

# TIMES SQUARE

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crossroads of the world

# OVERVIEW

*project scope*

This Request for Proposal is for The Museum of the City of New York, in conjunction with The New York Public Library. It is for design services for an upcoming, exterior exhibition located at the fountain area of Bryant Park entitled, *Time Square : Crossroads of the World*.

This exhibit is to align with the client's mission:

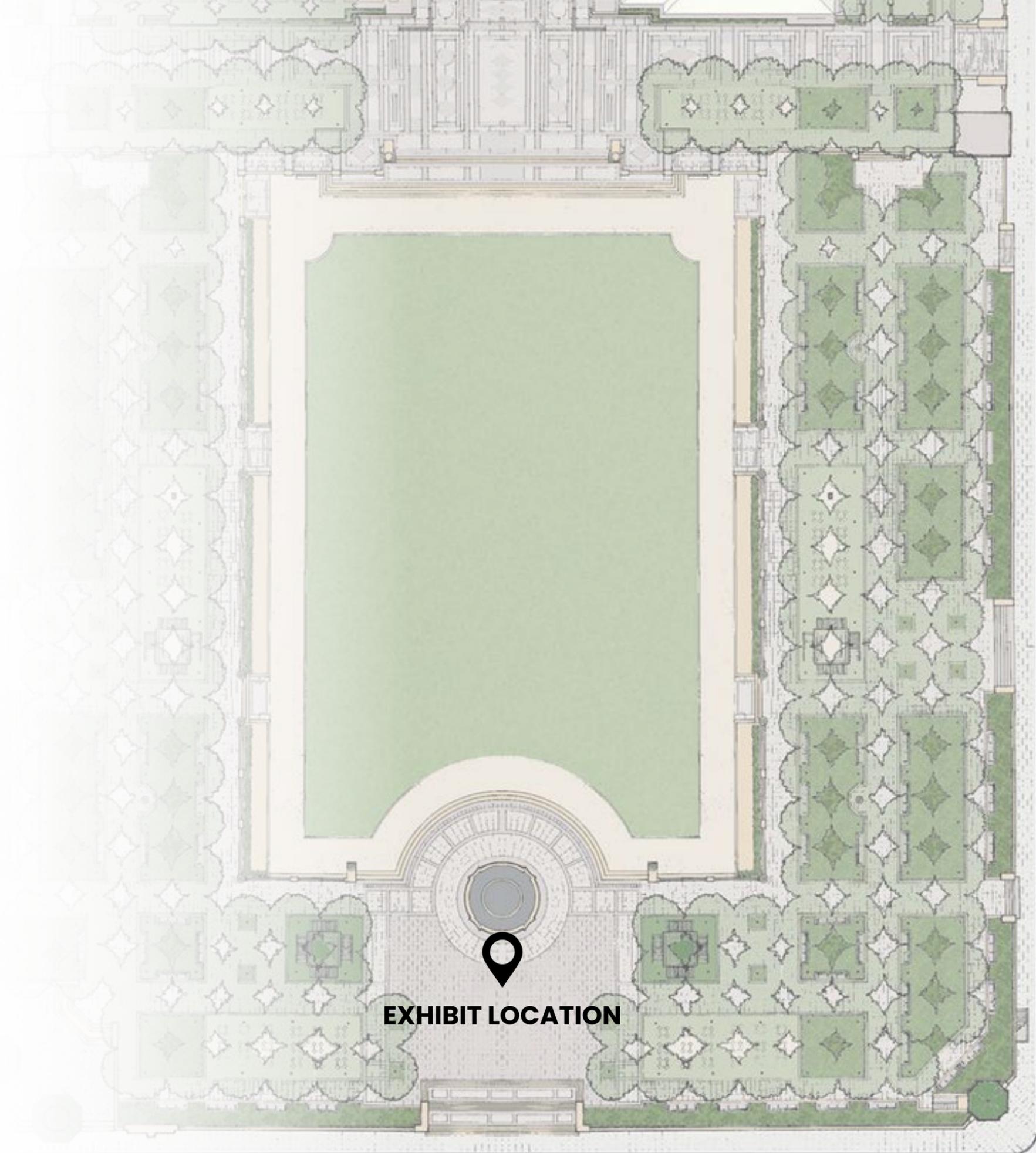
**"The Museum of the City of New York fosters understanding of the distinctive nature of urban life in the world's most influential metropolis. It engages visitors by celebrating, documenting, and interpreting the city's past, present, and future."**

This exhibition will bring visitors into a chronological experience of Times Square from the very beginning of the 1900s through each decade up to 2020 and into the possibilities of the future with the goal to help bring visitors back to Times Square.

The exhibition will be successful if people visit it, share it on social media, and get friends to want to come and see it for themselves. This exhibition will open in September 2020 and close in January 2021.



New York  
Public  
Library



# DESIGN

*big ideas*

- 1.** Take visitors on a narrative thread that organizes the history of Times Square into categories.
- 2.** Educate visitors, leaving them with greater knowledge of Times Square's history.
- 3.** Leave visitors with the same sense of excitement and celebration that Times Square has radiated though out the decades.
- 4.** By the end of the exhibit visitors will have the opportunity to think of the future, and become a part of Times Square's history, by testing their new knowledge and participating in an interactive experience.

*These big ideas are accomplished in this design through the implementation of engaging structures, informational graphics and interactive experiences.*



# DESIGN

*graphic identity*

## Type:

Mix of traditional (Superclarendon) and modern (Poppins) styles to symbolize the vintage, nostalgic history of Times Square and the modern history we are currently in and have yet to discover.

## Accent Lines:

Inspiration for this element was taken from the configuration of Broadway and 7th Avenue which make up the iconic "bow tie" cross roads of Times Square. Inspiration from the street configuration of Times Square and adjacent streets can also be found within the floor plan of the exhibit.

## Title:

# TIMES SQUARE

crossroads of the world

## Section Title:



## TAXI !

the history of the yellow cab



## TAXI !

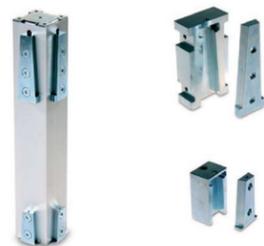
the history of the yellow cab

# DESIGN | *exhibit layout*

The layout of this exhibition was inspired by the **configuration of Broadway and 7th Avenue** which make up the iconic “bow tie” cross roads of Times Square.

The design for this exhibit will take visitors on a narrative thread that organizes the history of Times Square into categories leading them to a concluding interactive experience.

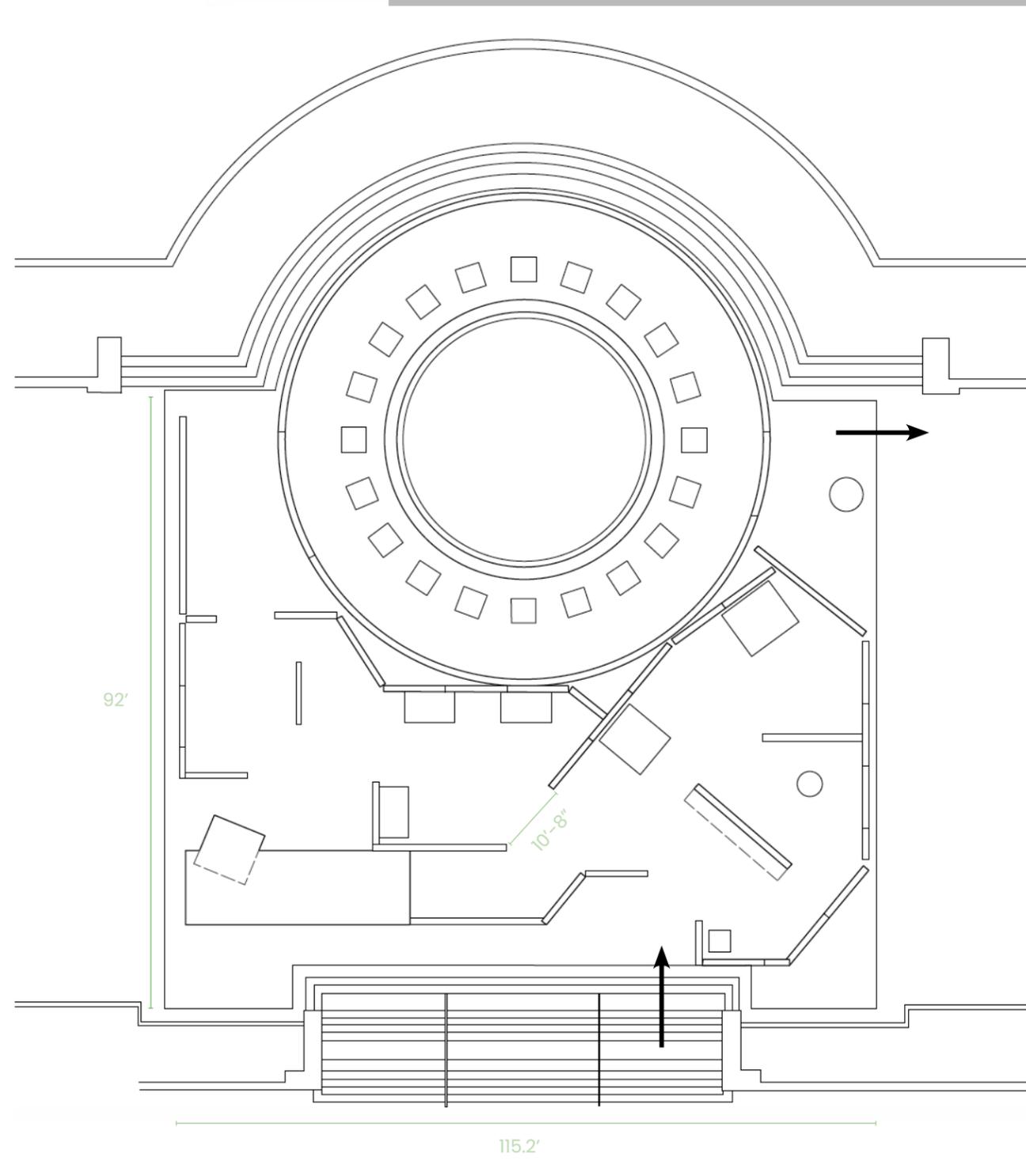
The main structures used through out the space are to be built using the **Leitner L\_12 modular system, LED screens and Arlon DPF 8200X High Tack Industrial Grade film for graphics.**



