



NYCxDesign Exhibition May 10 - 22, Daily 11am - 9pm

## American Design Club

NYCxDesign  
Design Pavilion | Times Square  
42nd Street & Broadway  
New York City 10036  
Executive Producer: Kiel Mead  
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### **The American Design Club Presents: Sound & Vision A Celebration of Design Technology & Sound**

Sound & Vision is about more than designs and decibels. This exhibition brings together creatives who are focused on something so personal and yet so unifying: their vision for the future. We invited them to display their tangible representations of progress. To engage with each other and all of us. To open eyes, ears, and minds.

We're proud of this fantastic lineup, which features industry brand partners collaborating with some of the most innovative designers we've ever showcased. Our continued effort to bring design to the public led us to partner with the Design Pavilion NYC and create a discovery village of emerging design in Times Square at the 42nd Street Plaza.

The discovery village is made of sound proof pods from Framery Acoustics. Each pod in the village gives visitors the chance to enjoy a quiet, intimate experience with emerging design products and installations in the middle of the outdoor plaza at 42nd Street. This will include products by Richard Clarkson, an installation by SosoLimited, a **Sleep-Over Experience by 2 American Design Club Ambassadors** in a transforming **Sleep Suite** designed by Resource Furniture (date tbd) and a **Design/Make/Play Workshop** for kids designed by the New York Hall of Science on Sunday, May 19th.

This is the largest exhibition ever put on by the American Design Club. In our eleven years of producing design events we have exhibited with many amazing institutions like *Curse The Darkness* at Sight Unseen, *Raw + Unfiltered* at Heller Art Gallery, *Lift Hold Roll* at The Future Perfect, *5 Years* at Museum of Art and Design, *Trophy* at The Standard Hotel, *Growth* at Wanted Design, *BUILT* at Canal Street Market, *Rumors Fly* at ICFF, *A Special Relationship* at SCP London, and *Purpose & Worth* at Design Within Reach to name a few.

Each event we produce has a theme that is meant to inspire and excite designers to create an item. This is their own interpretation of the theme. Over the years we have helped to launch studios and bring established brands a new creative form of exposure. All of our efforts revolve around giving New York City an amazing experience during NYCxDesign.



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## Featured Products/Designers

Our designers are the lifeblood of this exhibition. Their work is the perfect encapsulation of what Sound & Vision strives to represent.

Product/Experience	Designer/Firm	Instagram
You Feel Me?	Eric Grunther/Soso Limited	@sosolimited
Emergencynth	Karl LaRocca/Kayrock Screenprinting	@kayrockscreenprinting
Cloud	Richard Clarkson Studio	@richardclarksonstudio
Bira Box	Richard Levinson	@radiorpl
Baby Bots	Kevin Jones	@moon_armada
Polit-echo	Maryam AlKhalifa/Camel in the City Design Studio	@camelinthecity
NO speaker	Heejong Moon/arim	@arim_design
Tundun	Jung Soo Park	@jung_soo_park
Infinity	MJ Casselden/Magnetic Sound	@magnetic.sound
Center of the Youniverse	Seldon Yuan	@selbot
Typographer	Brendan Seyka/Bseyka	@bseyka
Vitrified Sound	Raymond Baccari	@ray_baccari
Audance	Max Horwich	@mhorwich
Balance Bird	Zilan Chen	@zilan0828
Croaking Hand Massager	Minsun Kim	@sunny_roshini
Infinite Monolith	Natalia Szabla	@the7thfl
Mint	Jing Ouyang & Tyler Willis	@jingoyang
Mosquito Earring	Eunice Choi	@eunice_unice_choi
O2JOY	Minsun Kim	@sunny_roshini
No string guitar	LiHsing Wang	@li_hsing_wang
Polarized Chamber	Matthew Abadi	@matthewabadi_pdx
Moby Chair	Tim Ronco/Joonas/Mooki Mello	@mooki_mello
River	Yiyao Nie	@yiyaoonie
Accordion Cabinet	Juan Trapp, Fabio Castellanos, Joseph Mercurio	@JuanCarlosTrapp, @Fabio_Andres, @_JosephMercurio
Audio Portrait	Haiyi Huang, Vidia Anindhita	@haiyiii, @vidianindhita
Conducting Paintings	Chenyu Sun, Yunze Shi, Nianqi Zhang	@m.u.dstudio, @simonshiss, @nianqj010
Constellation	Richard Clarkson	@richardclarksonstudio
Fluto	Team Fluto	@calebfergie
Memory Capsule	Jenny Lin, Morgan Mueller	@mueller_bm, @jrock0604
Saber	Richard Clarkson	@richardclarksonstudio
Satellite	Richard Clarkson	@richardclarksonstudio
Ripple	Chi-Hao Chiang	@7ha0chian9
Street Sound	Peter Pless	@pjpless
Talking Flute	Yimeng Sun	
Tweet Tape	JJ Chuan	@re_hyphen
Wait Weight	Nicholas Baker	@nickpbaker
Wood Box Drum	Naixin Kang	



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## Featured Designer Quotes

"Our design studio has been particularly enthralled with the merging of sound and light - ever since the release of our speaker/lamp "The Cloud". The opportunity to expand on that concept and share in the celebration of it with other artists and designers during Design Week is incredible - a symphony for the eyes, ears & heart."

