

SPOTLIGHT ON

2016

Summer

TSAC

Times Square
Advertising
Coalition



Masthead Photo: Lovis Dengler Ostenrik

Dear TSAC Colleagues and Friends:

As we all know, summer is high tourism season in New York City. This summer, we can celebrate some quality of life enhancements as we welcome visitors to the Crossroads of the World. Through the leadership of Times Square's local elected officials, DOT Commissioner Polly Trottenberg, and the Times Square Alliance, rules were set into place to designate commercial activity in zones throughout the Times Square pedestrian plazas. The genesis of these rules is the stakeholders in Times Square, TSAC included, joining together to address the issue of aggressive costumed characters and ticket sellers. The Times Square Alliance proposed a solution that—after years of research, lobbying and hard work—came to fruition. More details on the Times Square plaza rules are outlined within. We congratulate the Times Square Alliance and are looking forward to continued success in addressing quality of life in the Square.

TSAC is also celebrating another successful PS Art event which took place in June 2016. The second annual event was produced in partnership with The Metropolitan Museum of Art, the NYC Department of Education and Studio in a School. Students, families and teachers from around the five boroughs gathered at Military Island to see the students' art work, which was selected by a distinguished jury, displayed on the iconic digital screens in Times Square. We were so moved by how appreciative the families were to the TSAC organization, and hope to continue our partnership with The Met and DOE for years to come.

Thank you to all who came to our Annual Meeting several months ago. For those who could not attend, we have detailed a recap in this newsletter. As always, we look forward to hearing from you on ideas on how we can add new programming to TSAC and engage new members.

Sincerely,

Fred Rosenberg, President

Harry Coghlan, Chairman

Times Square Plaza Update

Change has come to the Times Square plazas! New York City Council, under the leadership of our local Council Members Corey Johnson and Dan Garodnick, passed legislation allowing the New York City Department of Transportation (DOT) the opportunity to promulgate rules regulating activity in the Times Square pedestrian plazas. The Rules took effect on June 20, 2016 and created three zones for those utilizing the plazas for work, travel and for experiences.

Designated Activity Zones (DAZs) are now marked in fluorescent blue to indicate where ticket sellers, costumed characters and desnudas can exchange money with pedestrians. While these groups are allowed to solicit outside of the DAZs, they must stay in the zones to pose for photos or collect donations and tips.

Express Lanes are 'sidewalk' areas surrounding the plazas which are reserved for those moving through Times Square quickly. Solicitation and loitering is not permitted in the Express Lanes.

The remainder of the plaza makes up what the Times Square Alliance has dubbed the 'Chill Zones' which is for sitting, enjoying lunch, or gazing at the iconic digital screens!

Ticket Seller Licensing Bill

In addition to the Times Square pedestrian plaza Rules, the City Council took steps to address aggressive street ticket selling, not just in Times Square, but citywide. Sponsored by Council Member Dan Garodnick, the City Council passed and the Mayor signed into law, legislation requiring street ticket sellers to obtain licenses. The licenses will be tied to individual ticket sellers and not a company or operator. While the law does not have restrictions on the number of ticket sellers per block face or in total, the intent of the law is to provide the City the ability to track the activity of ticket sellers on the street. As part of the legislation, the Department of Consumer Affairs will be conducting a study of ticket sellers throughout the City, which may determine that additional restrictions or a cap is needed.

PS Art 2016

For the second consecutive year, TSAC showcased the work of New York City public school students ages 5 to 18 from all five boroughs. The 23 masterpieces selected were displayed on the iconic screens owned and operated by Clear Channel Spectacolor and Bank of America followed by a press conference featuring TSAC President Fred Rosenberg.

The 23 works of art were chosen from the 89 works in this year's exhibition at The Metropolitan Museum of Art entitled *P.S. Art 2016: Celebrating the Creative Spirit of NYC Kids*, a project of the New York City Department of Education, The Metropolitan Museum of Art, and Studio in a School.

TSAC leadership, government officials, dignitaries from the New York City Department of Education, The Metropolitan Museum of Art and featured student artists were among the speakers at the launch event on June 22. The student artists, their families, teachers, and principals joined together in Times Square's Military Island to view the unveiling of their work. Parents and teachers cheered proudly as they took photos of their student's art work on such a large display in the Crossroads of the World—an experience both they and the students will surely not forget.

This annual juried exhibition of works of art in all media created by New York City public school students will be on display this year at The Met through October 23, 2016.

Once again, the event garnered press coverage from a number of outlets, summarized below:



NEW YORK (AP) — Some lucky New York City public school students are getting the chance to see their works of art among the lights of Times Square.

The Times Square Advertising Coalition says 23 student artworks are going up on two giant digital billboards between 43rd and 44th streets Wednesday afternoon.

A three-minute video will play hourly and show each work individually through Sunday.

The artworks were selected from 89 works on view at the annual juried exhibition at the Metropolitan Museum of Art of public school students' art work.

The exhibition is called "P.S. Art 2016: Celebrating the Creative Spirit of NYC Kids." It runs through Oct. 23.

It's a project of the city Department of Education, the Met and Studio in a School.