L\_12 System



8200X Film



# DESIGN

*exhibit layout*



**A** Beginning of Times Square (entry)



**B** LED Wall with Historical Advertisements



**C** Phone Booth (hear the past, present or future)



**D** Growth of Restaurants, Hotels & Fashion stores



**E** History of Architecture



**F** History of Transportation



**G** Dark Ages of Times Square



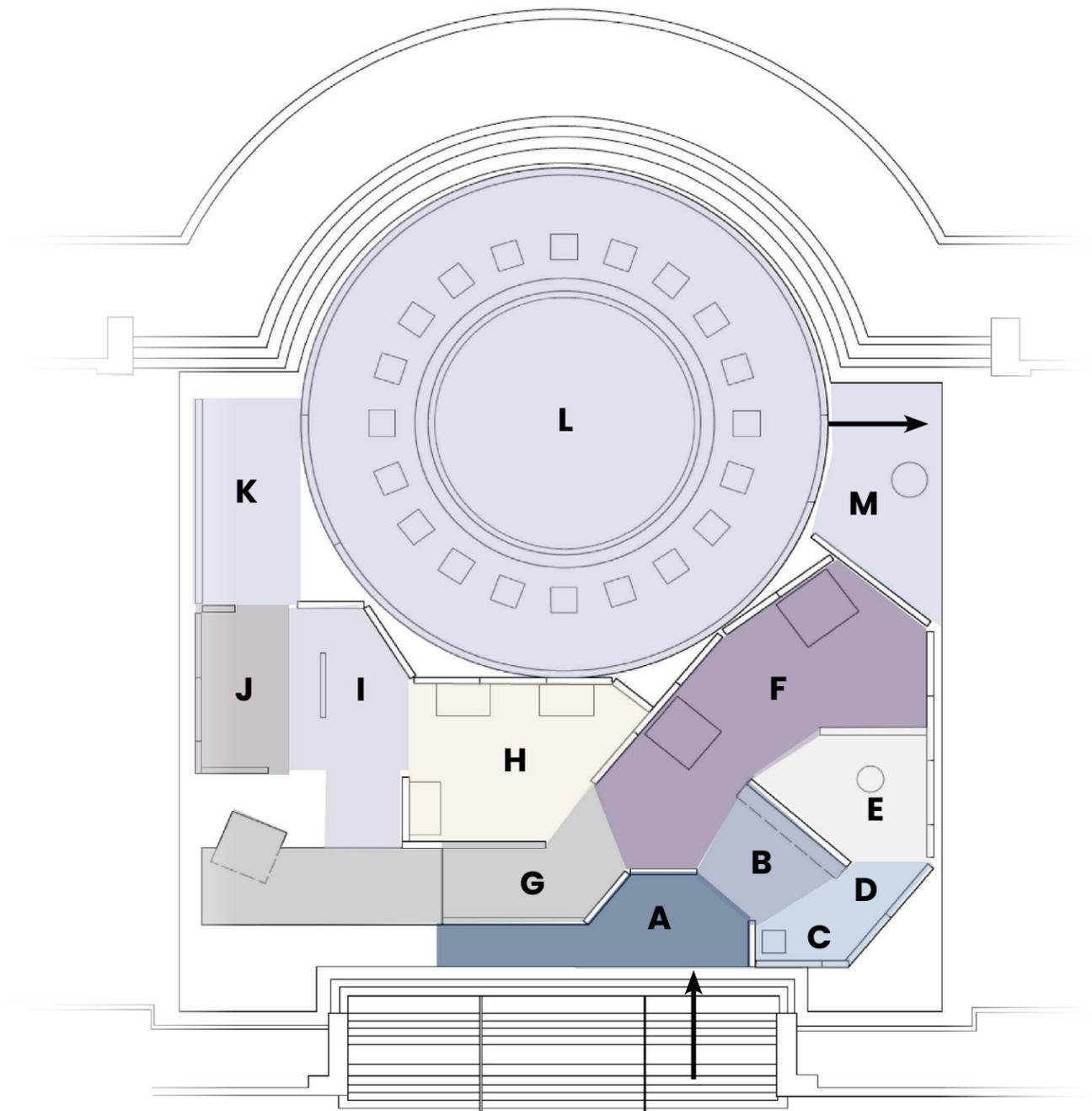
**H** History of Theatre / Broadway



**I** Cultural Change in Times Square



**J** Historical Postcard Wall



**K** Introduction to history of NYE



**L** Interactive NYE Section



**M** Hopes & Dreams NYE Wall / Champagne Glass Structure



# 1 | *Introductory Experience*

To start off the visitor's experience, large scale graphics wrap the perimeter structure of the exhibit showing imagery through out each decade. To the left of the entry the exhibit title can be found as well as a large scale New York Times newspaper. This feature gives visitors informational text and images on the very beginning of the exhibits timeline, when Long Acre Square was renamed Times Square in 1905.

video going through the history of taxi cabs throughout the decades

(click video screen to go to video example)

introduction to the history of taxi cabs



10'

8'

20' Equal

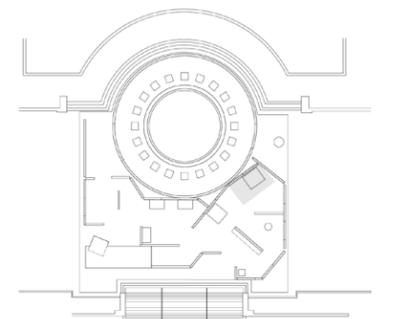
Visitors get to interact with this screen and section cut model of a taxi by pretending they are a cab driver driving through Times Square.

This game is inspired by the t-v show "Cash Cab" where customers in the cab answer trivia questions to receive a monetary reward and the video game "Crazy Taxi".

In this game, visitors will get to pretend they are the taxi driver. GPS instructions will guide them to a customer at different check points where they will be given a multiple choice trivia question (with two options to choose from) about the history of taxi cabs. Once the question is answered and they drop off the customer, they can move on to the next check point and pick up the next customer. During the drive, visitors will also be able to see major landmarks in and around Times Square called out, furthering this learning experience.

## 2 | History of Transportation

In this section, wall structures will contain information on a particular form of transportation that has been seen in Times Square through out the decades. Types of transportation include: horse & carriage, subway, bus and in this example taxi cabs. A mix of informational text, video, graphics and life size, replica model of the vehicle will be included for all examples in order to appeal to all various types of learners.



Screens playing a video that brings visitors inside of the New Amsterdam Theatre while also giving information on its history  
*(click video screen to go to video example)*

Introductory information on the New Amsterdam Theatre and the talent/ musicians that have performed at the theatre

Wall mounted acrylic cases displaying iconic playbills from the New Amsterdam Theatre

Text directing visitors to step inside the marquee to immerse themselves inside of the theatre

IMMERSE YOURSELF IN THE . . .  
New Amsterdam Theatre

When this magnificent theatre was opened in 1903 by producers Klaw and Erlanger, it was described as "the house beautiful." The entire building, which also held offices, was designed and decorated in lush Art Nouveau style by architects Herts and Tallant.

Step inside of the theatre marquee and captivate yourself in the stunning interior architecture of the New Amsterdam theatre and discover the classic musicals and great stars who became staples of this great New York City theatre.

## NEW AMSTERDAM THEATRE

THE NEW AMSTERDAM THEATRE  
"The House Beautiful"

It theatre was opened in 1903 by producers Klaw and Erlanger, it was described as "the house beautiful." The entire building, which also held offices, was designed and decorated in lush Art Nouveau style by architects Herts and Tallant.

It contained two theatres, including one on the roof, the lobby, staircases, murals, lounges, and even elevators. The predominant color scheme of the theatre was peart, and mauve. The seating capacity was 1,750 in boxes, and 12 boxes.

of that era who appeared on the New Amsterdam were Eugene O'Neill's father, Lillian Russell, comics George, Mrs. Patrick Campbell, and Richard Mansfield.

