

Sway by Snarkitecture Debuts at Intersect by Lexus - NYC

May 09, 2019

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NEW YORK (May 9, 2019) – This month, **INTERSECT BY LEXUS-NYC** unveiled “Sway” by **Snarkitecture**, a New York-based collaborative design practice established to investigate the boundaries between creative disciplines. With some of INTERSECT’s core pillars of design and technology in mind, Snarkitecture will create a fully immersive environment that engages the visual and tactile senses, offering New Yorkers and tourists a truly unique and interactive experience. The installation will use materials such as acrylic sphere diffusers, LED lights, glass mirror and white cork floor to bring the concept to life. Aiming to make architecture, art and technology more accessible to the New York community, the installation will be free and open to the public.

Located on the third-floor gallery of INTERSECT, Sway consists of a parabolic field of 168 responsive LED spheres that are mounted on flexible sway poles that appear to be infinitely above and below each guest. Each sphere reveals a change in hue and intensity in response to the human touch. As visitors move through the field, light will ripple through the space as if moving through still water as Sway’s responsiveness, precision and reflection are all directly altered by physical presence. The installation will complement INTERSECT’s commitment to supporting creativity on a local, national and international scale.

“As mentors for the 2016 and 2017 Lexus Design Awards, we were excited to continue our partnership with Lexus to create a new immersive installation,” explains **Alex Mustonen, Snarkitecture’s Co-Founder**. “Snarkitecture has always been interested in making architecture engaging and accessible, and we’re looking forward to inviting the public to explore the unexpected within the space.”

Snarkitecture’s work focuses on the reinterpretation of everyday materials, structures and programs to new and imaginative effect. With a conceptual approach centered on the importance of experience, the studio designs unexpected and memorable moments that invite people to explore and engage with their surroundings. In its search for the unknown, Snarkitecture creates work that includes large-scale projects, installations and objects.

“Snarkitecture embodies many of INTERSECT’s core principles and we’re thrilled to collaborate with a team so committed to our same ideals,” says **Kirk Edmondson, General Manager of INTERSECT BY LEXUS – NYC**. “INTERSECT is dedicated to bringing innovative experiences to New York and finding ways to bridge art, technology and hospitality. This installation allows us to continue this process.”

Sway by Snarkitecture is open daily from 11am to 10pm until June 2, 2019.

INTERSECT BY LEXUS – NYC is the brand’s third global location. Crafted by world-renowned interior designer Masamichi Katayama of Wonderwall, who also led design in Tokyo and Dubai, the 16,500 square foot, three-story Manhattan space is the largest of the three properties, with unique elements and experiences that evolve with each distinct floor. The street level is anchored by the Café area, the CRAFTED FOR LEXUS retail area and a Public Gallery space, which features everything from product concepts to custom exhibitions and installations. The inaugural full-service Restaurant at INTERSECT BY LEXUS – NYC and Cocktail Bar and Lounge is located on the second floor. The Café, Restaurant, and Cocktail Bar and Lounge are managed by Union Square Hospitality Group. Finally, the third floor Private Gallery rounds out the space and transforms for a multitude of culturally relevant programming concepts such as: full immersion events, art installations, film screenings, panels, performances and other inviting experiences.

INTERSECT BY LEXUS – NYC is located at 412 West 14th Street New York, New York 10014. “Sway” will be open to the public from May 3, 2019 through June 2, 2019. To reserve a time slot to see the installation visit www.intersectnyc.eventbrite.com. For more information on the space please visit www.Intersect-NYC.com.