

# SPOTLIGHT ON

# TSAC Times Square Advertising Coalition

Vol. 5

Spring 2012



Dear Colleagues,

As many of you know, our organization has recently launched an exciting new program, the "Times Square Moment." For the first time, the digital signs are showing a coordinated, daily program focused on art and creative content. This program is meant to be a reminder of the uniqueness of Times Square signage as well as our commitment to constantly re-inventing the Times Square experience so it is distinctive and memorable.

The interest in the program has been remarkable. For the April preview program, approximately 10 signs participated. For our official May launch, that number has almost doubled. Many of the screen operators are getting involved with a TSAC initiative for the first time.

Thank you to everyone "behind the screens" at participating companies - as well as Tim Tompkins, Sherry Dobbin and the team at the Times Square Alliance and Times Square Arts - for their great work. In future months we will continue to showcase exciting content, while working toward full screen synchronization.

On a final and less positive note, I must relay the disappointing news that Mayor Bloomberg has confirmed plans to move this year's Thanksgiving Day Parade to 6th Avenue. TSAC has fought long and hard to preserve the iconic Times Square parade tradition and will continue to make our case, including with the candidates running for Mayor next year.

Please do not hesitate to get in touch with me should you have any questions or ideas for furthering our organization.

Sincerely,

Alan High



As the Speaker of the New York City Council and the local Council Member that represents the Times Square area, I am very proud to join the Times Square Advertising Coalition (TSAC) in presenting their quarterly newsletter.

This is an exciting time for our Times Square community. Never a neighborhood to stop, we continue to see new ideas develop and take hold and old ideas re-imagined for today, all with the same energy that has illuminated Times Square since its inception.

Nothing more accurately reflects this dynamism and creativity than TSAC's new joint initiative with the Times Square Alliance, the Times Square Moment. The Times Square Moment will continue to bring in new visitors and tourists to the area, showcasing the art, architecture and economic activity that has made Times Square one of the world's most exciting attractions.

None of this would be possible without the hard work and advocacy support of groups like TSAC and the Times Square Alliance.

Thanks to your support, Times Square is now one of the largest economic powerhouses in New York and all of the United States.

That's a distinction that we can all be extremely proud of, and I look forward to working with TSAC, its members and our local community to help ensure Times Square and our entire city continues to reach even greater heights.

Sincerely,

Christine Quinn  
Speaker  
NYC Council



Masthead Photo: Lovis Dengler

**ABC Regional Sports & Entertainment Sales**  
**Clear Channel Spectacolor**  
**Daktronics**  
**D3 LED**  
**Digital Domination**  
**Hines Management**

**Jamestown One Times Square**  
**Lamar Advertising Company**  
**Landmark Sign & Electric**  
**Metro Media Technologies**  
**Newmark Knight Frank**  
**North Shore Neon**

**P.R.otion!**  
**Sherwood Outdoor**  
**SL Green Realty**  
**The Times Square Alliance**  
**The WOW Factor**  
**Thomson Reuters**

**Titan Outdoor**  
**YESCO**  
**Walgreens**

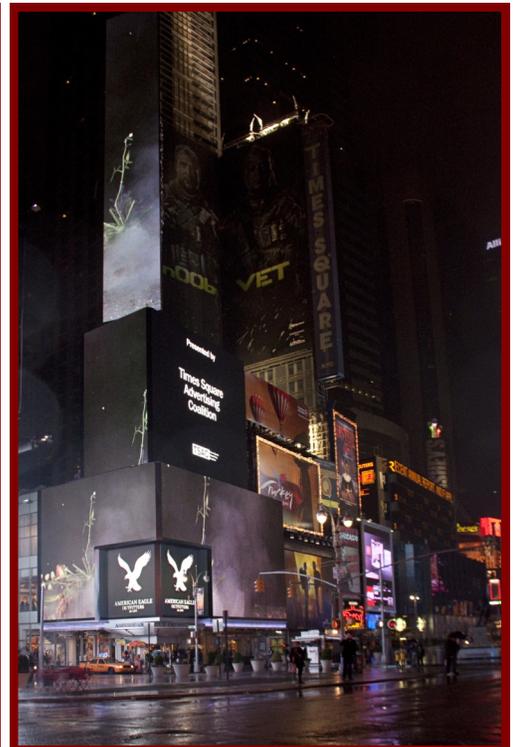
## Times Square Moment: A Digital Gallery