On September 15, 1903, an event occurred that came to define the New Amsterdam, and, indeed, an entire era. Florenz Ziegfeld began producing his annual Ziegfeld Follies revues at this theatre. He had produced six of them before at other theatres, but the jewel-like New Amsterdam seemed to have been custom-made for these superlative revues, which showcased the funniest comedians, the sweetest singers, the most sparkling of melodies by the era's top songwriters, and the most stunning American beauties in the most gorgeous and scanty gowns on the most opulent sets. The annual editions were the last word in class and talent, and their magic resonated years after the lights went out on the series, in shows like Stephen Sondheim's Follies and Cy Coleman's The Will Rogers Follies. The New Amsterdam was the natural home of the Ziegfeld Follies. The 1913 Follies had Joan Errol, dancer Ann Pennington, and Frank Tinney in the cast and played for 96 performances.



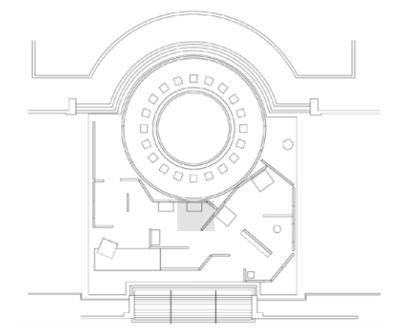
1900s



Chronologically organized images of the New Amsterdam Theatre through the decades

## 2 Immersive Theatre Marquee

This section gives visitors a look into the history of theatre and Broadway within Times Square. Replicas of famous theatre marquees create a space for visitors to walk into and watch a video that goes inside the theatre, providing education information. Additionally, at each marquee station informational text, famous playbills, and images of the theatre through out the decades can be found.



Touch screen that slides from image of Times Square from 20's to 70's to show the change over the decades  
(look into duggal brand solutions)

click screen to see example of how the video will slide



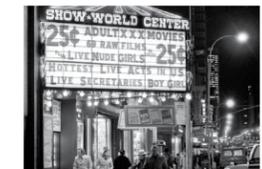
Inside the tunnel are "peep holes" with LED screens that visitors can look into to see changing images/videos from the specific decade.

Peep holes are organized with content from decades grouped as: 1930-40s, 50-60s, 70-80s

Examples of content:



1942 dim-out-lights shut off in Times Square



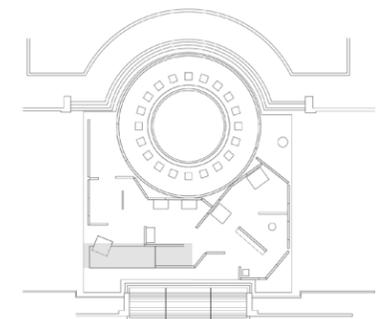
1966 introduction of the 25 cent peep show



Late 1980 arrival of crack cocaine resulting in spiked crime rates



Structure inspiration



## 4 | Dark Ages of Times Square

Considered in this design is the awareness, that is needed by families visiting this exhibit with young children, on the adult content that this section will contain. **The walls leading up to the main tunnel contain an introductory overview on the downfall of Times Square** from the Great Depression to the 1980's. Signage at the entry of the tunnel also translate to visitors the adult content inside.

slideshow of images going through the history of NYE in chronological order in chronological order



Recessed LED lights, which change colors

Iron frame (symbolizing the materials of the first NYE ball which was made out of wood and iron)

video of the history of New Year's Eve in Times Square (click the triangle to see video)

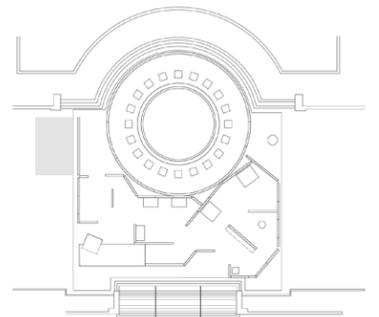
## 4 | History of New Year's Eve

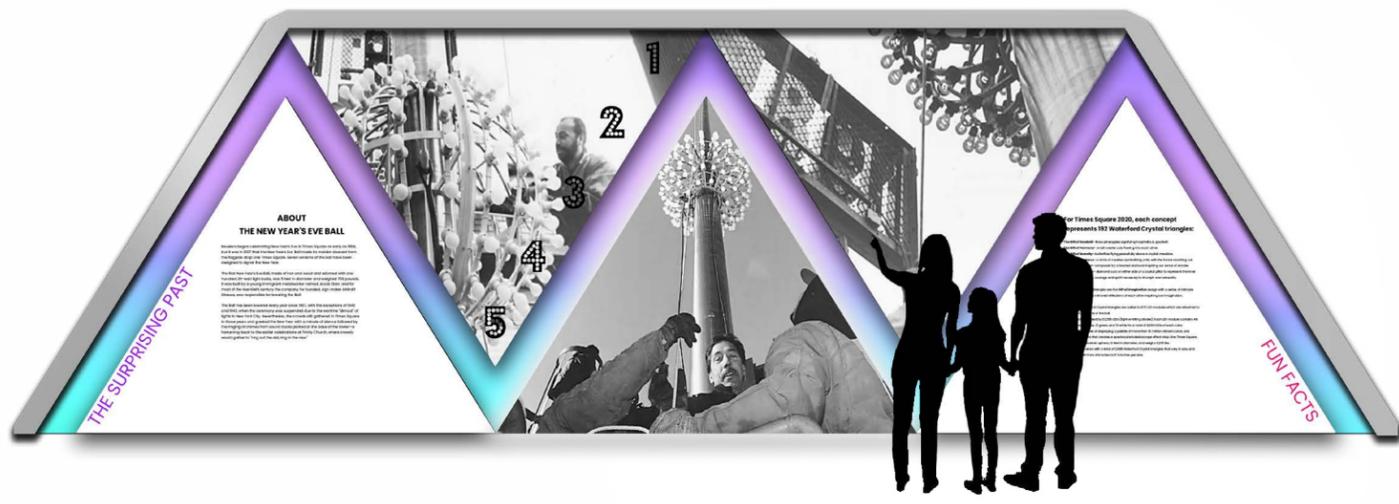
The shape and materials of this structure are inspired by the New Year's Eve ball (the triangular light panels and original iron and wood materials). LED changing lights are recessed between the iron frame and triangular panels, alluding to the bright and colorful lights of the NYE ball.

**Left and right triangular panels:** educational text for visitors to read.

**The middle triangular panel:** LED video screen playing a continuous video going through the history of NYE in Times Square.

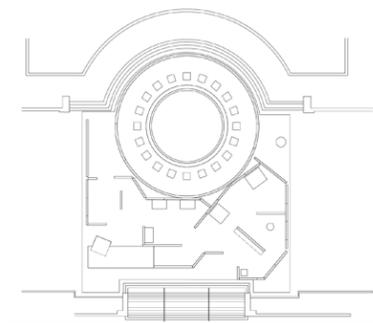
**The top two triangles:** LED screens which show historic NYE imagery





## 4 | Screen Variations

The screens on this New Year's Eve structure will be continuously changing through out the exhibit. Represented above are two variations of what visitors may see on the video and slideshow screens.



# BRIEF

*interactive experience*

This interactive experience is for the final section of the Times Square: Cross Roads of the World exhibit. Before entering the Hopes & Dreams Globe, visitors will be educated on the history of Times Square. This information will include the fun fact that the confetti dropped at midnight on New Year's Eve has wishes written on them that were submitted by various people around the world and who have visited Times Square.

In the Hopes & Dreams Globe visitors will engage in an interactive quiz game which is laid out around the circular LED screen structure and 3D replica of Times Square buildings.

Visitors will walk up to a kiosk station and answer a multiple choice questions, quizzing their knowledge from the exhibit. Once answered correctly, their answer will trigger a reaction in the 3D buildings. The kiosk will then allow them to type a wish for the future/ New Year and will dispense a piece of confetti paper with their wish printed on it.

Outside of the Hopes & Dreams Globe, visitors will have the choice to add their confetti wish to the large champagne glass structure. Here they can see their confetti wish float up to the top of the champagne glass and fly around with other visitor's wishes. The wishes will be collected and included in either the NYE confetti drop of 2021 or 2022.

**This interactive creates an experience that educates visitors, encourages them to think of the future, and allows them to become a part of and celebrate Times Square's history.**





Light panels + steel frame structure (30'H) that change colors to represent the NYE ball



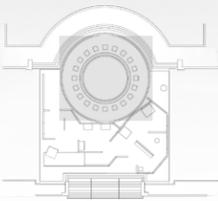
LED screen with changing scenes of Times Square depending on visitor's input



Rising Moon by Daydreamers Design  
Hong Kong, 2013

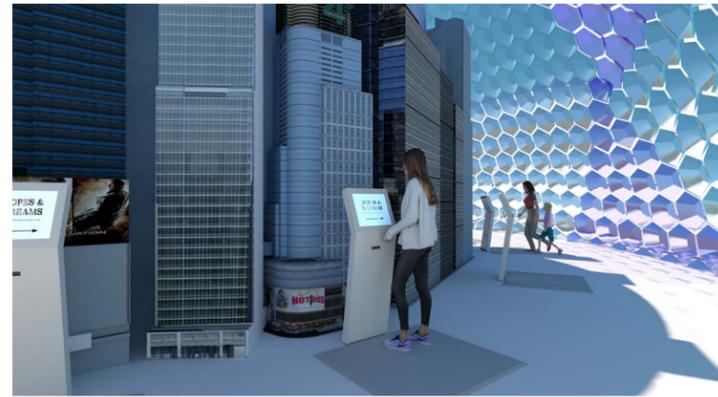
## 5 | *Hopes & Dreams Globe*

This is final section of the exhibit is a celebration of Times Square. In this space visitors get the chance to take part in an interactive experience where they get to see Times Square change in front of them. Visitors also get the opportunity to become a part of Times Square's history / future by contributing to the New Year's Eve ball drop through the submission of their own confetti wish.





