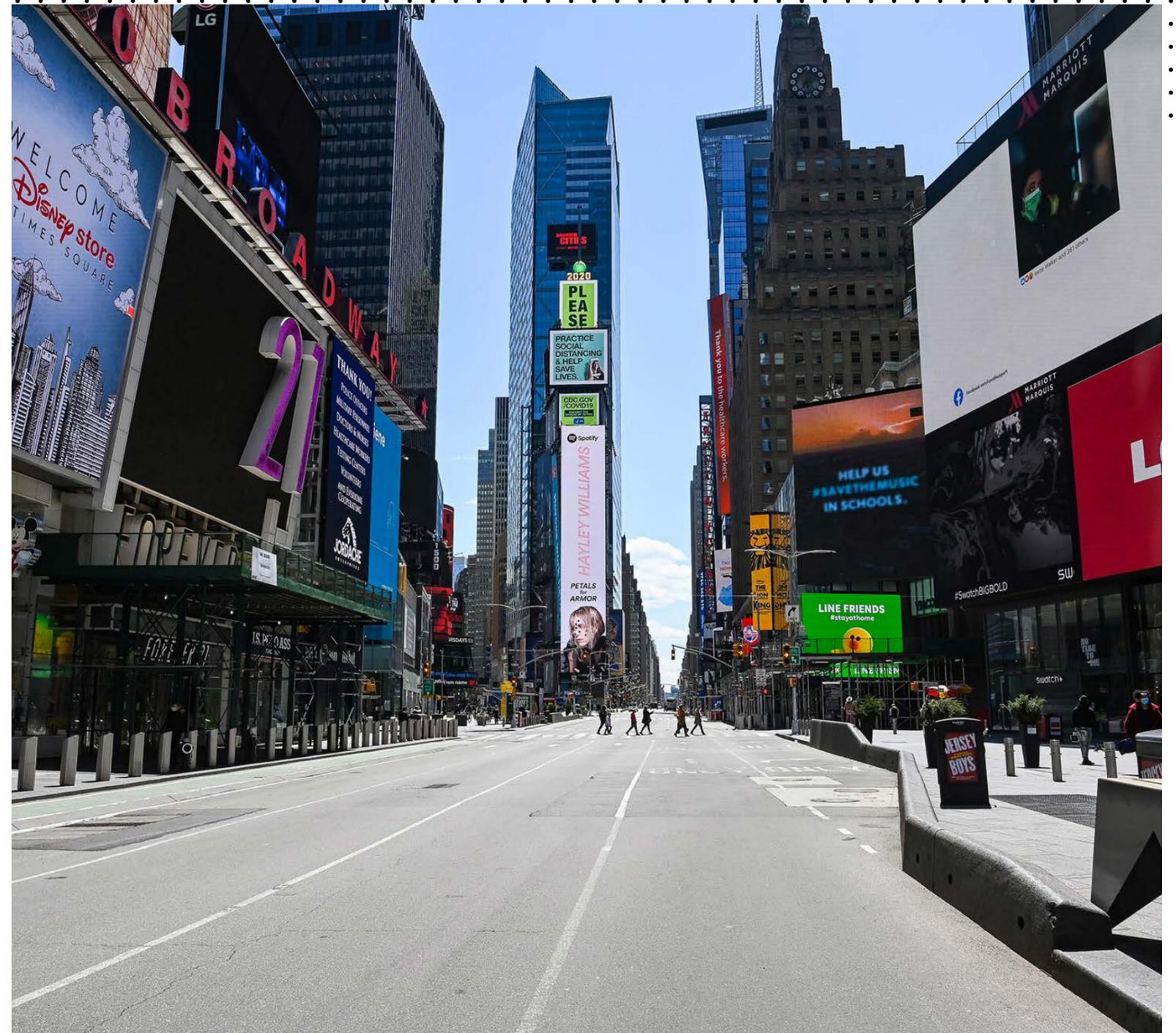
Open to the Sky

May 2021

OPEN TO THE SKY

As the world watches,
let's reach beyond ourselves
and Open to the Sky.

- New York City, the crossroads of the world, remained empty during the Covid-19 pandemic of 2020.
- That empty City became the iconic global symbol of the state of the world.
- In May 2021, if all conditions allow, Design Pavilion, in partnership with NYCxDESIGN and Times Square Alliance, will help to celebrate the city by presenting a special city-wide installation of hope, with a Time Square hub, titled *Open to the Sky*.



THE STRUCTURES

SPIRIT

HOPE

RADIANCE

- Imagine a show of 10–15 small structures—a footprint of 400 square feet each—with a theme of HOPE and SPIRIT.
- Installations will encourage social distancing and will be open to the sky for safe gathering. We will abide by all state and local rules and regulations related to Covid-19 protection.