Photos By Scott Wynn & Miyan Levenson



Midnight Moment Recap

The *Midnight Moment* is the largest coordinated effort in history by the sign operators in Times Square to display synchronized, cutting-edge creative content on electronic billboards and newspaper kiosks throughout Times Square every night. The program premiered in May 2012 and is organized and supported by the Times Square Advertising Coalition in partnership with Times Square Arts, the public art program of the Times Square Alliance, with additional partners of participating sign holders and artists. Here is a recap of the recent digital exhibits:

Throughout the month of April, the electronic billboards of Times Square were transformed by *JUNGLE-IZED* the video, directed by Stephan Crasneanski of Soundwalk Collective. Spectators were invited to take part in a simple collective action in celebration of Earth Month. *JUNGLE-IZED* revealed the hidden energy that exists in one of the most biodiverse environments in the world, bringing the animals, the air, the trees, and the tribal inhabitants of the Amazon to New York City.

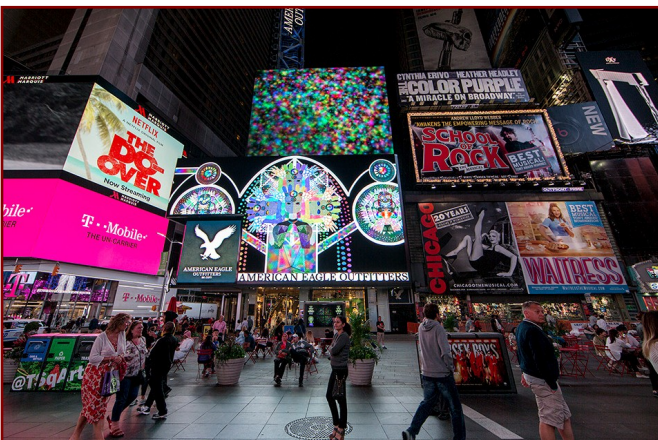
The video was shot along the 73rd meridian west that connects Times Square with the Amazon. Visitors were encouraged to view the video through their phones by enabling a negative viewing function on any iOS device, inverting the colors to reveal a “positive” version of the film. April's *Midnight Moment* was featured in The New York Times, The Guardian, Art Newspaper, The Village Voice, the Daily News among others and garnered 554,473,654 media impressions. (Pictured top left.)

May's *Midnight Moment* featured Jennifer Steinkamp's brief film *Botanic*. *Botanic* was an animation consisting of flowering condolence plants floating inside a cubic framework. The flowers are blown by an unseen force, causing the plants to collide with each other and the edges of the frame. With each collision, they break apart into a collection of seeds, twigs, leaves and petals. The animations looped forward and back, transitioning between breaking apart and coming back together. By placing the animations on multiple screens in Times Square, the container of the video expanded to the space of the city, where the imagery of nature contrasted against the man-made architecture. May's *Midnight Moment* was featured in Paper Magazine, Examiner, DNAInfo, among others and acquired 9,372,269 media impressions. (Pictured middle left.)

TSA and TSAC showcased Saya Woolfalk's film *ChimaCloud* for June's presentation of the *Midnight Moment*. Saya Woolfalk's *ChimaCloud* transformed our metro hub and big screens into an imaginary transport hub to a utopian society where inhabitants adopted new behaviors, psychologies and physiologies. Combining animation and live action, *ChimaCloud* is a series of short digital videos collected from Woolfalk's ongoing multi-year and multimedia project *ChimaTEK*. Woolfalk's works also inhabited two other parts of the city. These three *ChimaTEK* interventions offered New Yorkers and visitors an opportunity to travel between worlds as well as across the rivers, bridges and subway lines of New York City. June's *Midnight Moment* was featured in The New York Times, Brooklyn Vegan, Art Daily, among others and garnered 43,964,554 media impressions. (Pictured bottom left.)



Midnight Moment Photos: Ka-Man Tse, Times Square Alliance, @TSqArts



Annual Meeting Recap

In February 2016, TSAC held its Annual Membership Meeting at the Penn Club of New York. TSAC members welcomed our guest speaker, Richard M. Aborn, President of the Citizens Crime Commission of New York City, to provide a presentation. Mr. Aborn gave an overview of the quality of life issues and crime trends in the City, with a focus on Times Square and midtown. He also spoke about his work with the Citizens Crime Commission and the mission of the organization.

Cristin Burtis, Principal of IDEKGov, also gave a detailed report on her work. She has been studying the potential return of the Macy's Thanksgiving Day Parade in 2017 once the plaza construction is complete. Ms. Burtis gave an overview of the history of the decision to move the Parade from Broadway to 6th Avenue and spoke about the safety concerns following past incidents. IDEKGov has produced a report on the issue which they will be sharing with the Times Square Alliance and TSAC. Our hope is that TSAC can make an argument to City Hall that we have studied the issue and are confident its return to Times Square would showcase the Crossroads of the World while still ensuring the safety of the Parade workers and spectators.

In addition to our guest speakers, TSAC members also discussed a 'year in review' of the organization including our three outstanding public service activations from 2015—Pediatric Cancer Awareness, PS Art and a Veterans Day Tribute. Sherry Dobbin, Director of Public Art for the Times Square Alliance, also provided an overview of the Midnight Moments from 2015 and the massive amount of international press coverage that the project and its featured artists garnered.

Finally, TSAC members also discussed the status of a number of policy initiatives from 2015 including MAP-21, the New York City Council bill introduction to curb light pollution, and the Commercial Rent Tax (CRT). Tim Tompkins, President of the Times Square Alliance, also gave an overview of his organization's work on rezoning Times Square to better manage aggressive solicitation and traffic congestion in the pedestrian plazas, which has now come to fruition.



Guest Speaker Richard M. Aborn, President of the Citizens Crime Commission of New York City. Photo by NLC.



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

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