1 Visitor explores the Times Square Exhibit, **learning about the history of Times Square within various categories.**



2 Visitor goes up to a kiosk station and **activates the kiosk with their foot** by stepping onto the pressure mat.



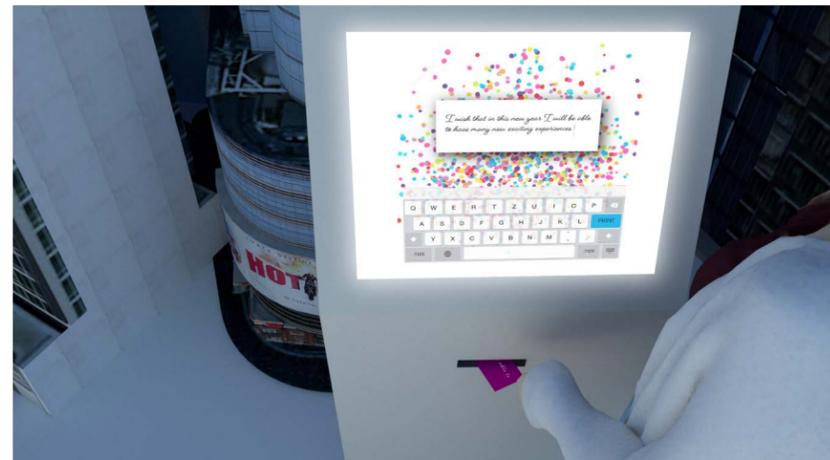
3 The kiosk gives the visitor quiz categories to choose from.



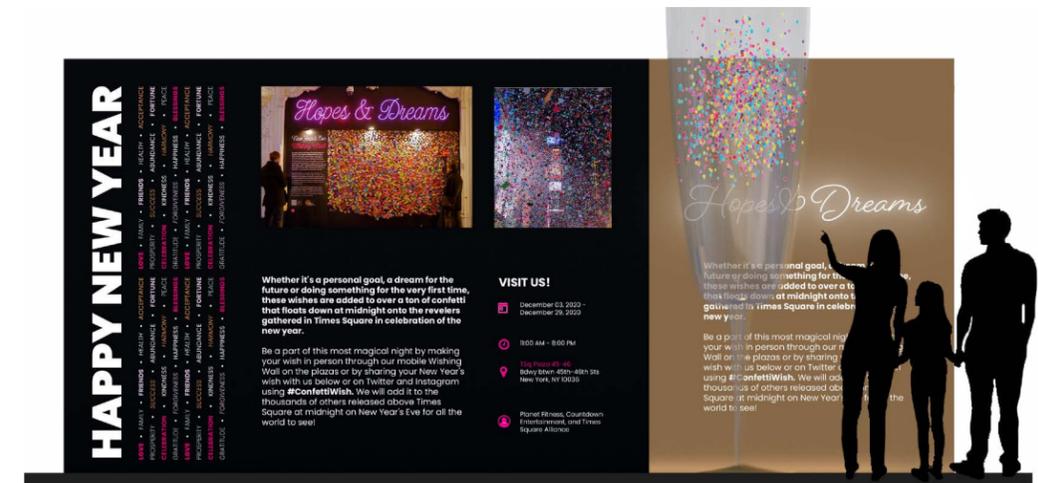
4 The kiosk gives the visitor a **multiple choice question**, based on the category they chose.



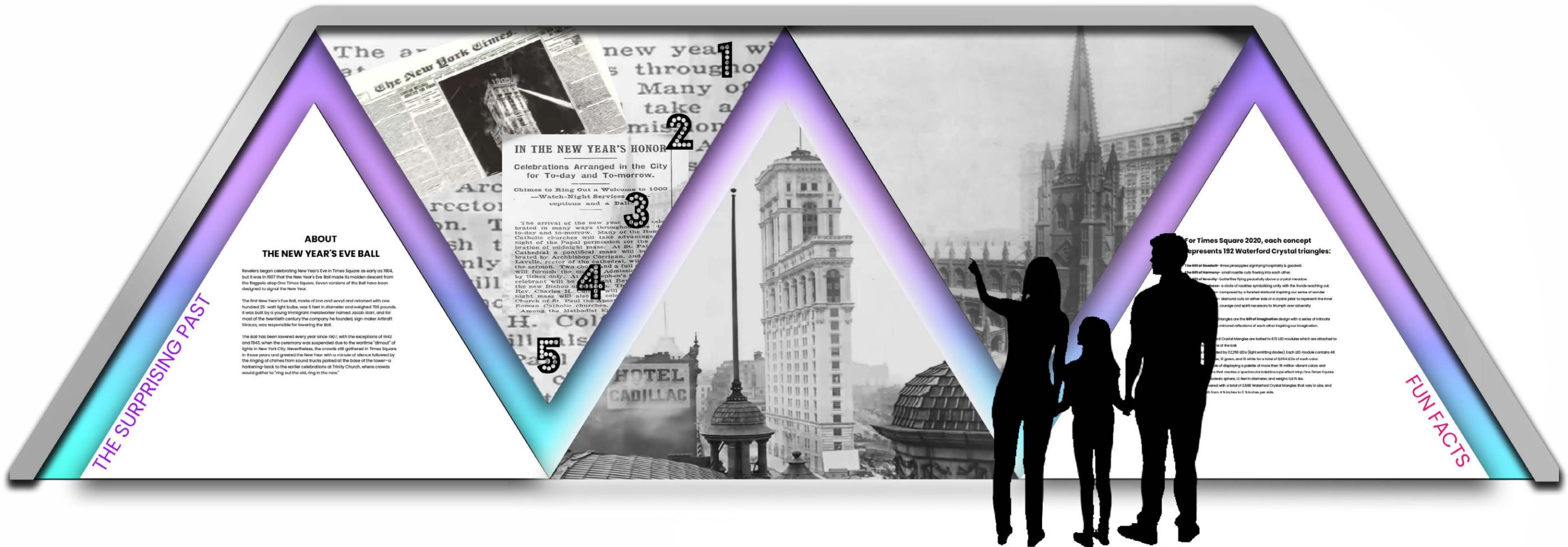
5 Once **answered correctly**, their response will **trigger a reaction within the LED screen and 3D buildings**. The kiosk will then **prompt the visitor to write a New Year's wish.**