(Rendering) Open to the Sky pavilion titled 'Filter', designed by CLB Architects, fabrication and installation in partnership with Emit Technologies, Spearhead, and Dowbuilt.

COLLABORATIONS

- We'll partner leading designers/architects from around the world with local fabricators/contractors and material suppliers to design and build these structures.

Get involved!

- Design
- Fabrication and construction
- Material provisions
- Sponsorship



(Rendering) Open to the Sky pavilion titled 'Crystal Monoliths', designed by Zieta.

WHERE & WHEN

WHERE

- Structures will be located throughout the five boroughs for a true city-wide design exhibition.
- A selection of structures will be presented in Times Square, Design Pavilion's home-base, with more structures placed at other landmark locations and neighborhoods around the city, offering the opportunity for all communities to enjoy and join in.

WHEN

- We are slated to present May 8-16, 2021, assuming the world is functioning safely by then. New York City, the center of the world, will be the backdrop to the message of hope, spirit, collaboration, inclusivity and diversity. We'll re-energize creativity in the most creative city in the world.



Dupont Corian's 'Cameo No. 3', designed by ZGF Architects, at Design Pavilion

AN EXHIBIT FOR THESE TIMES

- These structures will enforce social distancing, while celebrating the beautiful diversity of New York City.
- NYCxDESIGN will share the design stories of the neighborhoods in which the structures are placed to encourage New Yorkers to explore the creative spirit that all boroughs of our city embody.
 - Podcast and video series
 - Robust social, email, and web campaign
- Design Pavilion and NYCxDESIGN will host activities for children and engage students of all backgrounds in design thinking and creative projects...
 - to share the important role design plays in shaping our future
 - to demonstrate design as a potential career path
 - and just for the sheer delight and fun of creating!



Collective Paper Aesthetics, designed by Noa Haim, at Design Pavilion

DESIGN TALKS

Design
Talks

- Design Talks are a great compliment to Design Pavilion/Open to the Sky structures, providing additional opportunities to share design stories and brand messages. They are culturally relevant conversations and stories featuring architecture, design, art and civic vision by creative leaders, forward thinkers and innovative dreamers.
- Speakers and presenters are leading international designers, design institutions, professional associations, and executives, presenting topics pointing to the future, resiliency, sustainability and humanity, as touched by design.
- If these Talks can't happen in-person indoors due to distancing, we will present them virtually, as part of the highly attended **Design Talks NOW** series.



Design Talk with Eileen Fisher and Paola Antonelli, moderator Anne Slowey

Design
Talks **Now**

OPPORTUNITY ONE

STRUCTURE SPONSOR

Design Pavilion will provide these benefits for structure sponsors:

- 400 sq. ft. area at a New York City landmark district or neighborhood
- Signage at the site of the structure will include full credit listings, with QR code technology
- General PR, social media, and website promotions
- Listing in event guides, digital and print
- Custom programming may include participation in Design Talks
- Potential to host a private reception and/or other presentation around the structure
- Permits, security, electricity/power, and disinfecting cleaning and maintenance
- The Design Pavilion team is available at every level to assist with concepts, and guide in execution and vendor sourcing

NYCxDESIGN will provide these benefits for structure sponsors:

- Video of your structure telling the design and community story behind the piece
- Sponsor brand integration into content shared across social, email, and web
- Ad on nycxdesign.com for the month of *Open to the Sky*
- 1x post on @nycxdesign social channels (Instagram, Facebook, Twitter) promoting your sponsored structure
- 1x post on @nycxdesign social channels (Instagram, Facebook, Twitter) promoting your brand

OPPORTUNITY TWO

PRESENTING SPONSOR

Design Pavilion will provide these benefits for presenting sponsor:

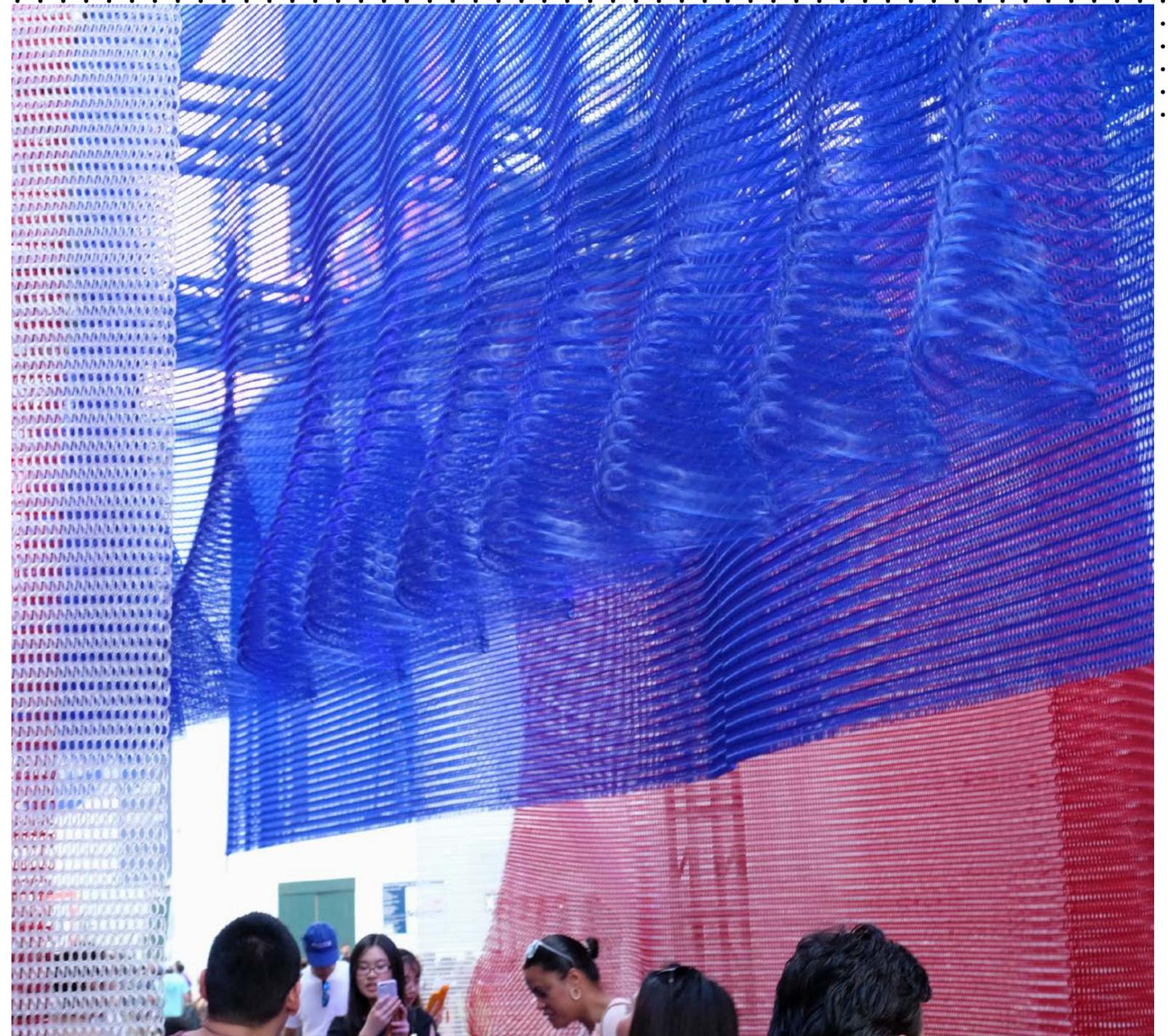
- Credited as Design Pavilion / Open to the Sky Presenting Sponsor
- Credit and recognition as Presenting Sponsor on any Open to the Sky digital signage; way-finding, informational maps, and promotional materials; logo on all on-site signage for all Open to the Sky structures
- Presenting Sponsor banner ad and logo on Design Pavilion website. Link to Presenting Sponsor's website
- Opportunity to hold a private reception in a designated location; to create customized programming including a Design Talks session. Sponsor recognition will be built into the staging. 10 VIP reserved seats at Design Talks in-person series.
- Open to the Sky public relations, including a dedicated press release in Design Pavilion press kit
- 1 each Instagram post and story Pre-Open to the Sky
- Design Pavilion is available at every level to assist with concepts, to guide with execution and vendor sourcing

NYCxDESIGN will provide these benefits for presenting sponsor:

- Brand integrated into video series created to tell the design and community story behind the city-wide exhibition
- Brand integration into neighborhood stories of design
- Ad on nycxdesign.com for three months leading up to and including OPEN TO THE SKY
- One-day takeover of @nycxdesign to share the story of your sponsored structure and brand story
- Full page Ad in the inaugural May 2021 issue of NYCxDESIGN: The Magazine
- One dedicated e-blast to NYCxDESIGN subscriber list
- Ad in NYCxDESIGN monthly newsletter September–November 2020

As a sponsor, your funds will cover costs of:

- Space on site
- Permits
- Security
- Electricity
- Disinfectant cleaning and maintenance
- On-site signage and way-finding
- Programming, including Design Talks
- PR and promotion through both Design Pavilion and NYCxDESIGN



Kaynemaile's 'Wave New York', designed by Kayne Horsham and artist Ned Kahn, at Design Pavilion

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Design

Pavilion

Get into it.