

[WANTED DESIGN] MANHATTAN

MAY 17-20, 2020
JAVITS CENTER

NYC
X DESIGN

WantedDesign Manhattan

Celebrating in 2020 its 10th Anniversary, WantedDesign Manhattan is opening a new chapter in joining forces with the International Contemporary Furniture Fair (ICFF) under the same roof of the Javits Center.

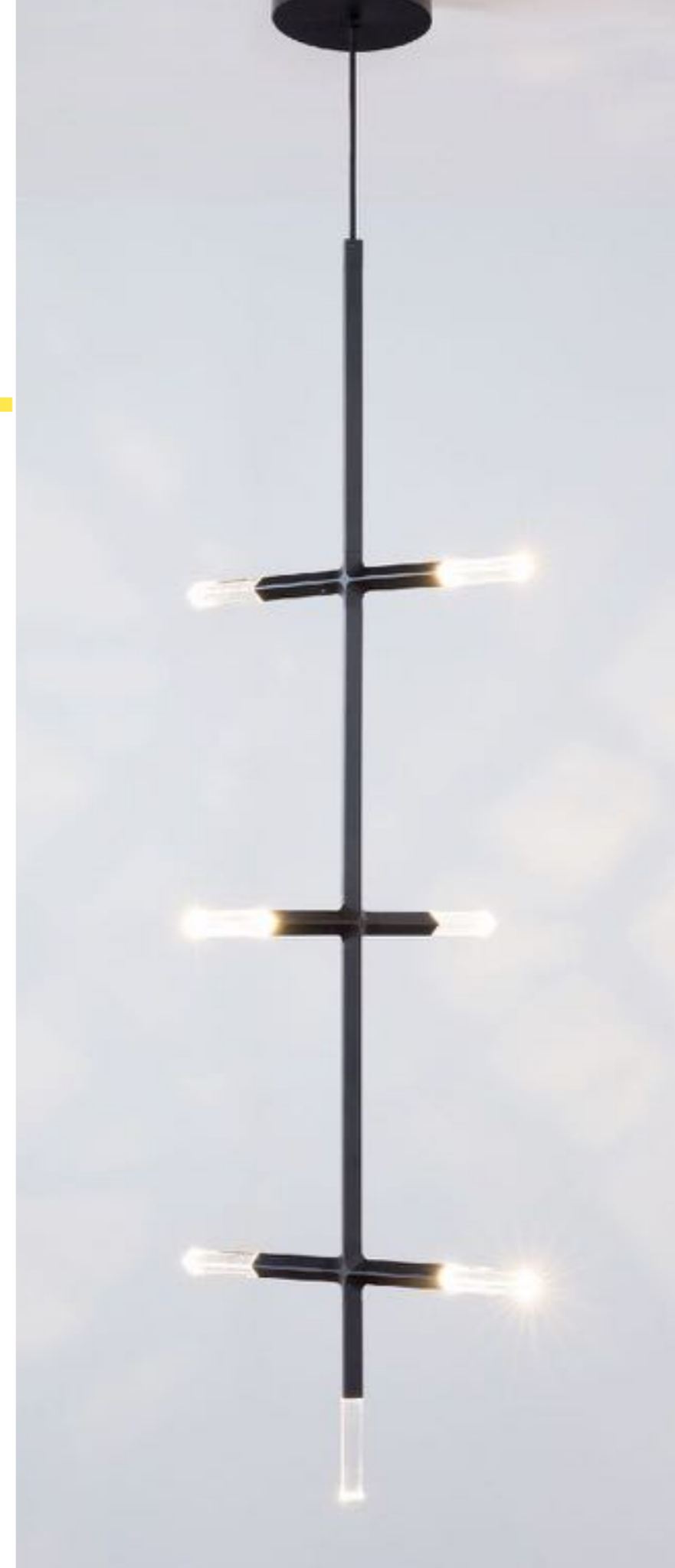
After nine successful years in the Terminal Stores building as an independent show, this new venture allows the co-founders and directors Odile Hainaut and Claire Pijoulat to bring the fair to the next level. It will benefit from the resources and the cross-promotion with ICFF, within keeping the identity and essence of the event.