6 The kiosk **prints out the visitor's wish** on a piece of confetti.

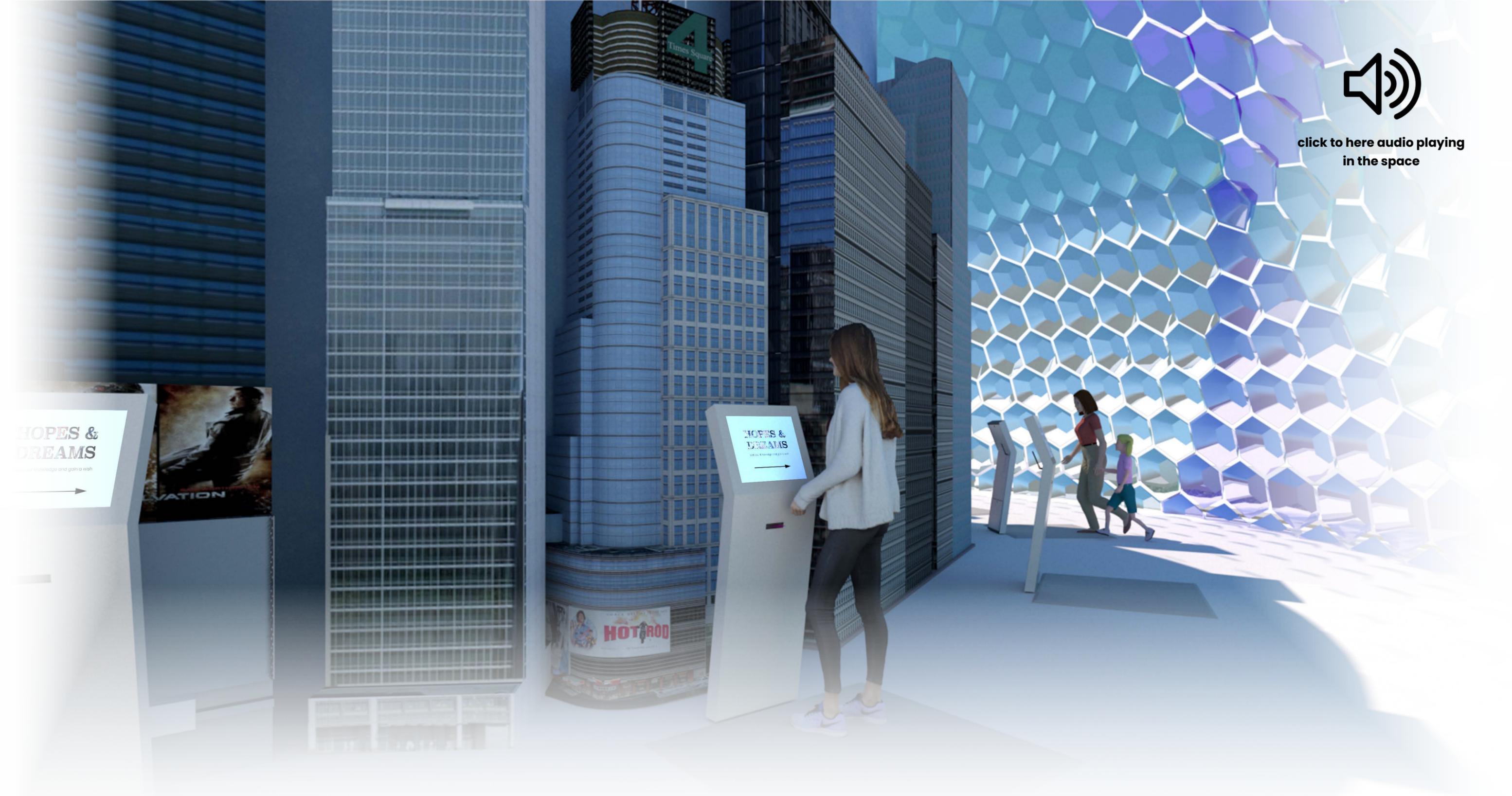


7 Visitor brings their confetti wish to the **champagne glass structure** where they can enter their confetti piece and see their wish float around- **their wish will be included in either the 2021 or 2022 New Year's Eve Ball Drop.**



1

Visitor explores the exhibit and learns about the history of Times Square until they reach this section- the history of New Year's Eve.



click to here audio playing  
in the space

2

Visitor goes up to a station and activates the kiosk with their foot by stepping onto the pressure mat located on the floor. Once activated, the screen will glow.



Home Screen



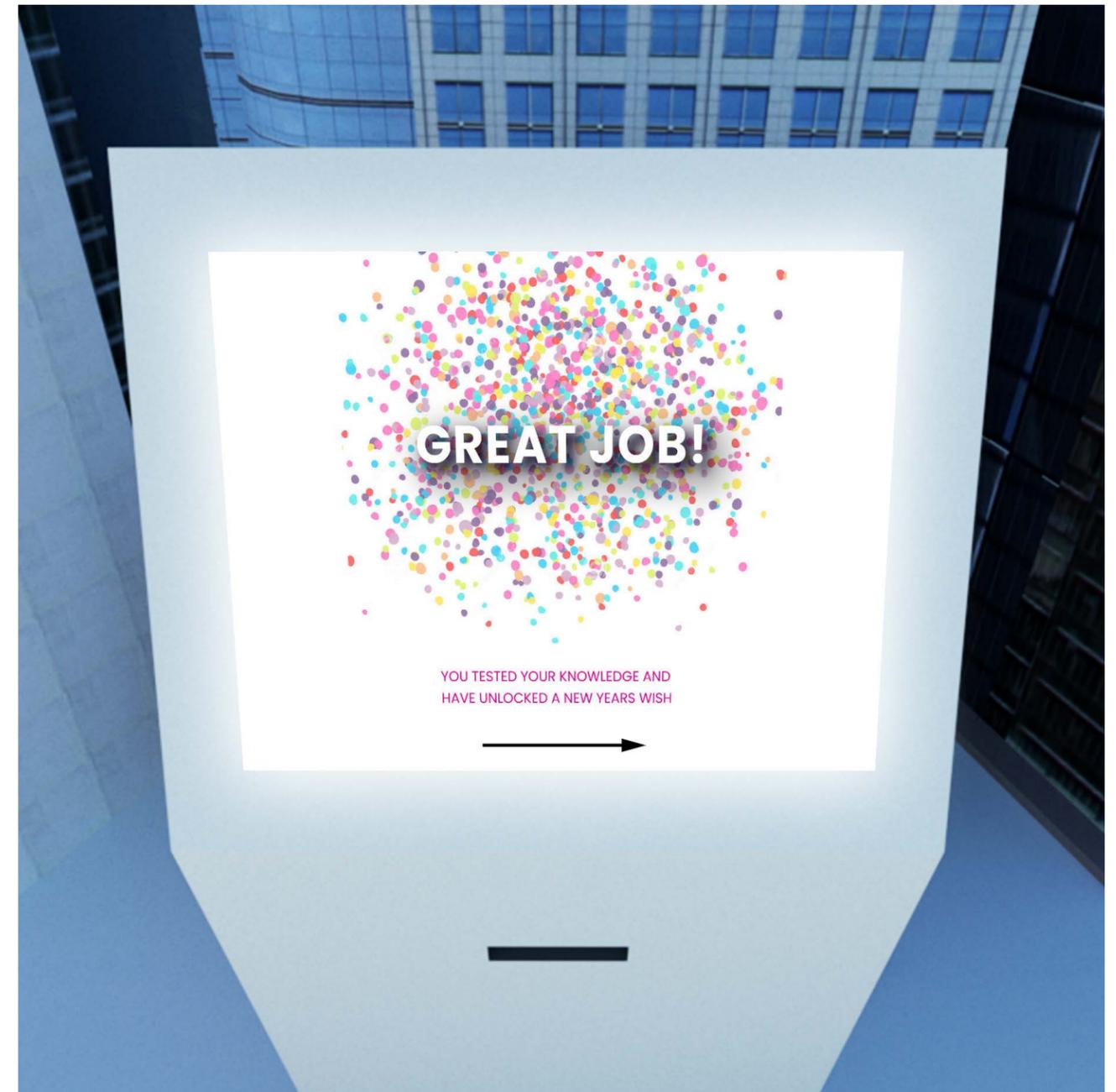
Category Selection

**3**

*Once the visitor activates the kiosk, the home screen will change to the quiz category screen. On this screen, they are instructed to choose a category they would like to test their new knowledge from the exhibit on.*



Quiz Question



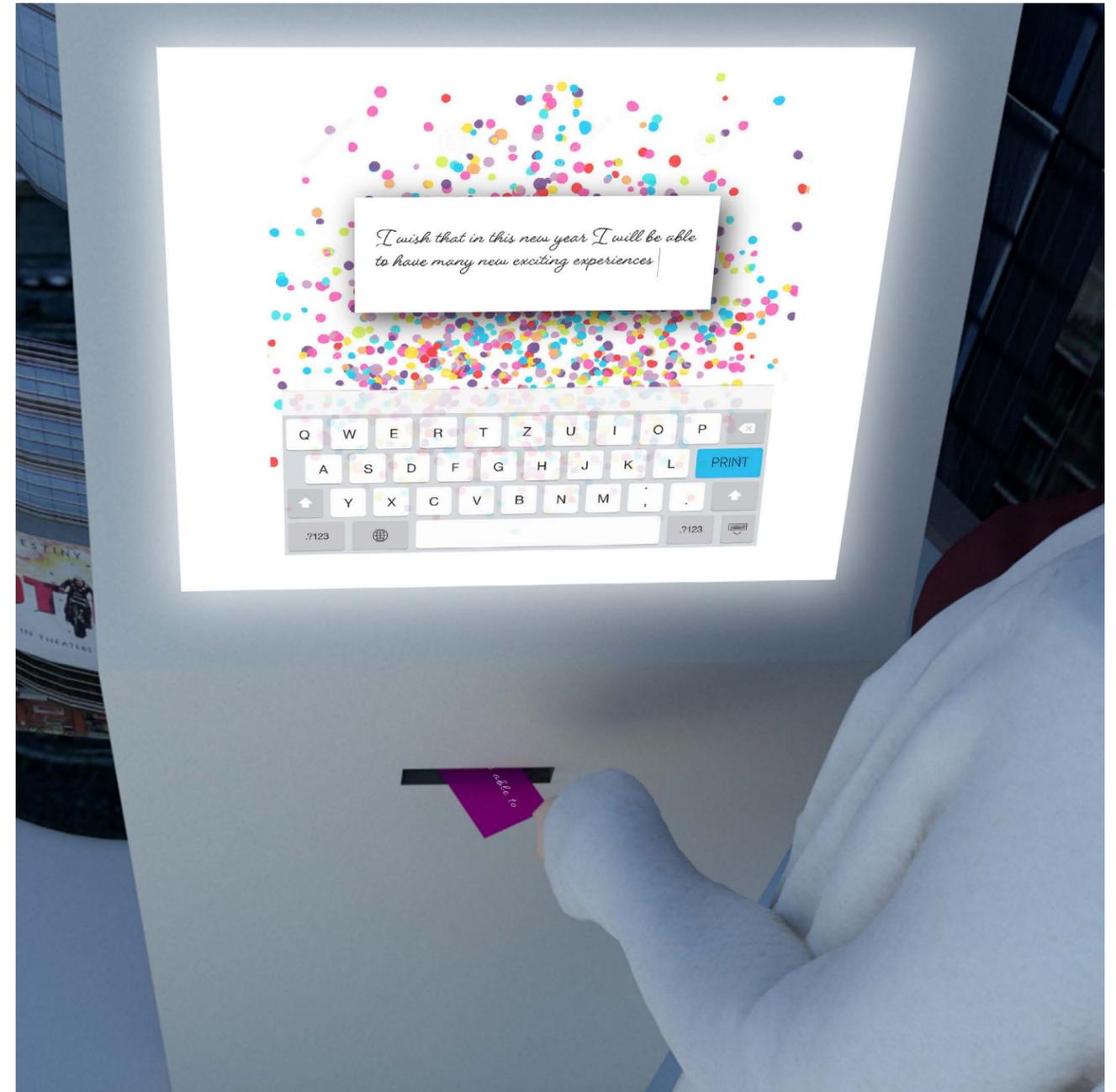
Congratulations Screen

4

*Once the visitor answers the multiple choice question correctly, the kiosk will trigger a reaction within the surrounding 3D buildings and LED screen scene. The kiosk will then prompt the visitor that they can now write their New Year's wish.*



Hopes & Dreams Wish Prompt



Kiosk Printing Wish

5

Once the visitor clicks the arrow, the screen will change to the “Hopes & Dreams” prompt. Here is where the visitor gets to type their New Year’s Wish. Once they are done they will click “print” and their wish will be printed from the kiosk.

