



Immediate Release

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EXPOTENTIAL LAUNCHES A CURATED PLATFORM FOSTERING THE ENGAGEMENT OF THE DESIGN COMMUNITY WITH NEW YORK CITY

New York, April 18, 2011— ExpoTENTIAL is a curated, multi-dimensional, and transdisciplinary platform inspiring New York City's design community to foster a higher quality urban experience. Ten labs—each with the collaboration of a curator and design team—will use the city as the context in which to address a sustainability-related challenge (climate change, transportation, energy efficiency, recycling, etc.) through a design lens.

By using the lab format as a platform for creative collaboration and experimentation, founder Laetitia Wolff seeks to harness the power of the creative community to imagine and affect a better urban experience. The founder of futureflair, Wolff's previous inter-disciplinary collaborations have resulted in projects such as *Value Meal: Design and (Over)eating* (2005) and *Headspace: Design and Scent* (2010). With ExpoTENTIAL, Wolff hopes to heighten public perception and participation in the making of our city. By raising awareness of design's potential role as mediator between citizen and city government, ExpoTENTIAL further aspires to influence city policy.

Collaborating with non-profits as well as city agencies such as Parks & Recreation and the Department of Information Technology & Telecommunications, ExpoTENTIAL works to make New York City a leader in contemporary and innovative American design and its streets a model for creative, lively and intelligent engagement. "I've been interested in pushing designers beyond their comfort zone and encouraging them to think of the city as the next frontier for design," Wolff says. "A city like NYC needs design acupuncture."

To achieve this, ExpoTENTIAL is proud to bring together a stellar network of talent, with—among others—curators Julie Lasky, Anna Cosentino and Shonquis Moreno, as well as designers Tucker Viemeister, Jennifer Kinon and Smart Design. For a full list of participants, please visit www.expotential.info.

During the month of May, ExpoTENTIAL will launch three labs in partnership with the New Museum, the Center for Architecture, NoHo Design District and WantedDesignNYC. Please find additional details for each lab below.

Hug A Worm Lab

Date: May 7, 2011, 11-7pm

Location: The New Museum's *Festival of Ideas for a New City*, on the Bowery, tent #99

Mission: Though disliked and dismissed, the worm plays a central role in the health of our urban environment, converting waste into nutrient-rich soil. By educating young New Yorkers about the worm's profound environmental contributions, Hug A Worm aims to change public perception of this little giant.

Urban Alchemy Lab

Date: May 14, 2011, 7pm onward

Location: NoHo Design District, @ Lafayette & Bleecker

Mission: As city dwellers, we often cease to examine our urbanscape as it becomes too familiar. This lab seeks to reignite the curiosity of the passerby, causing them to consider the multi-layered character of the urban in-between, made visible through the combination of art,

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technology, communication design and social interaction. A projection series in and around NoHo alleys will reveal and reflect the ever-changing perception of our cityscape, providing a snapshot of the city and its living thoughts.

Par Corps Lab

Date: Opening night event, May 16, 6-8pm. On view May 7-31.

Location: Center for Architecture's Helfand Gallery @ LaGuardia Place

Mission: Through a video collage this lab will examine ways in which design can promote activity and social interaction into the fabric of the urban landscape. How might public space encourage incidental exercise? Could civic elements such as bike racks become multi-purpose?

This exhibit will be supplemented with an overview of the ExpoTENTIAL initiative, along with an idea box for the 10th lab yet TBD. The curators and an international advisory jury will then select the winning proposal.

Laetitia Wolff will be presenting ExpoTENTIAL at both PechaKucha, on May 7, as well as the WantedDesignNYC on May 15 at 4PM. Please join her to further the discussion about urban design interventions; their successes and failures, and how they can work to revitalize our city. Additional labs will launch in the Fall, notably connected to the upcoming Urban Design Week Festival. Stay tuned.

For more information please visit www.expotential.info or contact Laetitia Wolff, founder, at lwolff@futureflair.com