

Sight Unseen

OFFSITE

201 Mulberry, New York NY
May 16-20, 2018

About the Project

For four years, Sight Unseen curated the most talked-about trade show of New York Design Week, Sight Unseen OFFSITE. Last year, in an effort to increase the visibility of design week as a whole, we created an additional umbrella event encouraging New York's most influential boutiques to activate during design week, engaging influencers across the worlds of art, fashion, and food.

In 2018, OFFSITE will encompass both special presentations at boutiques around downtown Manhattan as well as a 5,000-square-foot hub space at 201 Mulberry Street, which we've transformed from a trade show into a collection of impactful curated group exhibitions and projects.

Rather than hosting individual designer booths, OFFSITE's main feature in 2018 will be the second annual edition of Sight Unseen Selects, a curated group exhibition with 1-3 works by 25-40 designers, carefully hand-picked and edited by Sight Unseen.

Benefits of Involvement

SIGHT UNSEEN SELECTS EXHIBITORS:

- Get a turnkey solution for exhibiting work during New York Design Week — involving no production or installation costs, and no need to be constantly present during the show
 - Get to show their work in a highly focused, like-minded context known for representing the best of contemporary design
 - Benefit from exposure to top press, buyers, and interior designers from the design, fashion, and lifestyle worlds
 - Get built-in exposure on Sight Unseen's editorial and social media networks
 - Have their work promoted to international press by OFFSITE's team
 - Participate in an event-wide private press preview

Join Us In 2018

1. EXHIBITION

Sight Unseen Selects is a curated group exhibition featuring 1-3 new pieces by individual designers, hand-picked by Sight Unseen's editors. Preference goes to works that have never been seen before. Works accepted for inclusion are prohibited from being exhibited anywhere else during New York Design Week. The fee quoted here includes: inclusion in the exhibition, exhibition design and production, inclusion in event PR campaign, basic spot lighting, participation in the press preview, and overall installation photography.

Standard fee: \$700

Oversize work*: \$1,000

*For larger presentations, this will be decided on a case-by-case basis

2. HOW TO APPLY

Because OFFSITE is highly curated, and we give preference to exclusive content, all those interested must email the following information IN PDF FORM to offsite@sightunseen.com for consideration:

- An overview of what pieces you're proposing to show
 - Photos, renderings, or drawings of the works
- How many of the works, if any, will have been seen by anyone prior to the show
 - Any special installation requirements you might have, such as hanging from the ceiling

About Sight Unseen

Sight Unseen is an online magazine that uncovers what's new and next in design and the visual arts.

Sight Unseen uncovers the stories, inspirations, and obsessions of some of the most fascinating designers, artists, and makers working today. Since its launch in 2009, the site has served as a destination for companies and individuals interested in scouting new talent as well as an inspiration for those working in creative pursuits.

Founded by respected design journalists Jill Singer and Monica Khemsurov, Sight Unseen counts top influencers such as Sean Santiago of Refinery29 and Su Wu of I'm Revolting — as well as noted photographers Brian W. Ferry, Michael A. Muller, Laure Joliet, Mike Vorrasi, Pippa Drummond and Paul Barbera — among its stable of regular contributors.

Sight Unseen also curates exhibitions, produces and co-hosts events, and provides branding and marketing services for a variety of forward-thinking clients. These include Shinola, Ford, Paypal, Sonos, Everlane, Refinery29, The Ace Hotel, Herman Miller, Urban Outfitters, Ikea, West Elm, The Standard East Village Hotel, Creatures of Comfort, Lincoln, Etienne Aigner, and the annual Sight Unseen OFFSITE fair, a cutting-edge design showcase during New York's International Contemporary Furniture Fair that Sight Unseen launched in 2011.

Founded
November 2009

Average Monthly
Pageviews
180,000

Average Monthly
Visits
80,000

Instagram Reach
265,000 followers

Facebook Reach
31,000 fans

Twitter Reach
16,000 followers

Pinterest Reach
33,000

Newsletter
Subscribers
35,000

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