10'

# HAPPY NEW YEAR

LOVE • FAMILY • FRIENDS • HEALTH • ACCEPTANCE  
 PROSPERITY • SUCCESS • ABUNDANCE • FORTUNE  
 CELEBRATION • KINDNESS • HARMONY • PEACE  
 GRATITUDE • FORGIVENESS • HAPPINESS • ACCEPTANCE  
 LOVE • FAMILY • FRIENDS • HEALTH • ACCEPTANCE  
 PROSPERITY • SUCCESS • ABUNDANCE • FORTUNE  
 CELEBRATION • KINDNESS • HARMONY • PEACE  
 GRATITUDE • FORGIVENESS • HAPPINESS • BLESSINGS



Whether it's a personal goal, a dream for the future or doing something for the very first time, these wishes are added to over a ton of confetti that floats down at midnight onto the revelers gathered in Times Square in celebration of the new year.

Be a part of this most magical night by making your wish in person through our mobile Wishing Wall on the plazas or by sharing your New Year's wish with us below or on Twitter and Instagram using **#ConfettiWish**. We will add it to the thousands of others released above Times Square at midnight on New Year's Eve for all the world to see!

## VISIT US!

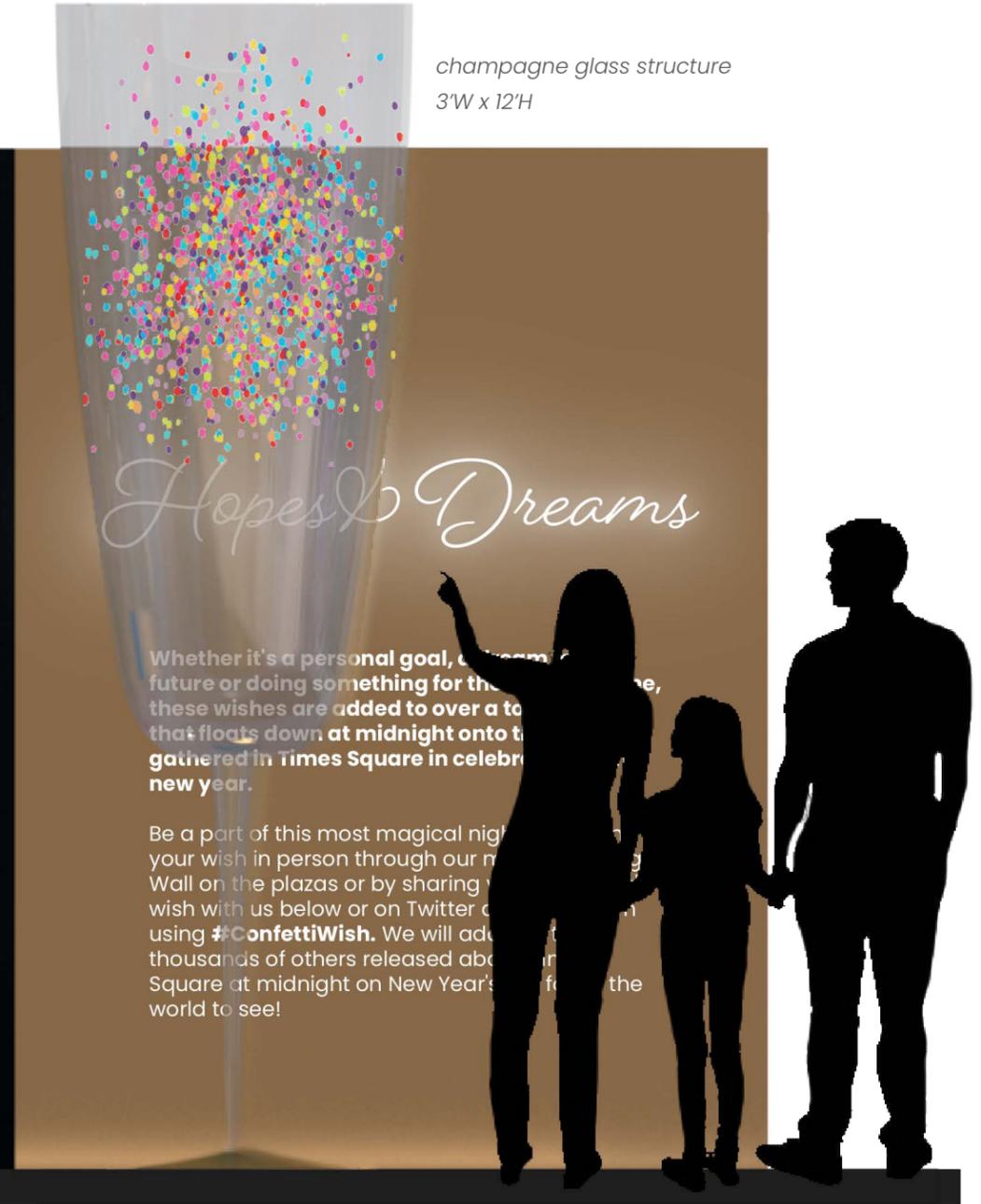
December 03, 2020 - December 29, 2020

11:00 AM - 8:00 PM

TSq Plaza 45-46  
Bdwy btwn 45th-46th Sts  
New York, NY 10036

Planet Fitness, Countdown Entertainment, and Times Square Alliance

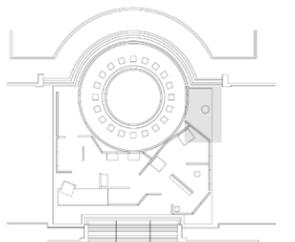
champagne glass structure  
3'W x 12'H



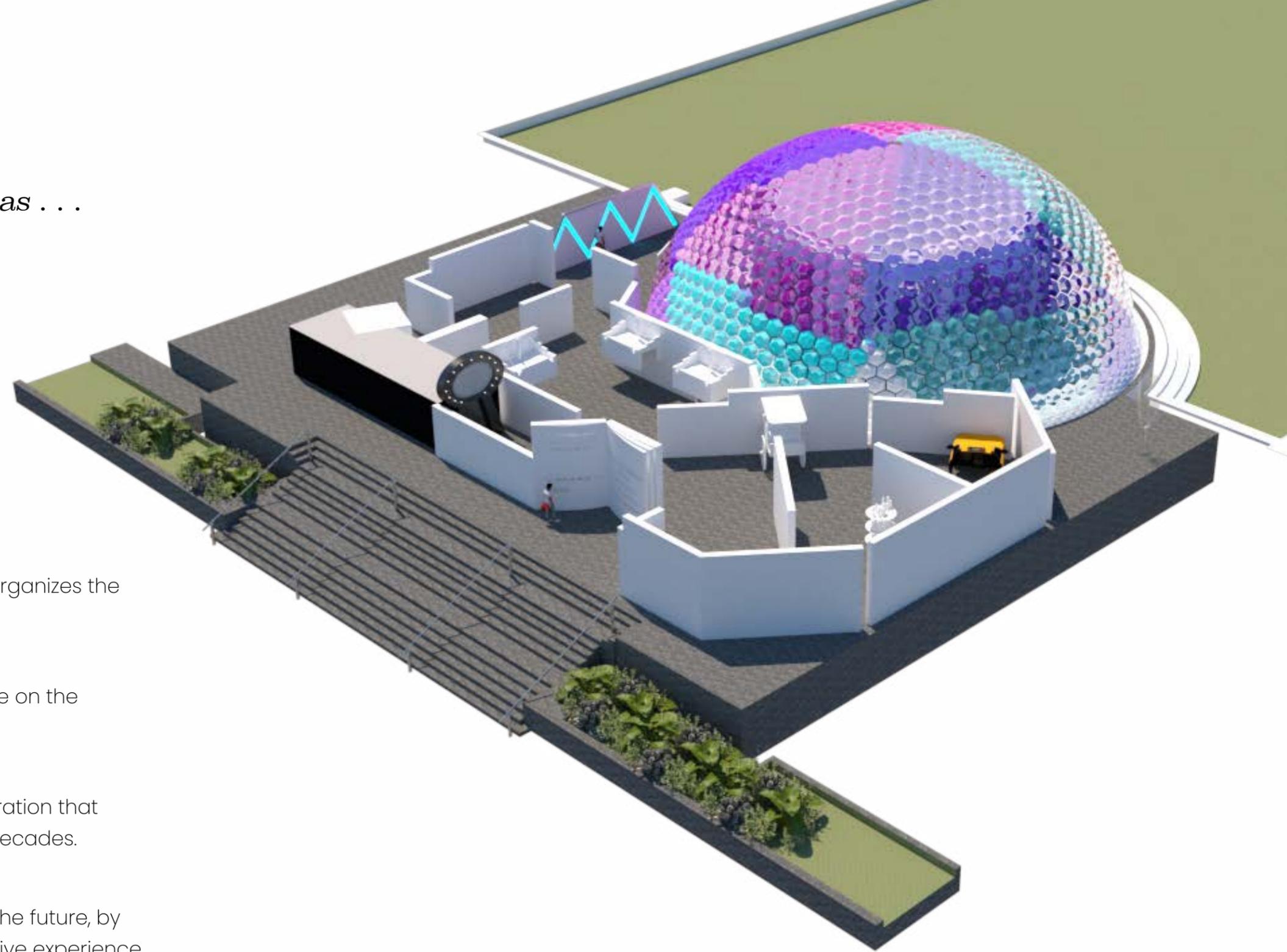
22' -2"

