



NYCxDESIGN ANNOUNCES *IMPACTxDESIGN* WINNERS WITH CAESARSTONE
Coming Fall 2021: Creative Installations by Designers Kickie Chudikova
and Karim Rashid Reimagine Public Space in Dumbo and Downtown Manhattan

(May 14, 2021 - New York City, NY) [NYCxDESIGN](#) and [Caesarstone](#) are pleased to announce the winning designers of [IMPACTxDESIGN](#), an inaugural competition to showcase how design can enhance public space and foster engagement in New York City. Evaluated amongst a strong pool of proposals, with over fifty submissions, designers **Kickie Chudikova** and **Karim Rashid** each presented compelling installation concepts using Caesarstone's Outdoor Collection as the primary fabrication material. As *IMPACTxDESIGN* winners, Kickie and Karim will work closely with NYCxDESIGN, Caesarstone, the [Design Trust for Public Space](#), [Dumbo Improvement District](#), and [Downtown Alliance](#) to refine their design concepts for two specific installation sites located in Downtown Manhattan and Dumbo Brooklyn, city-centers for the arts and commerce.

***Turn Out* by Karim Rashid | Downtown Manhattan**

As teased in its name, Karim's proposal makes creative use of negative space by *turning* Caesarstone slabs on their side horizontally and cutting out abstract shapes that are then repurposed to form a series of connected benches and tables. The design offers a range of gathering spaces, from semi-enclosed areas to long, linear seating and playful zig-zag layouts. Inspired as a zero waste design concept, *Turn Out* consists of just three elements cut from a single sheet of quartz to minimize excess material. The benches are also reconfigurable to ensure the installation can evolve with the changing needs of its environment.

"At the moment, we are collectively experiencing a wake-up call from mother nature, urging us to think about slowing down, communicating honestly, consuming less, enjoying and appreciating our existence," says Karim. "The *Turn Out* concept creates a space that engages curiosity and delight."

As one of today's prolific industrial designers, Karim's portfolio spans product, furniture, lighting, and surface design, as well as brand identity, packaging, interior design, and building design.

***Spiral of Life* by Kickie Chudikova | Dumbo Brooklyn**

Drawing inspiration from the waves of the Hudson River and the sculptures of Isamu Noguchi, *Spiral of Life* is an adaptive installation that offers a place to sit, contemplate, and re-energize while enjoying the impressive Dumbo vistas. This modular bench consists of waterjet-cut stone pieces connected by a single metal structure, forming an organic shape with a series of generously-sized individual seats for social distancing. Leaving no material to waste, Chudikova devised clever side tables fabricated out of cutouts from the seating.

"Thanks to its modularity, *Spiral of Life* can be adjusted in size and shape," notes Chudikova. "It can work as a singular element, a pair of seats, a circle, or a continuous undulating wave, creating the ideal place to gather safely with friends and enjoy the fresh air outdoors."

Chudikova opened her eponymous Brooklyn-based studio last year, where she designs products, furniture, objects, and lighting.

The final *IMPACTxDESIGN* installations will be unveiled this fall, coinciding with several city-wide activations and happenings including [Design Pavilion](#), [Archtober](#), [LightFair](#), and NYCxDESIGN's *An Ode to NYC* campaign in October and culminating with the annual NYCxDESIGN Festival, scheduled alongside [ICFF](#) and [WantedDesign](#), in November from the 11-18. Over the coming months, NYCxDESIGN will capture the project from inception to completion with a documentary-style video series. The winning projects will also receive recognition in the October 2021 edition of NYCxDESIGN's *The Magazine*; a virtual conversation with Kickie and Karim; and a feature on the final projects on the *IMPACTxDESIGN* landing page on nycxdesign.org.

About NYCxDESIGN

NYCxDESIGN is a not-for-profit organization committed to empowering and promoting the city's diverse creative community. Since its inception as a grass-roots organization, NYCxDESIGN has been an influential and unifying entity by nurturing, supporting, and providing opportunities for NYC's design sector on a global stage. NYCxDESIGN organizes exceptional year-round activations, including its annual international festival. Strategic leadership includes a new Board of Directors and a Steering Committee made up of representatives from NYC's design schools, museums, cultural institutions, design districts/centers, and trade shows. Diversity, purpose, cultural placemaking, economic opportunity, and creativity are core to the not-for-profit's values. NYCEDC and SANDOW Design Group are key, ongoing supporters of NYCxDESIGN. 2021 sponsors of the organization and its programming include Caesarstone, Eventscape, Smart Design, the Brooklyn Navy Yard and Material Bank, and this year's media partners are *Metropolis*, *Luxe Interiors & Design*, *Interior Design*, *The New York Times*, *Vox Media*, *The Architect's Newspaper*, *Sixtysix*, *Architectural Record* and *Brownstoner*.

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