



## **IMAGINARI immersive gallery experience opens at 200 Hudson St. - The Insect World first in series**

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Manhattan, NY Hudson Square Properties (HSP), a joint venture of Trinity Church Wall Street (Trinity), Norges Bank Investment Management, and Hines, said that IMAGINARI, an innovative exhibition space that blends the traditional gallery with experiential retail, opened on April 26 as part of a year-long adaptation of more than 12,000 s/f at 200 Hudson St. Its first exhibition, “The Insect World,” is the first of a series of planned showcases in the space and will run for one year.

“We’re delighted to welcome Imaginari to Hudson Square, where creativity and innovation thrive,” said Daniel Rafkin, senior at Hines. “Hosting them here is a natural outgrowth of this neighborhood’s continued reinvention as a home for unique productivity, culinary, and cultural experiences.”

IMAGINARI’s debut exhibit offers a 60 to 90-minute ticketed adventure into the mesmerizing realm of insects. The exhibition space will feature installations, including 6-ft. bees and flowers, a 12-ft. cherry blossom tree adorned with over 200 monarch butterflies, a metamorphosis milkweed garden teeming with caterpillars, and 6-ft. tall clouds surrounded by giant morpho butterflies. Additionally, IMAGINARI’s gallery space will showcase the creations of artists including Marlene Huissoud, Bronx-based John Goodman, Japanese fiber artist Yumi Okita, the Seattle-based paper art duo Moth & Myth, New York-based artist Bella Hatkoff, macro photographer Thilina Hettiarachchi, and others.

Supplemental programming beyond the exhibition will also be made available on a rotating basis. Already scheduled is a floral design workshop by master floral designer John Goodman on May 11. Also scheduled are a beekeeping workshop and a panel on sustainable landscape architecture, with a diverse array of new programs still to come.

“IMAGINARI was meticulously designed to be an engaging and entertaining showcase of the natural world for children, families, and curious visitors of all ages to enjoy,” said Linda Uribe, founder of IMAGINARI. “We’re so pleased to open our doors to Hudson Sq. and all of New York, and we can’t wait to see what visitors discover when they arrive.”

IMAGINARI is open to the public. Tickets may be purchased in advance at [imaginarico.com](http://imaginarico.com).

IMAGINARI is situated in the Hudson Sq. neighborhood, an area marked by tech, innovation and creativity, with companies including Google and Disney making the neighborhood their homes this year.

200 Hudson, where IMAGINARI is located, is an important component of Hudson Square Properties' unmatched portfolio and represents the joint venture's continued investments and creative commitments to the growth of the neighborhood.

Hudson Square Properties is a portfolio of 13 office buildings in Hudson Sq. comprising six million s/f of commercial space. Within that joint venture portfolio, properties include 200 Hudson St., 555 Greenwich+345 Hudson St., 75 Varick St., 160 Varick St., 225 Varick St., 155 Avenue of the Americas, and 205 Hudson St., among others.

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