At the Javits Center, WantedDesign Manhattan will continue to showcase its signature programs: American Design Honors presented with Bernhardt Design;

Launch Pad presented with Design Milk, and Look Book focusing on North American independent studios. It will also include Wanted Interiors with immersive and new visions for Interiors, as well as group country exhibitions from all over the world.

The Conversation Series and live podcasts with Design Milk and Clever will be maintained as opportunities to connect with key industry decision-makers at WantedDesign Manhattan.

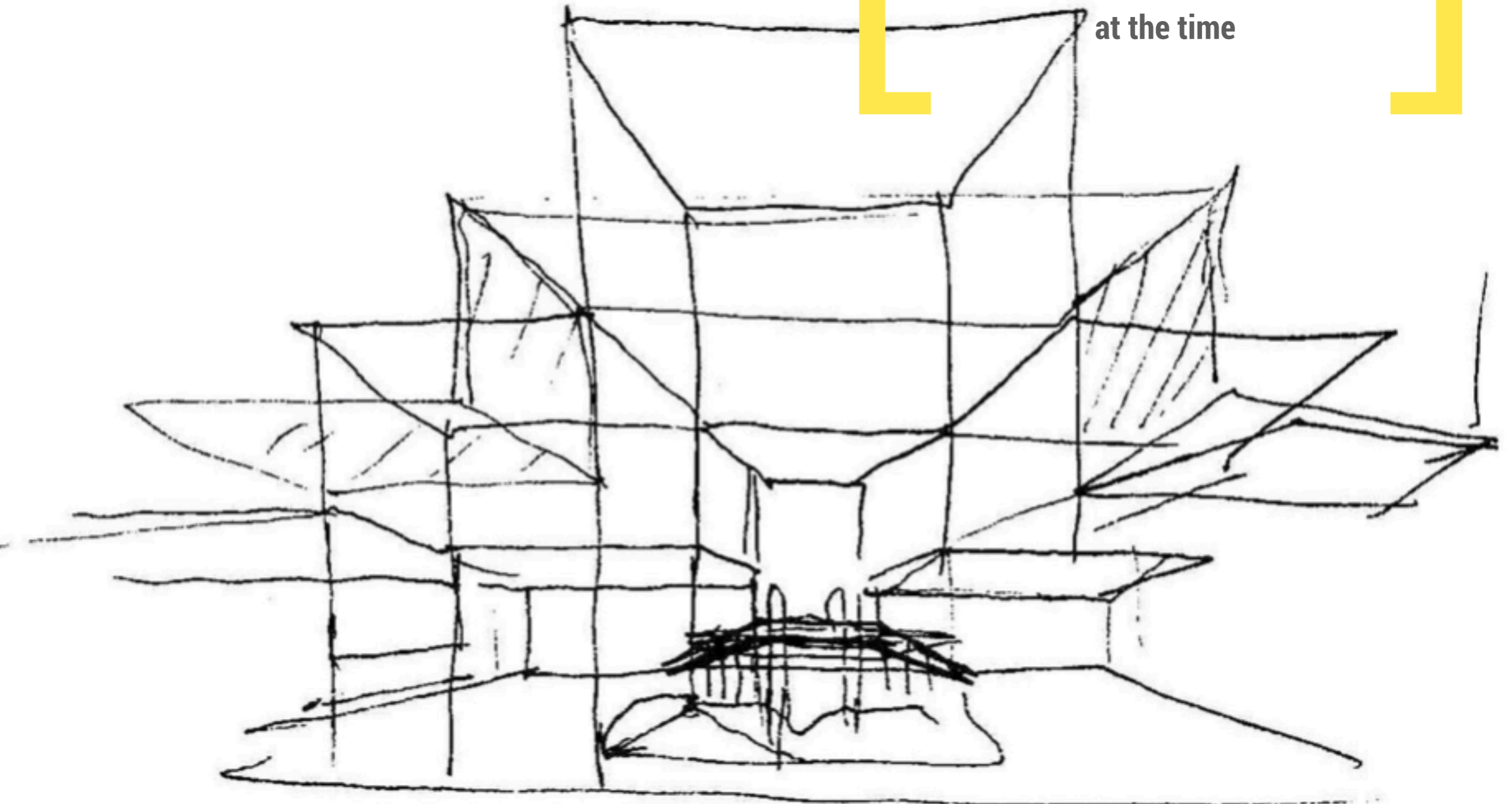
WantedDesign team will continue to facilitate all logistics, production as well as communication with our participants to make the experience as successful and enjoyable for them and the attendees.



