

# SPOTLIGHT ON

# TSAC

Times Square  
Advertising  
Coalition

**Vol. 6**

Summer 2012



Dear Colleagues:

Summer is winding down and it has been productive for TSAC and its members. Times Square remains the most exciting place in New York City, and more and more residents and visitors are taking in the newest entertainment offering - Times Square Moment: A Digital Gallery.

In recent months we have featured cutting-edge digital works by both established and unknown artists, working cooperatively with Times Square Arts. The July program engaged non-profit groups Artists Wanted and chashama and featured a contest for young artists. The current offering of optical illusion digital film "*Weightless*, 2012" has drawn tremendous attention on social media sites.

Meanwhile, our organization continues to pay close attention to the City's efforts to transform the Times Square pedestrian plazas (see article at right).

We are also pleased to announce that American Eagle recently joined our membership ranks.

Please remember that we welcome submissions for this newsletter and urge your thoughts on how TSAC can best serve its members.

Sincerely,

Alan High, Chairman

Fred Rosenberg, President

## City Plan for Times Square Pedestrian Plazas

The Times Square Advertising Coalition has been monitoring the City's redesign of the Times Square pedestrian plazas. Since TSAC's formation, the main issues for our members have been (1) access to the signs for maintenance and improvements during construction (2) preservation of sightlines to the signs, and (3) ensuring that any structures placed on the plazas are moveable in order to accommodate the signature activities and events Times Square is famous for.

In May, TSAC issued a letter to the Public Design Commission and Department of Transportation to highlight key remaining issues in the plan (see p. 2). On June 4, TSAC President Fred Rosenberg addressed the Public Design Commission members to stress the importance of moveable benches, highlighting TSAC's desire to see the Thanksgiving Day Parade return to Times Square in the future. There has been progress made on this issue in that the latest City plans call for moveable benches in the most important locations.

As anyone working in Times Square knows, the project is in full swing. Con Ed is undertaking major improvements below street level along Broadway, bringing up-to-date gas, electric and steam services. TSAC is reviewing the City's plans for power and fiber optics in the plazas. For members in need of timely updates on the construction, please visit the Times Square Alliance website.

# Times Square Transformation

## Letter to NYC Department of Transportation and Public Design Commission

May 29, 2012

Dear Commissioner Sadik-Khan and Executive Director Snyder:

We are writing on behalf of the Times Square Advertising Coalition (TSAC) in regard to the Times Square Reconstruction Proposal which is currently before the NYC Public Design Commission. TSAC supports much of the effort to improve the public spaces and traffic flow in the Times Square "bowtie" and has been monitoring the plan specifically for impact on visibility to the area's digital signs as well as the functionality of the plazas for hosting large scale public events.

We would like to commend DOT for recent revisions to the plan which reduce the number of lampposts along Broadway. We were concerned that such fixtures could block sight lines to the signage and believed that Times Square's existing street lights and 24-hour advertisements create more than adequate lighting for vehicular and pedestrian traffic. We are pleased to see this change in your plans.

However, we remain concerned that the plan still includes immovable benches on the Broadway plazas. We are concerned that these benches could hinder sign maintenance, and in one specific instance, prevent the installation of new signs at NASDAQ and One Times Square (due to a bench placed between 42nd and 43rd Streets.)

Moreover, immovable benches and curbs angled at 90-degrees where the Broadway plazas meet side streets could hinder pedestrian cueing for parades and become an obstacle for large-scale public events. The Times Square area annually hosts some of the biggest and best-known public events in our City, including the New Year's Ball Drop, "Broadway on Broadway," and the Macy's Thanksgiving Day Parade.

While we understand that the City intends to move the Thanksgiving Parade to 6th Avenue this year, we urge the Commission to ensure that the final plan for the plazas does not preclude the parade from returning in the future or otherwise hinder similar large scale events.

In conclusion, the best plan in our view is one which reduces clutter on Broadway and provides maximum flexibility for the kinds of activities that enhance the lives of New Yorkers and attract millions of visitors to Times Square each year.

Thank you for your attention to our concerns.

Sincerely,

Alan High, Chairman

Fred Rosenberg, President



NYC DOT Renderings of Plaza Transformation



# Screens Heat Up For Summer

## Times Square Moment: A Digital Gallery Showcases Creativity Every Night

June's installation featured Seoungho Cho's "Buoy." This visually stunning moving image of Death Valley transformed Times Square into a virtual canyon (2 photos below).



Photo Credit: Lovis Dengler for the Times Square Alliance



Photo Credit: Lovis Dengler for the Times Square Alliance

July's installation featured unique works by three artists who won an international contest organized by chashama and Artists Wanted. *Jasmine / Never Sorry (for Ai Weiwei)* by contest winner Vicki DaSilva; and by runners up: *PEEL* by Surabhi Saraf and *Visual Kinematics: A State of Mind* by Elly Cho (below left).



Photo Credit: Ka-Man Tse for the Times Square Alliance



Photo Credit: Ka-Man Tse for the Times Square Alliance

August's installation features Erika Janunger's *Weightless*, 2012, presented in partnership with PORTLAND GREEN™. In *Weightless*, 2012, director Erika Janunger's choreography defies gravity through a multi-channel installation. In the work, it is difficult to discern the position of dancer against the wall, floor or ceiling. The dancers' bodies seem to float within space. In the setting of Times Square, they look as if they move between the buildings (above right).

## Introducing TSAC's New Member: American Eagle

American Eagle Outfitter's Times Square flagship store, located at 1551 Broadway, is 25,000 square feet, with four levels of shopping, including dedicated floors for AE denim, as well as aerie, the company's intimates and dormwear brand. The store features exclusive AE product not available anywhere else in the world. The store design is completely new, with an eclectic combination of materials, from wood to brushed metal to polished concrete, as well as oversized subway tiles and custom lighting throughout. The rooms are more delineated, creating an intimate experience that optimally showcases the product and brand. Elements such as 15-foot ceilings and a 13-foot video wall add dramatic impact.

In addition to the best selection of American Eagle Outfitters and aerie product in the country, the store features a customer experience called "15 Seconds of Fame." With a purchase, customers are invited to pose in a mini photo studio. Moments after, the customer's photo is projected onto the 15,000 square feet of LED screens (25 stories high) outside the store, for all of Times Square to see.

The store's LED screens feature content 19 hours per day. American Eagle Outfitters has partnered with others in the out of home advertising industry to deliver an impactful, creatively ground-breaking visual experience in Times Square.

ABC Regional Sports & Entertainment Sales, a unit of ABC National Television Sales, is the exclusive advertising sales representative for the technically advanced sign. Numerous advertising options, ranging from real-time delivery to simultaneous showcasing of multiple products, are offered. The association with AE's target customer of 15- 25-years old adds heightened value for advertisers across many categories such as music, movies, TV, computers, phones, food, beverages, autos and travel.



American Eagle Outfitters, Inc. flagship store in Times Square.

For more information on TSAC please visit:

<http://www.timessquareadcoalition.org>

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ABC Regional Sports & Entertainment Sales  
American Eagle Outfitters  
Clear Channel Spectacolor  
Daktronics  
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