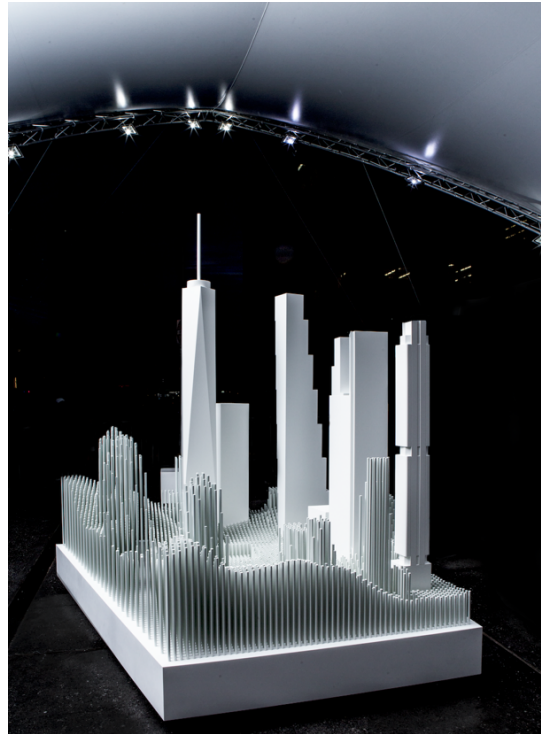


NYCXDESIGN

Snarkitecture's NYCxDESIGN pavilion activates Manhattan's Astor Place

By AUDREY WACHS (@GRIDWACHS) • May 10, 2016



*Snarkitecture's installation for Viñoly's 125 Greenwich Street.
(Courtesy 125 Greenwich Street)*

[NYCxDESIGN](#) is back this week for its third year. On Saturday, May 7th, an immersive interactive installation designed by Brooklyn-based Snarkitecture activated the East Village's Astor Place Plaza. The developers of luxury [125 Greenwich Street](#) commissioned the firm to create an installation in the plaza that dialogues with the emerging World Trade Center neighborhood, featuring, of course, the Viñoly-designed 88-story, 898-foot-tall 125 Greenwich Street. Remember [pin screens](#)? Snarkitecture extrudes the cityscape into white fibreglass rods that reference the metal toys, with the World Trade Center buildings and Viñoly's structure rendered in white satin lacquer.

Snarkitecture's installation will be complemented by design-focused talks led by the field's top practitioners. The [Design Pavilion](#) opened Saturday, May 7, and remains on view 10:00 a.m. to 10:00 p.m. daily through tomorrow, May 11. NYC Design Talks will feature speakers [Paul Goldberger](#), [Rafael Viñoly](#), Michael Shvo, and representatives from IBM, the Design Trust for Public Space, NYC DDC, AIGA, among others, with talks held at The Cooper Union, Parsons The New School For Design, and Fashion Institute of Technology. All talks are free and open to the public; see the full schedule [here](#).

NYCxDESIGN is organized by the [New York City Economic Development Corporation \(NYCEDC\)](#) and New York City's marketing, partnership, and tourism organization, [NYC & Company](#).