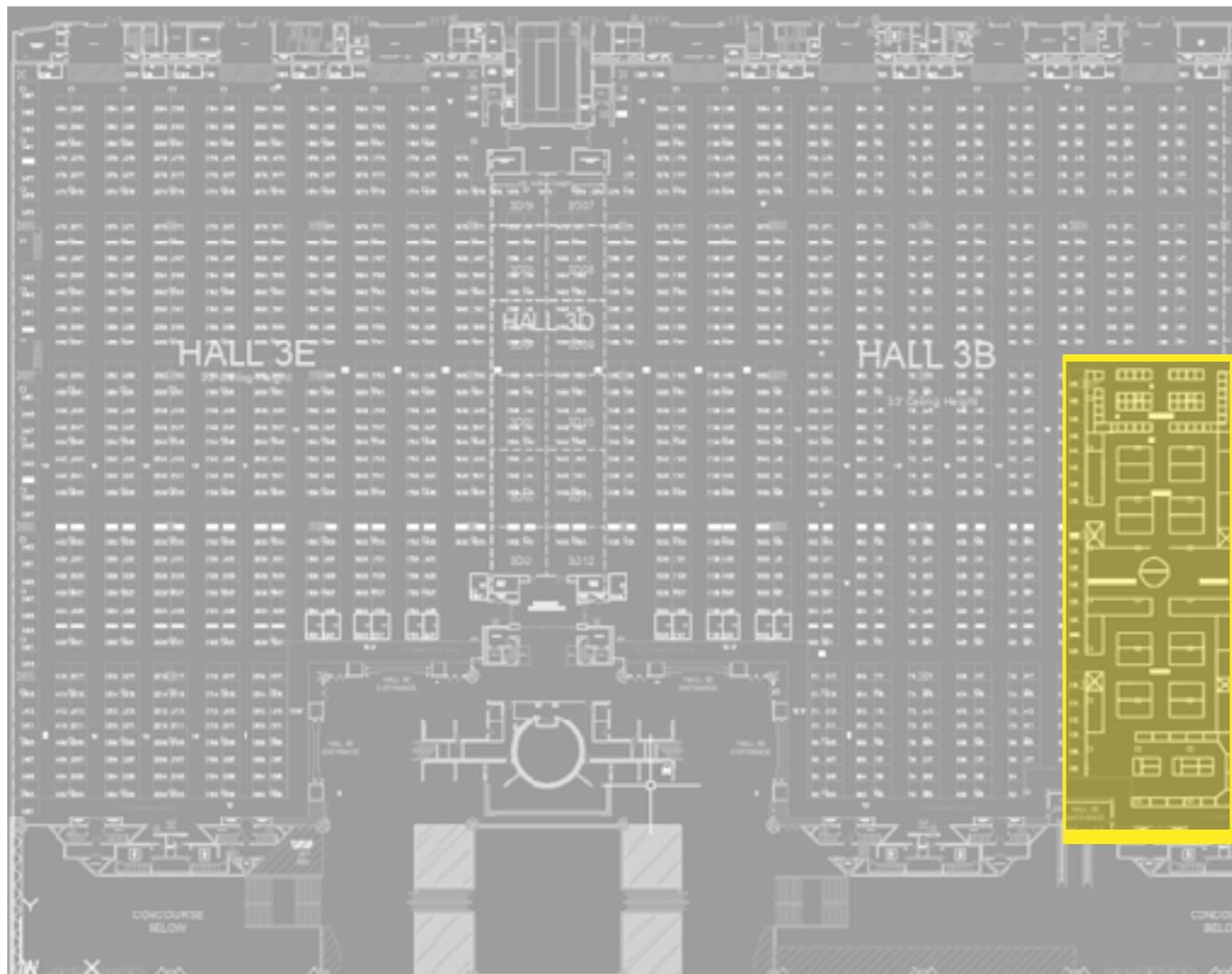
An aerial photograph of the Javits Center in New York City. The building's large, rectangular green roof is a prominent feature, divided into sections by white walkways and surrounded by numerous white HVAC units. To the right, a modern glass-walled extension of the building is visible. The foreground shows a busy street with cars, buses, and a large parking lot filled with white semi-trailers. In the background, the Hudson River flows, with several boats and a large ship docked at the pier. The New York City skyline, including various high-rise buildings, is visible across the water under a clear blue sky.

