

FOUNDING PARTNERS

arper · Carnegie · EAMES OFFICE · framery · kettal · SANDLER · ShawContract® · swatchbox®



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+	140+	2 DAYS	CEU	GLOBAL
VISITORS	BRANDS	OF CONTENT	ACCREDITED	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 recognized design events, including Design Shanghai, Design Joburg, Design Helsinki and Clerkenwell Design Week, each recognized 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 program.

FROM THE ORGANIZERS OF:

CDW CLERKENWELL DESIGN WEEK

SHOREDITCH DESIGN WEEK

VISITORS TO OUR EVENTS INCLUDE:
Architects | Interior Design Studios | End Users | Real Estate | Hospitality & Lifestyle Brands

DESIGN AT WORK NEW YORK

MEET THE STEERING COMMITTEE

**Nine industry leaders.
One shared vision.
Building the future of workplace design together.**

The Design at Work New York Founding Steering Committee brings together leading voices from workplace strategy, commercial interiors, research, innovation, sustainability, well-being and occupier experience. Chosen for their expertise, influence and commitment to advancing the industry, the Committee will help shape the launch edition of Design at Work New York and the future of workplace design.

DESIGN AT WORK NEW YORK



Joe Doucet

Founder & Chief Creative Director,
Joe Doucet x Partners



Kerrie Kelly

CEO & Creative Director,
Kerrie Kelly Studio



Kay Sargent

Senior Principal, Director of Thought Leadership, Interiors, HOK



AJ Paron

Executive Vice President & Design Futurist, SANDOW DESIGN GROUP



Harsha Kotak

Founder & Director, Women in Office Design & Sustainable Design Collective



Amanda Schneider

Founder & President,
ThinkLab



Primo Orpilla

Co-Founder & Principal,
Studio O+A



Grace Eun

Design Director & Principal,
Studio O+A



Matthew J. De Geeter

Founder & Chief Strategist,
De Geeter Co.

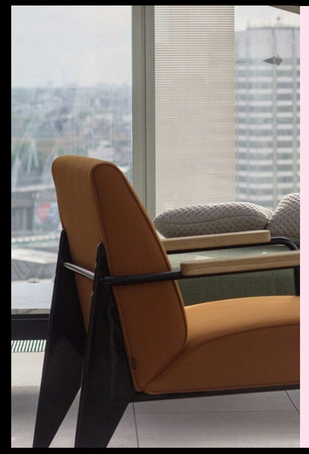
WHY NEW YORK?

The #1 U.S. Market for Design Specification



Highest concentration of architecture and design professionals in the U.S.: 30,000

New York brings together architects, interior designers and specifiers working across office, hospitality and mixed-use projects. This gives brands direct access to the professionals influencing product selection and shaping the future of commercial interiors.



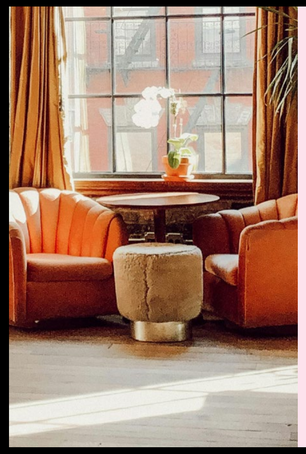
The largest office market in the United States, with 520 million+ sq ft of office space in Manhattan alone

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.



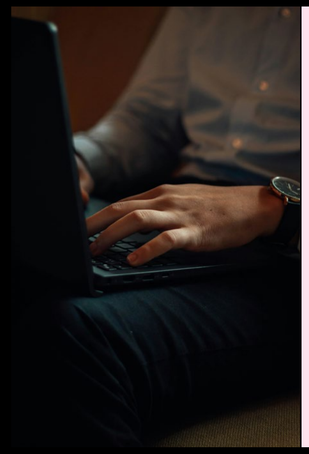
Highest architecture employment in the U.S. 16,000 architects in NYC

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.



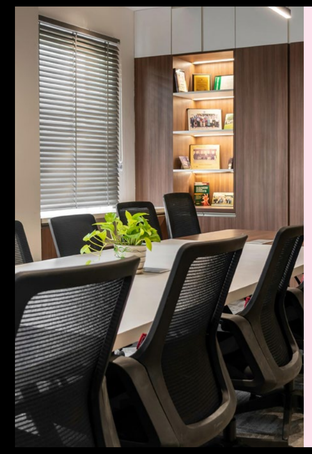
A high-value hospitality market

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 + WORKPLACE PROFESSIONALS. ONE COMMERCIAL DESIGN COMMUNITY.

Combined role mix across the architect, interior designer and hosted-buyer prospect lists.

