

Instagram-Friendly Spaces Abounded At NYCxDesign



Ligne Roset × Sunbrella by Noé Duchaufour-Lawrance

The number of design week installations created by brands to be more photogenic and sharable continues to grow, exploring attention-grabbing themes in the process

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The core purpose of New York's annual design week has always been to promote new prototypes and products of the design trade. However, there's a steady increase each year in special exhibitions that focus more on creating an experience—typically a photogenic one—for visitors. Brands are moving in this direction to generate buzz both by word of mouth and on social media, with Instagram being a favored platform. The lifespan of these installations is sometimes only a few days so they have to be compelling to visit and share across the 'gramiverse.

PSFK compiled our favorite Instagram-worthy installations from NYCxDesign (<https://www.nycxdesign.com/>) 2018:

To launch a new outdoor version of designer Noé Duchaufour-Lawrance's seating, he created a heavyweight installation at WantedDesign. Over the course of about two days, several thousand bricks were laid to form a series of curving walls and seating spaces.



Duchaufour-Lawrance's seating collection was originally designed for indoor use. Ligne Roset partnered with Sunbrella on adapting the collection for the outdoors. The installation brings works a bit in reverse, bringing the outdoors in.



The display was only up for about four and a half days. We inquired what was going to happen to the meticulously constructed brick walls after that and got no confirmation of any plans. Anyone in the tri-state area looking for good masonry might want to give Ligne Roset's NYC showroom a call.