# 6

Once the visitor has their printed wish, they will walk outside and have the choice to slip their wish into the slot located at the base of the champagne glass structure. An air compressor at the bottom of the glass will push their wish up and the visitor will be able to see their wish float around at the top of the glass with the other visitor's wishes. The wishes will be collected and included in either the 2021 or 2022 New Year's Eve celebration in Times Square.



*by the end of the exhibit the visitor has . . .*



**1.**

*Journeyed* through a narrative thread that organizes the history of Times Square into categories.

**2.**

*Became* more educated and knowledgeable on the history of Times Square.

**3.**

*Felt* a similar sense of excitement and celebration that Times Square has radiated through out the decades.

**4.**

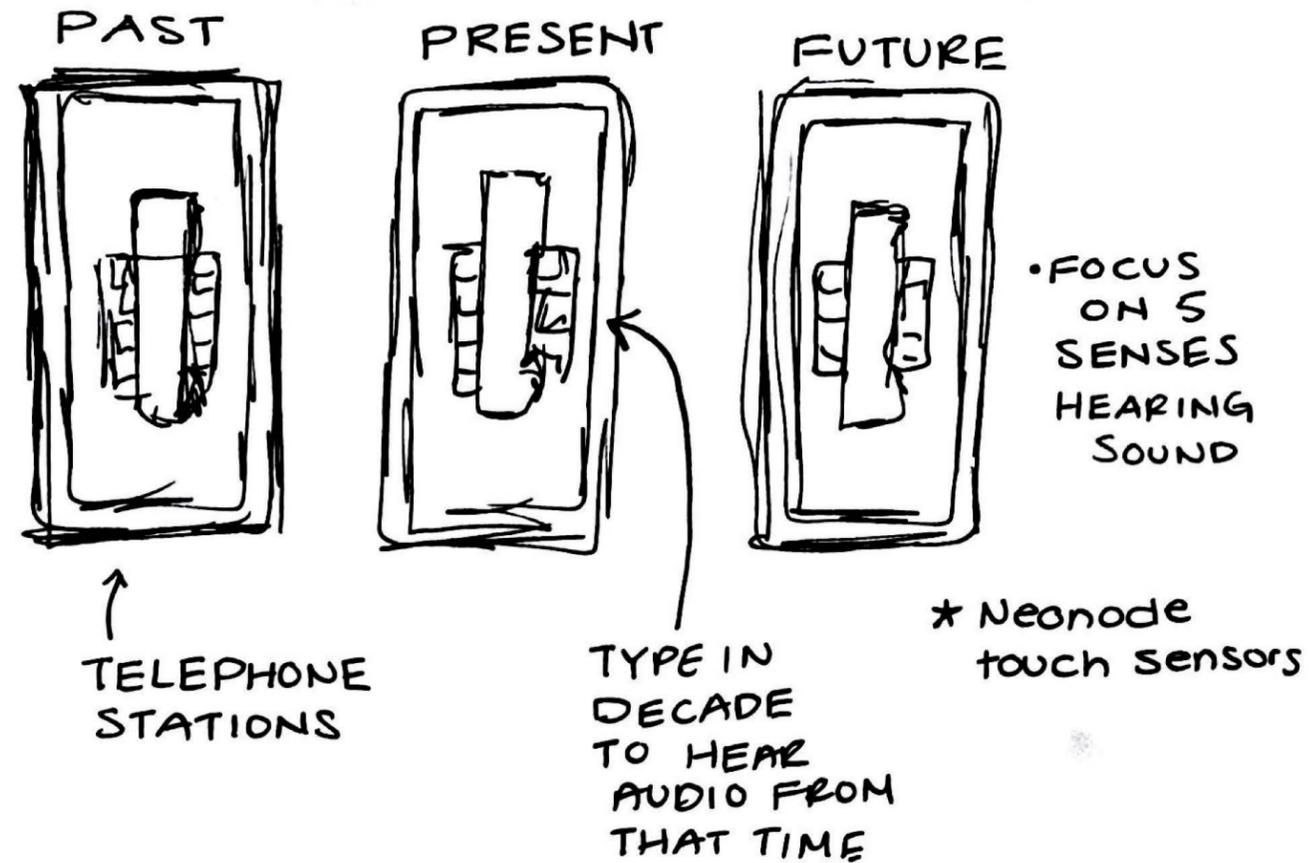
*Tested* their knowledge, and *thought* about the future, by participating in the Hopes & Dreams interactive experience, becoming a part of Times Square's history.

**THANK YOU**

*Jenny Guarino*

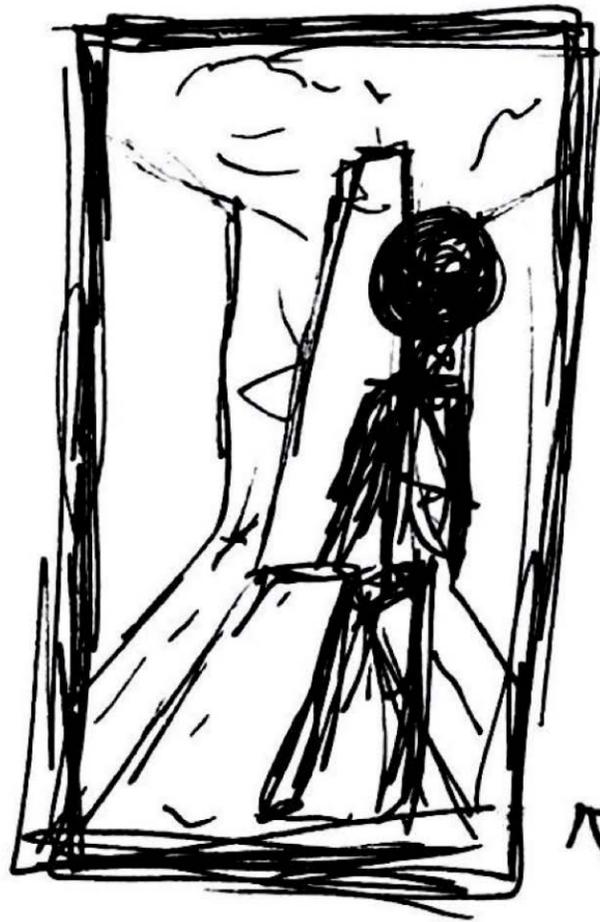
# **ADDITIONAL**

*the following pages show a range of supplementary concept ideas for this exhibit that can be implemented into the remaining sections of the exhibit.*



# 1 | the [ ] is calling

This concept is an experience that triggered both of our visual and auditory senses. Visitors walk up to a phone booth (three to choose from labeled with: past, present or future). Each one is designed to represent a phone booth from the specific period it is labeled. Visitors type in a decade as if they are typing in a phone number to call and audio from that time period will be played for them to hear.



← Immersive experience  
w/ your phone where  
you can feel like you're  
walking into NYC → to  
see geographical  
changes over decades.

