



DESIGN **EVERYTHING**

Connected NYC

Inspiration

The city that doesn't sleep might not be the largest metropolis in America, but it is the most populated. Whether they're on a train from Brooklyn to Manhattan, taking a ferry from Wall Street to Staten Island, cabbing it from Harlem to Queens, or power walking through Central Park, New Yorkers seem to be in perpetual motion. They've got places to go and people to see, and they are masters at the various forms of transportation in and around the city that were built to connect each unique borough, vibrant community, and diverse group of people. Crossover identifies with the desire to feel connected with ease. Which is why we put everything in one simple place—everyone gets the care they need, when they need it. We strive to bring humans the healthcare they deserve, in New York and everywhere.



Connected NYC

Concept

Every person who comes into our health center is different, and each has a unique reason for being there. They also arrive in various ways, depending on where they live and where they're headed next. We will celebrate all the ways in which New Yorkers traverse their beloved Big Apple by highlighting every form of transportation used in the city. From the MTA to the Staten Island Ferry, yellow cabs to the proper sneaker (part fashion, part necessity), we'll bring that active hustle and flow energy into the art that graces our health center walls.

Artistic Execution

The inspiration for each art piece and installation will come from the bright, varied, urban vibe New York City has to offer. We'll use geometric shapes, angles, and linear expressions to convey movement and to honor each unique mode of transportation, including taxis, subways, aerial tram, bicycles, and countless more. The art will be a balance of pop art and contemporary art with a Crossover twist to include photography and bold, colorful accents.