Javits Center's 6.75-acre green roof is one of the largest of its kind in the U.S. Home to 29 bird species, five bat species and thousands of honeybees, the green roof has become a sanctuary for area wildlife while helping to reduce energy consumption throughout the convention center.

**The Javits Center was designed,
in 1979 by I.M. Pei and Partners.
With its 1,000-foot long public
concourse and 15-story Crystal
Palace, it was designed as the largest
convention center in the U.S.
at the time**



WantedDesign Manhattan + ICFF floor plan



Dates: May 17 to May 20, 2020

Venue: Javits Center (34th street and 12th Ave), New York
Sunday May 17, 10am-5pm (Trade only)

Monday May 18, Tuesday May 19, 10am-6pm (Trade only)

Wednesday May 20, 10am-4pm (open to the public)

WantedDesign Manhattan will be 20,000 sq. ft.

WantedDesign Manhattan will have a dedicated entrance
but the same badge/registration will give attendees
access to both shows.



IC
FF



**WANTED
DESIGN**
MANHATTAN

How to **Participate?**

WANTEDDESIGN LAUNCH PAD | 5'x5' - 25 sq ft

\$1,200 including white walls and basic lighting + Launch Pad promotion

Product category: furniture or lighting - Prototypes only

Main goal: connect with manufacturers

Applications due January 20th - Limited to 60 participants - Apply [HERE](#)

WANTEDDESIGN LOOK BOOK | 5'x10' - 50 sq ft

\$3,500 including white walls and basic lighting + Look Book promotion

Reserved to North American independent designers/makers

Main goal: connect with the A&D community

Applications due January 31st - Limited to 20 participants - Apply [HERE](#)

COUNTRY PAVILION

\$45 / sq. ft raw space | \$65 / sq. ft complete package, including walls and lighting