-Richard Clarkson

"It is both exciting and humbling to be given the opportunity to showcase our work at an event of this scale, in a place like Times Square. New York is such an exciting and inspiring city, and having the chance to contribute our own creative vision to the design community here is a truly special honor. We are extremely grateful to AMDC and all of the other organizers for welcoming us, and hope that all of those in attendance will take as much joy and inspiration from interacting with our creations as we get from showcasing them here."

-Kevin and Jevgenija Jones- Moon Armada

"As a printmaker, musician, and programmer, I have always been interested in the intersection of design, music, and technology. I am excited to see how the public discovers and interacts with my Emergencyth installation. Times square is such a sensory overload of sound and vision it will be fun to add a few more bleeps and bloops to the soundscape and to create an aural oasis inside of the sound pod."

-Karl LaRocca- Founder & CEO Kayrock Screenprinting

"The Sound and Vision show in Times Square is an opportunity to offer up our new multidisciplinary design concept to the public. An innovation in isolation is meaningless... it is the audience reception and participation that brings true definition to a new idea, so I very much appreciate the American Design Club and NYCxDesign for helping us make these works available to the citizens of NYC."

-MJ Casselden-Magnetic Sound

*"I've exhibited at the past two AmDC shows. It's always a great way to break out of the normal design routine and do something a bit more experimental. This year is no different. The Sound and Vision show is focused on interactive pieces that the audience can touch, see, and hear. As an industrial designer, I strive for these type of unique and beautiful interactions. "*

-Nicholas Baker



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*"It's great for AmDC to provide an opportunity for individuals to be part of a bigger design scene in New York by hosting shows like Sound & Vision annually.*

*For me personally, it's both rewarding to showcase my design out in the public and fun to see other participants' creative interpretations of the same theme, which is the reason why I keep coming back year after year to partake in the show."*

*-Jung Soo Park*

*"As a Parsons Alum, New York will always be a part of me. I'm so excited for my work to return to the city; to have my pieces displayed in one of the world's most prominent locations is beyond words."*

*-Maryam Khaled AlKhalifa*

*"I really appreciate American Design Club providing this opportunity for me to display my latest work, a new musical instrument, which is a more expressive, fluid and intuitive instrument that generates sound as simple as you move and dance with your body."*

*-Yiyao Nie*



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## Featured Brand Partners

These Brand Partners believe commerce and creativity can be intertwined. We thank them for making this exhibition possible.

### [Bolon](#)

**Est. 1949, A third-generation family-owned Swedish design company and the creator of woven vinyl flooring.**

Bolon (est. 1949) – A third-generation family-owned Swedish design company and the creator of woven vinyl flooring. Bolon products are trend-setting with a distinct focus on innovation, quality and sustainability. The designs deliver the beauty of a woven textile with the benefits of resilient flooring – long life cycles and ease of installation and maintenance. Bolon is exclusively represented in the United States, Canada and the Caribbean by MI Studios, with showrooms in New York and Los Angeles.

Instagram: @bolonflooring

### [Nanoleaf](#)

**Nanoleaf is a design & technology company changing the world with the most innovative smart home ideas, turning ordinary experiences into the extraordinary.**

The Nanoleaf Light Panels and Canvas Light Squares are music-reactive modular lights with seemingly infinite colors & animations at your fingertips. Paint, create and explore to curate your own personal lighting masterpiece.

Instagram: @nanoleaf

Hashtag: #nanoleafdesign

### [Framery](#)

**Framery is a workplace industry pioneer creating happier offices with award-winning phone booths and meeting pods.**

Framery is a workplace industry pioneer that is serious about happiness. The product offerings of pods, phone booths and soundproof private spaces solve noise and privacy issues in open offices, making employees happier and more productive in dozens of the world's leading companies, including Microsoft, Puma, Twitter and Nike. In fact, 40% of all Forbes 100 companies use Framery.

Instagram: @frameryacoustics

Hashtags: #framery #frameryacoustics #seriousabouthappiness #officeinspiration



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### [Resource Furniture](#)

**The original - and largest - source for inspired, modern, space-saving, and transforming furniture solutions in North America.**

Resource Furniture is the original – and largest - source for cutting-edge, space-saving, and transforming furniture solutions in North America, including the finest wall beds available anywhere in the world. Designed and made in Italy, our wall beds are so reliable that we offer a lifetime warranty on all mechanisms. With eight showrooms in the U.S., Canada, and Mexico, Resource Furniture continues to redefine the industry, offering sustainably designed and manufactured products that transform any space with both form and function.

