

**DESIGN
AT WORK
NEW YORK**

**10-11 MARCH
JAVITS CENTER**



designatworknyc.com

**NEW YORK'S ONLY
DEDICATED WORKSPACE
DESIGN FAIR**



— OFFICE SOLUTIONS —

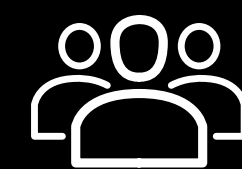
HALL
— 2 —
STAND
B24

WORKSPACES
THAT INSPIRE.

AURUM
— OFFICE SOLUTIONS —

DESIGN THE WORKPLACE. SHAPE THE FUTURE.

The future of workplace design comes to New York.
Discover innovative products, visionary ideas and the
connections that will shape tomorrow's workplaces.



10,000+
VISITORS



140+
BRANDS



2 DAYS
OF CONTENT



CEU
ACCREDITED



GLOBAL
PERSPECTIVE

INTRODUCING DESIGN AT WORK NEW YORK

Delivered by Media 10, experts in connecting brands with buyers and highly targeted design audiences, Design at Work launches as New York's only dedicated fair for commercial and workplace interiors. Created as a focused platform for design-led workplaces, the event brings together manufacturers, specifiers and industry leaders shaping the future of workplace design and contemporary office environments.

Media 10 has a proven track record of launching and delivering internationally recognised design events, including Design Shanghai, Design Joburg, Design Helsinki and Clerkenwell Design Week, each recognised for attracting senior architects, interior designers and decision-makers actively specifying products for commercial projects.

The exhibition will present a curated mix of global brands and cutting-edge products, showcasing innovative approaches to furniture, lighting, technology and materials that support a more design-led, forward-thinking workplace environment.

Supported by our Lead Media Partner, Sandow Design Group, the event will benefit from powerful editorial reach alongside a carefully curated talks programme.



DESIGN AT WORK **NEW YORK**

WHY NEW YORK?

The #1 U.S. Market for Design Specification



Highest concentration of architecture & Design professionals in the U.S. - 30,000



The largest office market in the United States 520m+ sq ft of office space in Manhattan alone

Midtown Manhattan remains the world's most established central business district, with global occupiers across finance, technology, media and professional services continuously investing in next-generation workplace environments.



Highest architecture employment in the U.S. 16,000 architects in NYC

New York City has the largest concentration of design professionals in the country, a critical mass of architects, interior designers and specifiers actively shaping commercial projects across North America.



A high-value hospitality market

New York is one of the strongest hotel development markets in the U.S., with thousands of rooms opening or in planning. Ongoing investment in hospitality and mixed-use projects further strengthens demand for design-led interior products and fit-out solutions.



Continuous commercial development

Major new commercial towers and large-scale adaptive reuse projects across Midtown, Hudson Yards and Brooklyn reflect long-term investment in the city's office future. Renovation and retrofit cycles are driving demand for workplace interiors, furniture and lighting solutions.



Why it matters?

At the intersection of architectural talent, commercial real estate investment and global influence, New York offers an unparalleled platform for brands shaping the future of workplace design.

DESIGN AT WORK NEW YORK

OUR RESULTS

WE SPECIALISE IN CONNECTING SPECIFIERS WITH MANUFACTURERS

2m+

Attendees

250k+

Architect/interior
design-based newsletter
subscribers

1m+

Business leads
generated

62%

Architects / Designers

40k+

Exhibitors, sponsors
& partners

\$1bn+

Worth of business
facilitated



With a proven track record of attracting senior architects, interior designers and specifiers to its global design events, supported by a substantial international database built across leading shows including Clerkenwell Design Week, Design Shanghai and Design Joburg. This depth of data, insight and experience enables highly targeted audience engagement focused on professionals actively working on live workplace and commercial projects.

For Design at Work New York, Media 10 will apply this expertise to deliver a high-quality, specification-led audience in one of the world's most influential design and real estate markets. Through close collaboration with key US industry bodies, the event will offer curated networking opportunities and guided tours, creating meaningful connections between exhibitors and decision-makers shaping the future of workplace design.