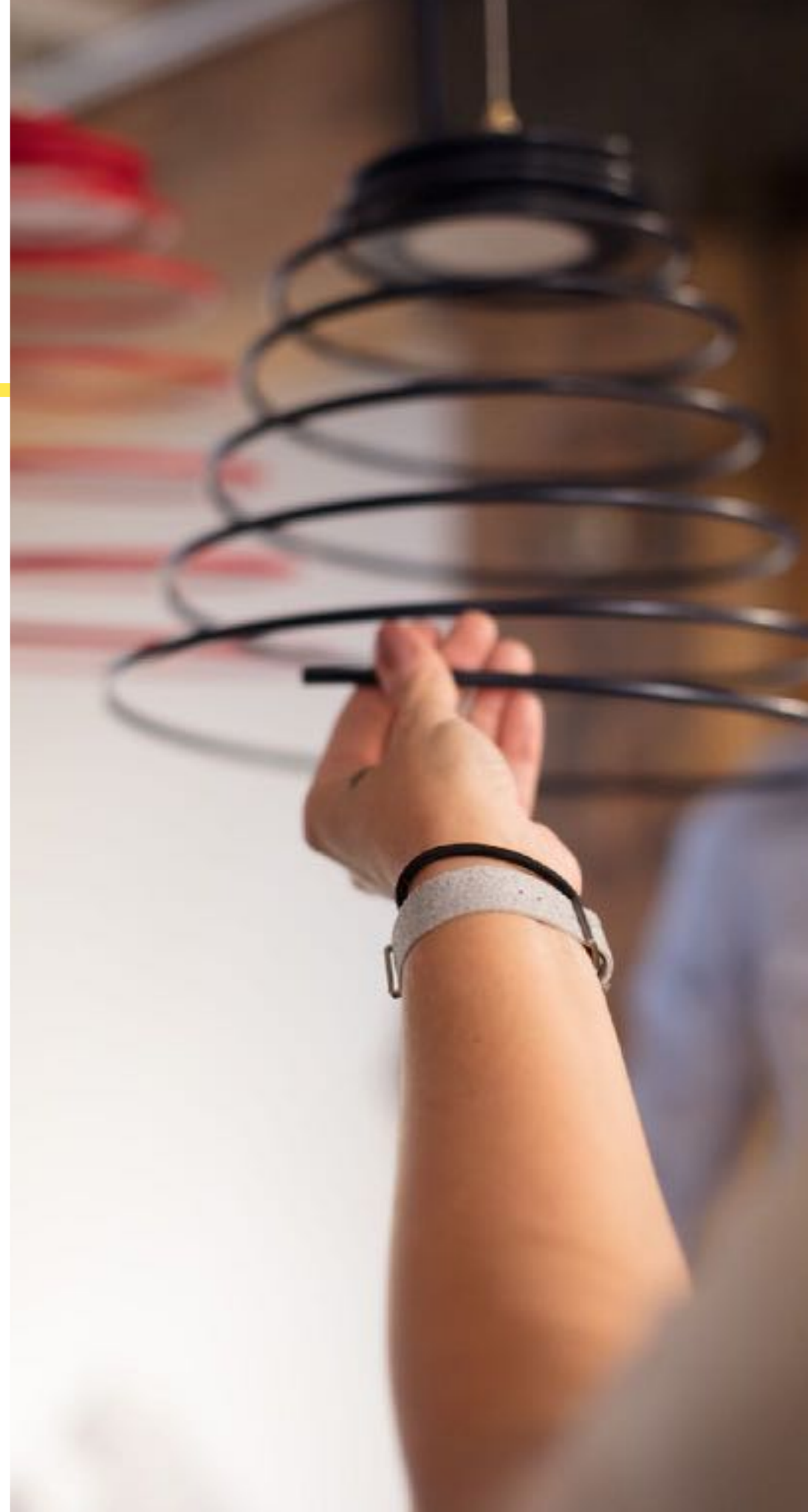
Example: 200 sq. ft space complete package: \$13,000 - [Contact us](#) for details

WANTED INTERIORS | 1500 sq ft

Sponsorship level - Presenting Sponsor: \$40,000 - Contributing Sponsor: \$10,000

[Contact us](#) for ADDITIONAL SPONSORSHIPS OPPORTUNITIES

(Talks program or other WantedDesign programs)





ABOUT LAUNCH PAD

A staple in the US, Launch Pad at WantedDesign Manhattan presented with media partner Design Milk, is an outstanding international platform for emerging designers that introduces new concepts and showcases prototypes of furniture, home accessories, and lighting. It is the best place during NYCxDESIGN for manufacturers to meet new designers, discover fresh ideas and potential products to develop. Each of the two categories, Furniture/Home Accessories, and Lighting features international pre-selected design studios and independent designers.

A Jury will award a recognition per category to the standout product that meets the highest level of concept, creativity, and design.

APPLY HERE BEFORE JANUARY 20



**“WANTEDDESIGN MANHATTAN
is the perfect showcase for
international emerging
designers”**





ABOUT **LOOK BOOK**

A PROGRAM DEDICATED TO NORTH
AMERICAN DESIGN STUDIOS

WantedDesign launched Look Book in 2018 as a new dedicated program for high-end North American designers/makers/entrepreneurs who want to connect with interior designers and architects at WantedDesign Manhattan. Serving as an in-person portfolio, Look Book allows members of the A&D community to connect with the designers, and to source for their next projects original design and beautifully crafted products.