The Times Square Moment got off to a successful start with a great preview and official launch on 16 screens. Press coverage has been extensive (see back page for highlights) and opportunities to promote our sign industry will continue in the months ahead. So stay tuned, and more importantly, stay out late in Times Square! Shows are nightly at 11:57pm. We welcome ideas and participation and urge our members to spread the word. For more information on the Times Square Moment visit :

[www.TimesSquareNYC.org/arts](http://www.TimesSquareNYC.org/arts)

## April Preview: "Big Bang 01" by Ori Gersht

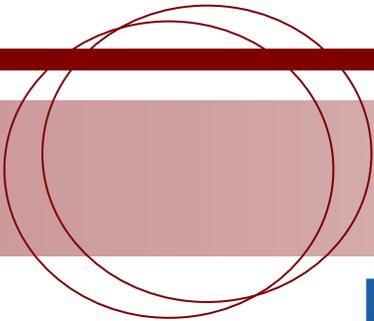


Photos: Clear Channel Spectacolor (top), NASDAQ Marquee, Thomson Reuters, American Eagle (L to R bottom). Courtesy Times Square Arts, NLC.

# May Program: Robert Wilson Video Portraits



L top to bottom: JVC Screen & NASDAQ (Photo: Bear Kirkpatrick), American Eagle & Clear Channel Spectacolor HD 127(Lovis Dengler), Bank of America; R top: SL Green (Kirkpatrick), bottom: ABC Super Sign (Curran Hatleberg). Other participants, not pictured: Disney Store LED Screen, Doubletree Sign, MTV Video Screen, Thomson Reuters.



# Time Square Moment in the News

**crain's** new york business.com

CRAINS NEW YORK, MONDAY APRIL 27, 2012

## Times Square signs to feature nightly art show

Beginning Tuesday, art will appear on more than a dozen digital signs from 11:57 p.m. to midnight.

Instead of selling clothing, coffee or movies, the lights on Broadway will soon display art—at least for three minutes each night.

Beginning May 1, art will appear on more than a dozen digital signs from 11:57 p.m. to midnight. The first month will feature internationally renowned theater artist Robert Wilson's video portraits depicting slow-moving actors, artists, dancers, athletes and animals.

The initiative, called "Times Square Moment: A Digital Gallery," is spearheaded by the Times Square Advertising Coalition, which represents the outdoor sign industry, and the Times Square Alliance.

"We are trying to create a memorable event similar to the fountains at the Bellagio hotel in Las Vegas," which feature regular performances of water, lights and music throughout the day and night, said Alan High, chairman of the advertising coalition and president of Clear Channel Spectacolor and Clear Channel Malls. The idea, he added, is to draw even more people to the crossroads of the world and "to create something that people would think of as a permanent part of Times Square."

Among the signs participating in the project are the JVC Screen, MTV Video Screen, American Eagle and the Doubletree Sign. The Times Square Advertising Coalition estimates the value of the time to be \$1 million annually.

The Times Square Alliance has sponsored some 40 public art projects in the past, including dance performances in Duffy Square and a display of sculptures—all funded by Rockefeller Brothers Fund and Rockefeller Foundation's Cultural Innovation Fund.

"Part of what we learned in our arts program is that you want to do something that is regular," said Tim Tompkins, president of the Alliance.

Times Square Moment will continue indefinitely, though an artist has not yet been selected for the months beyond May. Every show will begin with a countdown, a nod to the New Year's Eve event in Times Square. The best locations to view the images will be Military Plaza and Duffy Square.



THE WALL STREET JOURNAL.

April 3, 2012, 2:49 p.m. ET

## Digital art coming to Times Square big screens

Associated Press

NEW YORK — The bright advertising screens of Times Square are about to get more artsy. About a dozen large signs will feature digital art displays that are 2-to-3 minutes in duration. It's part of a new Times Square Alliance program. The first work is a video of flowers bursting. The work by artist Ori Gersht is being previewed throughout April.

The official launch of "Times Square Moment: A Digital Gallery" is set for May 1. A new work will be featured at that time. The digital art will appear daily at 11:57 p.m. EDT. More times may be added later. The digital gallery is being presented by the Alliance and the Times Square Advertising Coalition.

For more information on TSAC please visit: <http://www.timessquareadcoalition.org>

For membership info & press contact: [Evlyn@nicholaslence.com](mailto:Evlyn@nicholaslence.com)