DESIGN AT WORK NEW YORK

VISITORS
TO OUR
EVENTS
INCLUDE

ARCHITECTS

Gensler
Perkins&Will
Skidmore, Owings & Merrill (SOM)
HOK
Kohn Pedersen Fox (KPF)
SHoP Architects
FXCollaborative
Rockwell Group
Snøhetta
MVRDV
M Moser Architects
Foster + Partners
Bjarke Ingels Group (BIG)
Grimshaw
Herzog & de Meuron
Zaha Hadid Architects
BDP
Hawkins\Brown
Heatherwick Studio
Wilkinson Eyre
PLP Architecture
Aecom

INTERIOR DESIGN STUDIOS

IA Interior Architects
Hirsch Bedner Associates (HBA)
AvroKO
Studio O+A
Clive Wilkinson Architects
Gensler Interiors
Perkins&Will Interiors
NBBJ Interiors
Yabu Pushelberg
Kelly Wearstler Studio
Meyer Davis
Roman and Williams
Tara Bernerd & Partners
David Collins Studio
Studio Ashby
Holloway Li
Conran and Partners
Stantec
M Moser Associates
Nicola Harding & Co
Maddux Creative
Yoo Worldwide

END USERS

Google
Amazon
Meta
Apple
Microsoft
Nike
Salesforce
LinkedIn
Spotify
Netflix
JPMorgan Chase
Goldman Sachs
BlackRock
HSBC
Ernst & Young
IBM
American Express
Samsung
TikTok
YouTube
BBC
Dyson