2019 Look Book Brochure

2018 Look Book Brochure

APPLY HERE BEFORE FEBRUARY 15



ABOUT COUNTRY PAVILION

Ever since year one, WantedDesign has always gathered international pavilions to represent the diversity of the design landscape worldwide.

For the participating brands, WantedDesign is a unique opportunity to access the US market and immerse themselves in a mix of commerce and culture.

"...an international spirit is growing even stronger, thanks in part to a couple of Frenchwomen, Odile Hainaut and Claire Pijoulat. They started their own trade show, WantedDesign, five years ago in Chelsea and followed up in 2014 with an outpost in Industry City, the elephantine former factory complex in Sunset Park, Brooklyn. Exoticism is a hallmark of WantedDesign: Go to its Manhattan branch (...) if you want to see fresh design ideas from Poland, Argentina, the Netherlands and Tunisia."

Julie Lasky, New York Times, May 4, 2016

APPLY HERE BEFORE NOVEMBER 30



WANTEDDESIGN MANHATTAN
combines Culture and Commerce



ABOUT WANTED INTERIORS

The approach for Wanted Interiors is to create an inspiring and engaging environment for visitors to experience products and discover brands in a new way. How to waken the curiosity of visitors by welcoming them to a space that's between a product showcase and entertainment space, letting them interact with the products in a more intimate and lively way? How to give the participating companies a beautiful place to tell their story in a welcoming environment?

Launched in 2017, Wanted Interiors will continue offering new ways to discover and experience products, in the context of a living space at the heart of WantedDesign Manhattan at the Javits. The theme and the design of the space are the result of a collaboration between WantedDesign team, selected young Interior Designers and the manufacturers and companies sponsoring the space.



ABOUT TALKS & LIVE PODCAST

WantedDesign is more than a trade show, but a hub for conversations, a gathering of international actors, and a community: brands, designers, editors, curators, design lovers and schools altogether for a celebration of the design ethos.

WantedDesign will partner again with Design Milk + Clever to build the conversation series and Clever live podcast program at WantedDesign Manhattan.



A man with short brown hair and glasses is shown in profile, speaking into a black microphone. He is wearing a white t-shirt. The background is a vibrant, abstract pattern of wavy lines in shades of blue, yellow, and white. A large yellow bracket on the right side of the image frames the text.

WANTEDDESIGN MANHATTAN
is the ideal venue for storytelling



ATTENDANCE

WantedDesign Manhattan

90% Trade | 10% public

37% Architects, Interior Designers,

14% Buyers & Retailers, Curators

8% Manufacturers

19% Product Designers

6% Editors, Journalists, Bloggers

6% Design Academics and students

By region: North America (US/
Canada/Mexico), US: 85%,
Central & South America; 5%,
Europe : 8%, Other: 2%

ICFF

61% Interior Designers&Architects

18% Retailers Representatives,

14% Distributors Hotels, Restaurants

7% Developers

By region:

TOP U.S. :New York, New Jersey,
California, Connecticut, Pennsylvania,
Florida, Massachusetts, Texas, Illinois,
Maryland

TOP NON-U.S. Canada, Caribbean, Central
America, South America



COMMUNICATION

The WantedDesign online community

79K Instagram followers

23K Facebook likes

55K Newsletter subscribers

Print - WantedDesign brochure

Conceived as a magazine with editorial and program content, 7,000 copies of the WantedDesign brochure will be printed and distributed through various showroom partners in New York, at WantedDesign Manhattan and at WantedDesign Brooklyn.

WantedDesign Partners - Cross Promotion

Millions of impressions across Facebook, Twitter, Instagram, Instagram Stories, email newsletters, web links shared by our media partners posts, international press coverage, participant and exhibitor communication, international design network partners, trade organization partners and sponsors.

WantedDesign Manhattan participants and program will benefit from the cross-promotion through ICFF channels.

Online, ICFF is supported by ongoing social media programs reaching a combined audience of over 75,000. Together with tens of thousands industry professionals who are active on ICFF.com, viewer traffic continues to increase at a steady pace helping to contribute to the additional exposure and interest.



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JAVITS CENTER

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wanteddesignnyc.com

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