Instagram: @resourceFurniture

### [Grado Labs](#)

**Grado Labs has been hand building headphones in Brooklyn, NY since 1953**

Since 1953 Grado Labs has been hand building headphones and cartridges in Brooklyn, New York. The audio company has seen three generations of the Grado family, passing down tradition and experience while always putting sound first.

Instagram: @gradolabs

### [Square, Inc](#)

**We believe everyone should be able to participate and thrive in the economy**

Square provides tools that empower businesses and individuals to participate in the economy. This cohesive ecosystem of managed payments, hardware, point-of-sale software, and other business services helps sellers manage inventory, locations, and employees; access financing; engage buyers; and grow sales.

Instagram: @square

### [QOR360](#)

**On a mission to change the way the world sits**

Conventional "ergonomic" office chairs confine rather than support us, distorting our posture, and causing our muscles to go dark. Result: poor posture, and twin epidemics of back pain, and "sitting disease" (a constellation of obesity, diabetes, and heart disease). The solution? Active chairs that allow continuous movement while sitting. And QOR360 makes the best, most



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affordable active chairs out there. Unfortunately, yoga balls and standing desks are just making things worse.

Instagram: @QOR360

Hashtags: #QOR360 #sitbetter #activechair #activesitting

### [Design Pavilion NYC](#)

Design Pavilion NYC is a design happening exploring our future in Times Square and American Design Club's Sound & Vision exhibition platform partner for where design meets the public

Instagram: @design\_pavilion

### [NYCxDesign](#)

NYCxDesign is the official NYC Design Week coordinating organization run by the NYC EDC.

Instagram: @nycxdesign

## Featured Sponsor Quotes

*"Thinking outside the box is what we do at Resource Furniture every day. So when we were asked to create a transforming space INSIDE an amazingly cool box - in Times Square (!) - we couldn't imagine a more fitting (or fun) opportunity. We are so proud to be a part of NYCxDesign, such an important component of NYC's rich design culture." -Ron Barth  
Co-founder, Resource Furniture*

*"Grado Labs has been hand building headphones and cartridges in Brooklyn since 1953, so partnering with Sound&Vision on a New York event focused on design and sound made almost too much sense. Our family's roots run 100 years deep in New York so we know all the changes it's gone through. We couldn't be happier that Sound&Vision is putting the spotlight on the creative surge happening in New York right now, and we're excited to be a part of it."*

*- Jonathan Grado Vice President, Grado Labs*

*"Celebrating 70 years of innovation – Bolon is pleased to be collaborating with the American Design Club and other prestigious brands and organizations that push the boundaries to create engaging experiences. The Sound & Vision exhibition will captivate the senses and Bolon is thrilled to highlight our products and showcase our light reflective qualities that will evoke visual emotions and contribute to the overall experience."*

*- Ed Pedrick | Managing Director, North America*



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## Schedule of Events

Type	Date	Start	End	Item
PR	Friday, May 3	2:00 PM	3:00 PM	Exhibition Press Release
Exhibit	Wed, May 8- Fri, May 10	12:01 AM	7:00 AM	Exhibit Installation
PR	Fri, May 10	7:00 AM	9:00 AM	Exhibition Photography
Exhibit	Fri, May 10	11:00 AM	11:00 AM	Show Opens
PR	Fri, May 10	11:00 AM	5:00 PM	Press Walk Through
Event	Weekdays	12:00 PM	3:00 PM	Exhibitor performances
PR	Sat, May 11 - Sun May 12	11:00 AM	7:00 PM	1st Weekend
PR	Mon, May 13	11:00 AM	5:00 PM	AmDC Press Day
Event	Mon, May 13	4:00 PM	4:30 PM	REEPS One in Village
Event	Mon, May 13	4:00 PM	7:00 PM	S&V Celebration Night
Event	Sat, May 18	5:00 PM	7:00 PM	Sponsor Event Night
Exhibit	Sun, May 19 - Wed, May 22	11 AM	7 PM	ICFF Weekend
Exhibit	Wed, May 22 - Thu May 23	7:00 PM	8:00 AM	Deinstallation
				Final Press Release
PR	Tue May 28	4:00 PM	5:00 PM	Submittal
PR	Thu, May 30	9:00 AM	10:00 AM	Final Press Release

## Social Media Overview

Our social media goal is to celebrate designers and brand partners collaborating to create a great exhibition through cross brand channel coordination of media assets representing designers and brands, the exhibition and design week events in action, and event outcomes. All media assets captured and created will be shared with designers, brands, and media to use in their own channels to promote the show and relevant collaborators

@americandesignclub

#soundxvision

@nycxdesign

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@design\_pavilion

#designpavilionnyc

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