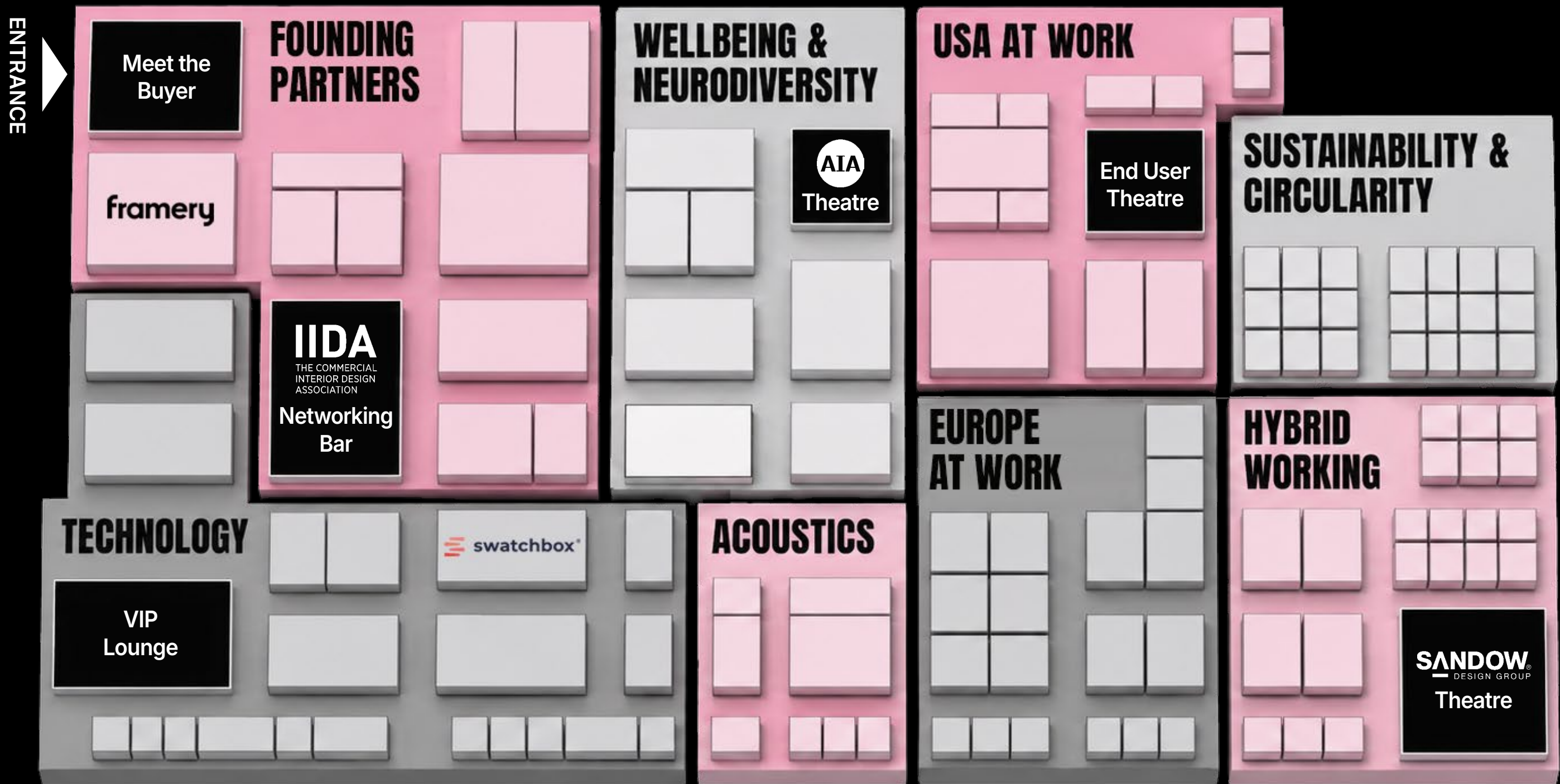
REAL ESTATE

Brookfield Properties
Related Companies
Tishman Speyer
Silverstein Properties
Hines
RXR Realty
SL Green Realty
Boston Properties
The Durst Organization
Vornado Realty Trust
Canary Wharf Contractors
Berkeley Group
Balfour Beatty
Lendlease
Taylor Wimpey
Vistry
Acorn Property Group
Yellow Door Property
Chiltern Contracts
Synergia Projects
British Land
Landsec

HOSPITALITY & LIFESTYLE BRANDS

Marriott International
Hilton
Hyatt
Soho House
The Standard Hotel
Mandarin Oriental
Four Seasons
Equinox
WeWork
The Office Group
Nike Workplace
Apple Campus Teams
Harrods
Selfridges
West Elm
IKEA
The Conran Shop
MSC Cruises
Virgin Atlantic
Porsche
Mercedes-Benz
Burberry

FLOORPLAN



RATE CARD

**\$55 PER SQ FT
(SPACE ONLY)**

**DESIGN-LED BOOTH
PACKAGES
FROM \$4,500**

3 X design-led booth packages available (including flooring, walling, branding and material handling)

FEATURING

- **BUYERS TOURS**
- **NETWORKING EVENTS**
- **MEET THE BUYER**
- **DEDICATED EVENT APP**
- **AWARDS**

LEAD MEDIA PARTNER

SANDOW
DESIGN GROUP

ASSOCIATION PARTNERS

IIDA
THE COMMERCIAL
INTERIOR DESIGN
ASSOCIATION



MEDIA PARTNERS

Architizer **AZURE**

design\milk[®] **INTERIOR
DESIGN**

METROPOLIS

FROM THE ORGANISERS OF:

CDW CLERKENWELL
DESIGN WEEK

design
JOBURG

design
HELSINKI

design
SHANGHAI
设计上海

**SHOREDITCH
DESIGN
WEEK**

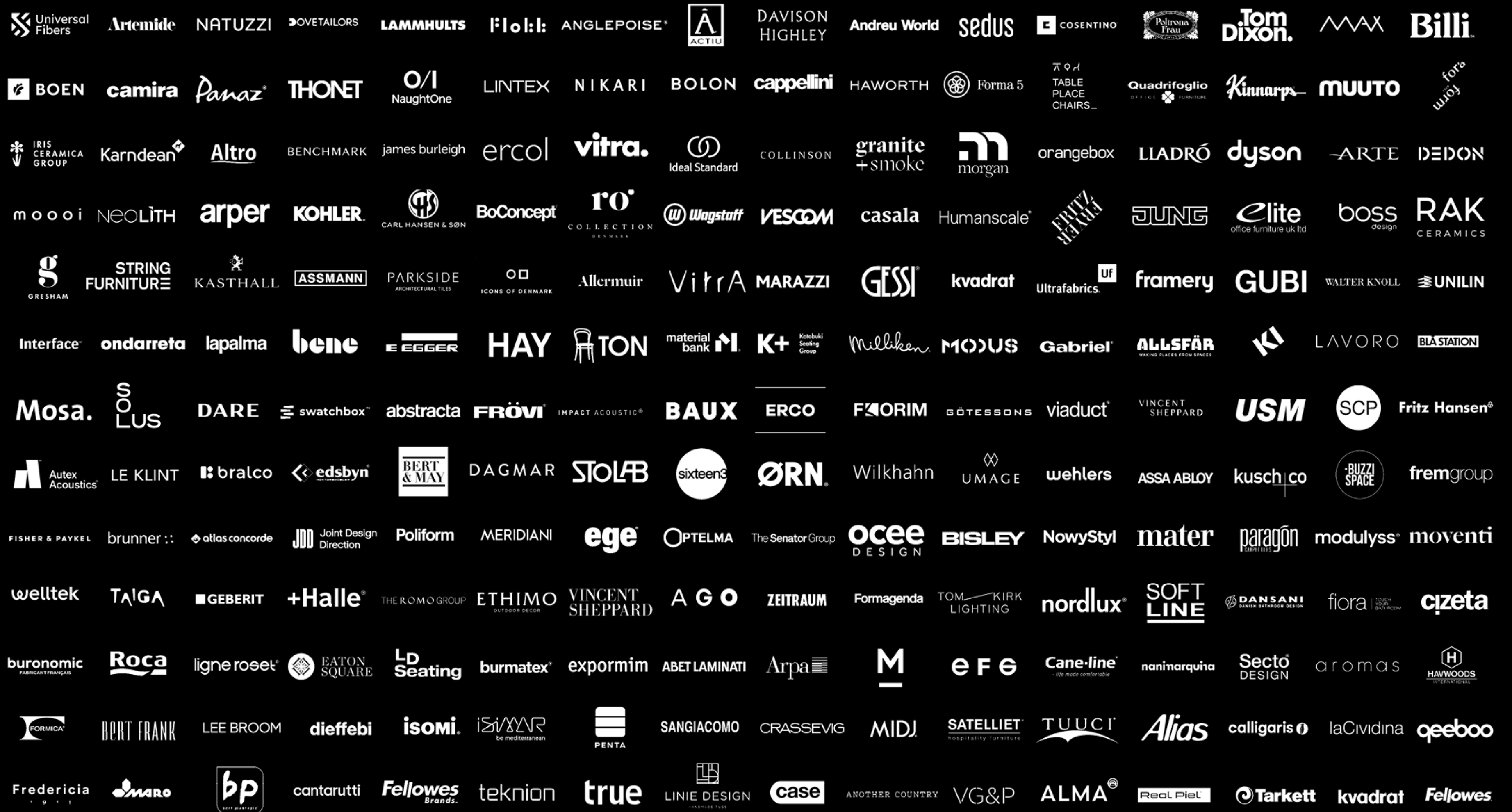
100%design

ICON

onOffice

DESIGN AT WORK NEW YORK

GLOBAL BRANDS TRUST US



DESIGN AT WORK **NEW YORK**

Partnership Opportunities

At Design at Work New York, we believe partnerships should create value for both brands and visitors. Rather than simply providing sponsorship exposure, our partnership programme has been designed to help organisations lead industry conversations, create memorable experiences and actively contribute to the future of workplace design.

Whether through thought leadership, experiential activations or integrated brand experiences, every partnership is carefully curated to deliver meaningful engagement with the architects, designers, occupiers and decision-makers shaping tomorrow's workplaces.

DESIGN AT WORK NEW YORK

(By Invitation Only)

Founding Partners

A select group of industry leaders invited to help shape Design at Work New York from its inception. Founding Partners play an active role in developing the event and receive the highest level of recognition throughout the launch campaign and beyond.

KEY DELIVERABLES:

- Exclusive Founding Partner status
- Strategic advisory participation
- Priority exhibition positioning
- Integrated PR and marketing campaign
- Enhanced brand profile across the event
- Exclusive networking opportunities

Theme Partners*

Own one of the workplace industry's defining themes and position your organisation as a recognised thought leader through content, education and buyer engagement.

EXAMPLES INCLUDE:

- Neurodiversity
- Wellbeing
- Sustainability
- Adaptability
- Workplace Performance
- Workplace Technology

KEY DELIVERABLES:

- Exclusive theme ownership
- Conference speaking opportunity
- Curated Hosted Buyer tour
- Thought leadership content
- Dedicated app and website presence
- Marketing campaign integration

** Partnership investment available upon request*

Experience Partners*

Bring key destinations across the exhibition to life by creating engaging spaces where visitors connect, collaborate and recharge throughout the event.

EXAMPLES INCLUDE:

- Networking Bar
- Café & Hospitality Lounge
- Future Workplace Feature
- Wellness Lounge
- Collaboration Hub
- Design Library

KEY DELIVERABLES:

- Naming rights
- Integrated brand presence
- Product integration
- Visitor engagement opportunities
- Digital promotion

Environment Partners*

Showcase your products as part of the live event environment, demonstrating how great workplace design enhances comfort, wellbeing and performance.

EXAMPLES INCLUDE:

- Acoustic Solutions
- Biophilic Planting
- Architectural Lighting
- Charging & Power
- Hydration Stations
- Air Quality & Environmental Monitoring

KEY DELIVERABLES:

- Venue-wide product integration
- Brand attribution
- Product demonstration in context
- Supporting content opportunities
- Digital and on-site visibility

Event Partners*

Support key visitor touchpoints with highly visible partnership opportunities that enhance the overall event experience from arrival through to departure.

EXAMPLES INCLUDE:

- Registration Experience
- Event App
- Hosted Buyer Programme
- Conference Theatre
- Lanyards

KEY DELIVERABLES:

- Prominent event branding
- Delegate engagement
- App and website promotion
- On-site visibility
- Marketing campaign inclusion

Open space Shell Scheme

Open space 200Sqft Shell Scheme



10'x10' Booth



DESIGN AT WORK NEW YORK