36%
PRINCIPALS + PARTNERS
Principal and partner titles across the A&D prospect lists

19%
ARCHITECTS
Architect, project architect and senior architect titles

17%
ASSOCIATES
Associate and senior associate titles

12%
INTERIOR DESIGNERS
Interior designer and senior interior designer titles

10%
HOSTED-BUYER PROSPECTS
Contacts in the supplied workplace prospect lists

6%
DESIGN LEADERSHIP
Design, creative and studio directors and design managers

GEOGRAPHIC PROFILE

42.6% NEW YORK

39.5% NEIGHBORING STATES

16.7% ILLINOIS

1.2% TORONTO / ONTARIO

DATA BASIS Audience profile based on prospect database composition, not registered or confirmed attendees.

PARTNERS AND SPONSORS

FOUNDING PARTNERS

arper
Furnishing Partner for the Manhattan Lounge

Carnegie
Textiles and Wallcoverings Partner

EAMES OFFICE

framery

kettal

SANDLER

ShawContract®

swatchbox®

INDUSTRY PARTNERS

AIA New York

IIDA NEW YORK chapter

THEME PARTNER

MUTE.
Adaptability Partner

SPONSOR

CECOCECO
Welcome Installation Partner

LEAD MEDIA PARTNERS

SANDOW® DESIGN GROUP

AZURE

INTERIOR DESIGN®

METROPOLIS

ThinkLab

SURROUND

DESIGN AT WORK NEW YORK

GLOBAL BRANDS TRUST US



DESIGN AT WORK NEW YORK

PARTNER AND SPONSORSHIP OPPORTUNITIES

Place your brand inside the conversations shaping the future of workplace design.
Design at Work New York offers a limited number of credible, high-visibility content and theater partnerships connecting manufacturers with architects, designers and end users.

Sponsored On-floor Session

45 minutes
8 sessions available

Included A dedicated session presented in partnership with your brand, including one approved speaker, program and on-site branding, and campaign promotion.

Your input Propose the angle, nominate a speaker and contribute relevant research, insight or a workplace case study.

$15,000 per session

Panel Participant

Five-person panel
Maximum 2 sponsor voices

Included One approved position on a curated five-person panel, participating-partner credit, on-site recognition and campaign promotion.

Your input Nominate one representative and contribute informed expertise. The other three positions are reserved for A&D and end-user voices.

$7,500 per sponsor position

Placement Partner

Limited by category and theater design

Included Official category partner status, approved product integration, relevant signage and listings, campaign promotion and product credit.

Your input Supply the product and technical details, and cover freight, installation, removal and associated operational costs.

$10,000 per agreed category

Accredited CEU Session

60 minutes
10 sessions available

Included A dedicated slot in the CEU room, program and room branding, standard AV, campaign promotion and attendance reporting where available.

Your input Provide a current accredited course, approved presenter, materials and any required accreditation reporting.

$3,000 per session

EXHIBITION SPACE ONLY

$55 PER SQ FT

Floor plan available upon request
TIM.EDWARDS@DESIGNATWORKNYC.COM

EVERY PARTNERSHIP INCLUDES

Event website and program listing, one tagged LinkedIn post, one Instagram collaboration post, one newsletter insertion, relevant on-site recognition and a post-event attendance estimate where operationally available.

EDITORIAL APPROACH

Our content partners and Design at Work retain final approval of titles, formats, speakers, moderators, questions and public copy. Sessions must be informative, balanced and relevant to the professional audience. Product placement does not include a speaking position unless separately agreed.

DESIGN AT WORK NEW YORK

All opportunities are subject to availability and approval. Prices are in US dollars and exclude applicable taxes and non-standard production, AV, freight, labor and venue costs.

Contact Us

SALES

Timothy Edwards
VP of Sales
tim.edwards@designatworknyc.com
US: +1 929 356 7280 | UK: +44 784 253 4293

Andrea Gervasi
Head of Sales
andrea.gervasi@designatworknyc.com
US: +1 929 673 2189 | UK: +44 203 225 5587

Leo AhMane
Account Executive
leo.ahmane@designatworknyc.com
US: +1 929 828 5657 | UK: +44 20 4538 5352

MARKETING

Claire Smith
VP of Marketing
claire.smith@designatworknyc.com

Jedd Barry
Head of Marketing
jedd.barry@m10group.co.uk

Roxie Cleaver
Marketing Assistant
roxie.cleaver@m10group.co.uk

OPERATIONS

Leah Eva
Operations Manager
leah.eva@m10group.co.uk

PR

Christine Samuelian
christine@friendsandco.co.uk

Belinda Fisher
belinda@friendsandco.co.uk

Gabi Martorana
gabi@friendsandco.co.uk

GET IN TOUCH

Contact the Design at Work NYC team at:

hello@designatworknyc.com

+44 (0)203 225 5200

DESIGN AT WORK NEW YORK