

‘DESIGN-TO-GO’

**A RETAIL SHOWCASE FOR NEW YORK’S MOST CUTTING-EDGE
PRODUCT DESIGNERS,
MOVES INTO ‘BLANK SL8’ (BLANK SLATE) ON EIGHTH AVENUE
AUGUST 18**

Times Square Alliance and the Fashion Center BID, with Areaware

and the Port Authority of NY & NJ,

**bring together the most innovative travel-related design in this one-of-a-kind pop-up shop
located in**

the Port Authority Bus Terminal

New York, NY (date) -- The Times Square Alliance, the Fashion Center Business Improvement District, AREAWARE and the Port Authority of New York & New Jersey have joined forces to present ‘Design-to-Go,’ a one-of-a-kind, pop-up shop showcasing some of New York’s most exciting new product designers, open from August 18 through September 26. With a focus on novel designs of travel-related products created by local designers, “Design-to-Go” will, appropriately enough, be located in the nation’s busiest and most vibrant transportation hubs, the Port Authority Bus Terminal, home to *Blank SL8* (Blank Slate), a distinctive new retail space at 41st Street and 8th Avenue.

“Hot on the heels of the hugely successful ‘Save Fashion’ Pop-Up Store at Blank SL8, AREAWARE’s ‘Design-to-Go’ is another example of 8th Avenue’s emergence as a place of cutting – edge creativity and new retail activity,” said Times Square Alliance President Tim Tompkins.

“*Design to Go* will soon be *the* place to go for mid-town shoppers,” said Barbara Randall, president of the Fashion Center BID. “Because of initiatives like *Blank SL8*, New Yorkers are seeing that 8th Avenue is an attractive retail corridor with a tremendous amount of street activity and therefore sales potential. We encourage all New Yorkers and visitors to come to the Fashion District and take advantage of this unique, ‘only in New York’ experience.”

“There is certainly more to do at the Port Authority Bus Terminal than catch a bus. This kind of innovative collaboration with the Times Square Alliance and the Fashion Center BID, along with our new Greenmarket and new shops and services, will make our customer’s experience that much better” said Chris Ward, Executive Director of the Port Authority of NY & NJ.

“For the over 200,000 people who travel through the Port Authority Bus Terminal daily and the many more that live and work in the community, we continue to highlight the amazing talent right outside our doors,” said Susan Bass Levin, Deputy Executive Director of the Port Authority of NY & NJ.

AREAWARE, the New York-based manufacturer of unique design products, has gathered items made specifically with travel in mind from both established and up-and-coming artists in the American Design Club, an organization created to support emerging designers. AREAWARE’s ‘Design To Go’ store will exhibit products that speak to the modern traveler through an eclectic assortment of travel items, gifts, and souvenirs. The store will also feature alternative modes of transportation and corresponding accessories, such as the Strida folding bicycle and the durable, lightweight travel bags by Jack Spade. Other notable products include curated picks from The Future Perfect, Malin & Goetz, Salvor Projects, KIOSK, Retro Super Future, and KOR. Items such as travel beauty kits, travel-sized radios, travel kits, guidebooks from Wallpaper* City Guides, travel journals and stationery will also be for sale.

The pop up store will also feature original, reconceived designs of New York-specific souvenirs - unique caps and shirts, and everything from jewelry to pillows shaped like New York City pigeons to sunglasses.

AREAWARE’s ‘Design To Go’ will be on everyone’s radar as the new shopping event in the New York design scene. “We hope to use this opportunity to promote green transportation in the city as well as emerging local talent,” said Noel Wiggins, president of AREAWARE. For more information about AREAWARE go to www.areaware.com.

BLANK SL8 is a unique new retail showcase featuring rotating collections of design, fashion and visual arts created by New York-based artists and designers. It opened May 1, 2009 with ‘Save Fashion,’ highlighting emerging New York fashion designers. Partnering with the Port Authority of NY & NJ, *BLANK SL8* not only serves as a platform and incubator for emerging creative talent in New York, but is part of the ongoing campaign to revitalize the 8th Avenue corridor, which over the past few years has seen a burst of economic activity with the arrival of *The New York Times* building and businesses both in and around the Port Authority Bus Terminal like Muji, Dean & DeLuca, Schnipper's, and Inakaya. This new endeavor also complements 8th Avenue’s emerging identity as an Avenue of Architecture.

THE FASHION CENTER BUSINESS IMPROVEMENT DISTRICT (www.fashioncenter.com), a not-for-profit corporation, was established in 1993 to improve the quality of life and economic vitality of Manhattan’s Fashion District. Through programs in the areas of streetscape improvements, sanitation and public safety services, marketing and promotions, economic development, and community service, efforts are aimed at promoting the district as a strategic midtown business location and ensuring New York’s position as the fashion capital of the world.

THE TIMES SQUARE ALLIANCE (www.TimesSquareNYC.org), founded in 1992, works to improve and promote Times Square. In addition to providing safety and sanitation services, the Alliance coordinates many major events in Times Square including New Year’s Eve, manages the City’s busiest Tourism Center and advocates on behalf of its constituents with respect to a host of public policy, planning and quality-of-life issues.

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