

rockwellgroup

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Imagination Playground Goes to Venice Included in the U.S. Pavilion at the 13th International Architecture Exhibition at the Biennale di Venezia

New York, NY (August 24, 2012) – Rockwell Group, a world-renowned design firm founded by David Rockwell, announced today that [Imagination Playground](#) will become a permanent part of Venice’s [Serra dei Giardini](#) in conjunction with an exhibition held in the U.S. Pavilion at the 13th International Architecture Exhibition. To celebrate the opening, Rockwell Group will host a late afternoon cocktail party and playdate on Sunday, August 26th featuring the playground’s signature blocks for attending architects and their families.

Imagination Playground is a breakthrough playspace concept designed to encourage child-directed, unstructured free play. First built in New York as a fixed-site, permanent installation, portable versions of the playground now populate cities worldwide. Imagination Playground will be featured in this year’s U.S. Pavilion – organized by the Institute for Urban Design and devoted to the theme *Spontaneous Interventions: Design Actions for the Common Good* – along with 123 other urban interventions initiated by architects, designers, planners, artists and everyday citizens bringing positive change to the public realm. According to Cathy Lang Ho, commissioner of the U.S. Pavilion, “We are thrilled to feature the Imagination Playground in our exhibition because it demonstrates the difference an individual can make when he decides to play a hands-on role in improving the community. It was David Rockwell’s passion and initiative that made Imagination Playground a reality.”

“Imagination Playground dovetails so brilliantly with the U.S. Pavilion’s theme *Spontaneous Interventions: Design Actions for the Common Good*,” said David Rockwell, Founder and CEO of Rockwell Group. “We are honored to be a part of this prestigious occasion and thrilled to share Imagination Playground with the Venetian community and support the common good for the long term.”

Visitors to the exhibition at the U.S. Pavilion will have the opportunity to experience Imagination Playground as part of *A Better World*, a collateral Biennale event organized by Alfred von Escher/studio427 and Microclima, consisting of a series of talks, shows, and workshops curated by Raffaella Guidobono with Michela Intra and Paolo Rosso. *A Better World* will be held at the Serra dei Giardini, a Greenhouse, garden nursery, and community space operated by the cooperative Nonsoloverde. Well situated between the Arsenale and the Giardini, Serra’s garden will host an [Imagination Playground in a Cart](#), the newest portable version of the playground that has been donated by Rockwell Group for the community to enjoy. Imagination Playground in a Cart includes a full set of Imagination Playground Blocks housed in a storage unit, offering a changing array of elements that allow children to stretch their imaginations by constantly altering their environment.

Rockwell Group is an award winning, cross-disciplinary 150-person architecture and design firm specializing in cultural, hospitality, retail, product, and set design. Based in New York, with satellite offices in Madrid and Shanghai, the firm crafts a unique narrative and an immersive environment for each project. Rockwell's interest in theater has informed much of the firm's work, including: *W Hotel New York, Union Square, Paris-Opéra and Vieques; the Elinor Bunin Munroe Film Center at Lincoln Center; the Cosmopolitan of Las Vegas; Maialino at the Gramercy Park Hotel; Adour Alain Ducasse at The St. Regis New York; the central Marketplace of the JetBlue terminal at John F. Kennedy International Airport; set design for the 2009 and 2010 Academy Awards ceremonies; Canyon Ranch Miami Beach; the Kodak Theatre, Los Angeles; Nobu restaurants worldwide; set design for Broadway's "Hairspray" and "Catch Me If You Can"; and the Imagination Playground initiative. In May 2010 David Rockwell was inducted into the James Beard Foundation Who's Who of Food & Beverage in America. He was also honored with the 2009 Pratt Institute Legends Award, and the 2008 National Design Award for Interior Design from Smithsonian's Cooper-Hewitt.* For more information, please visit www.rockwellgroup.com.

About the U.S. Representation at the Venice Biennale

The U.S. Pavilion at the 13th International Architecture Exhibition – la Biennale di Venezia, is organized by the Institute for Urban Design on behalf of the U.S. Department of State's Bureau of Educational and Cultural Affairs. The exhibit is devoted to the theme *Spontaneous Interventions: Design Actions for the Common Good* and features 124 urban interventions initiated by architects, designers, planners, artists and everyday citizens to bring positive change to the urban realm. For more information visit www.spontaneousinterventions.org.