↖ End of experience to  
allow people to reflect

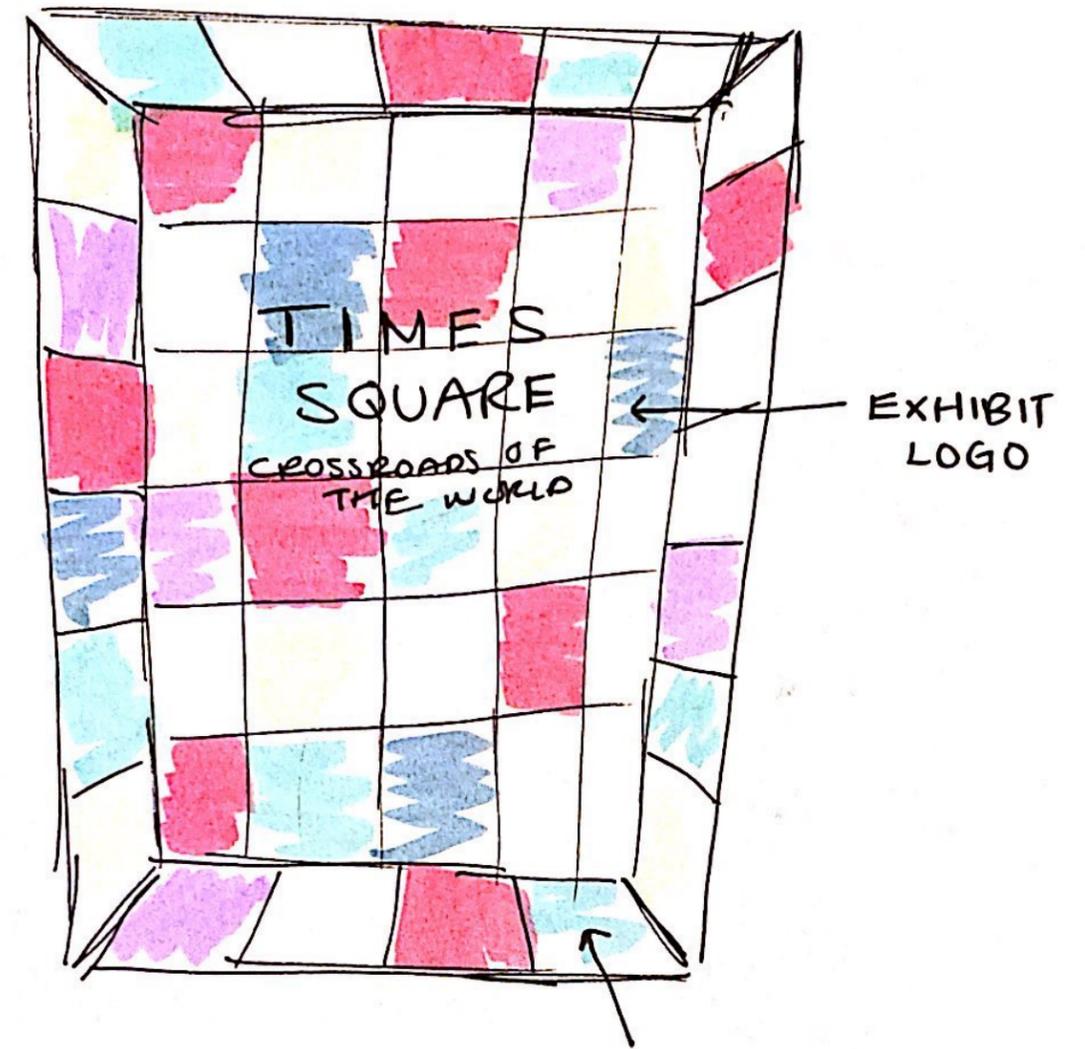
**2**

*step into the past / future*

Using your phone and AR technology this experience will make you feel like you are stepping through either a door or subway entrance into a past or future version of Times Square.



INSPIRATION FOR ENTRY WALL Exhibit branding moment

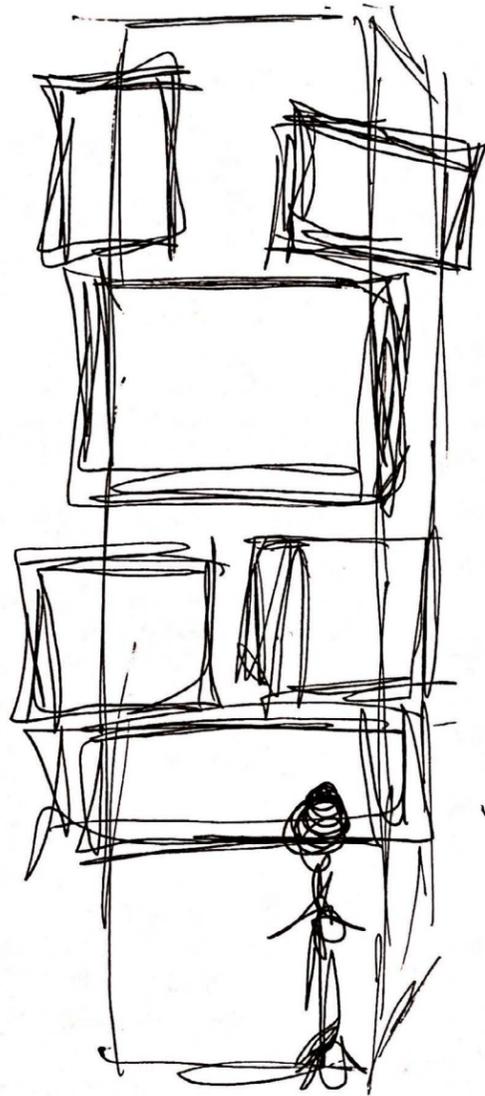


DIGITAL SCREENS CHANGING THROUGH DIFF BILLBOARDS OF TIMES SQUARE

### 3

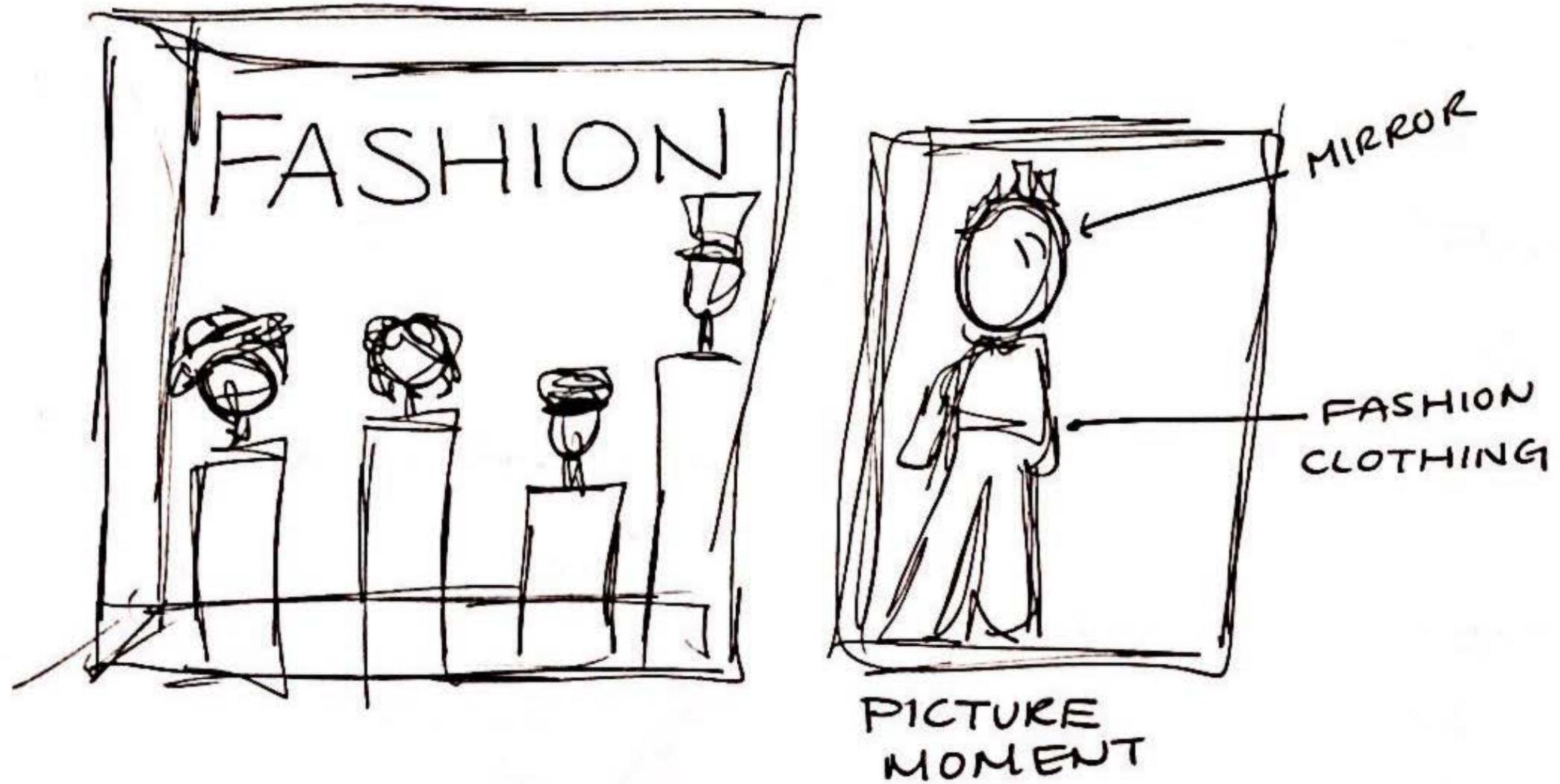
#### LED billboard backdrop

This concept alludes to the billboard advertisements and bright lights of Times Square. This structure is made of digital screens which show color toned visuals that go through different billboards of times square throughout the years. This is a moment for visitors to pose for a photo while also an opportunity to learn about the history of advertisements.



## 4 | *billboard advertisements*

This is a structure concept where LED screens will be placed on a rectangular structure (to symbolize the buildings in Times Square). The screens will play various different advertisements from the different decades. Each video will be marked with its decade so visitors are aware of the decade they are watching.



## 5

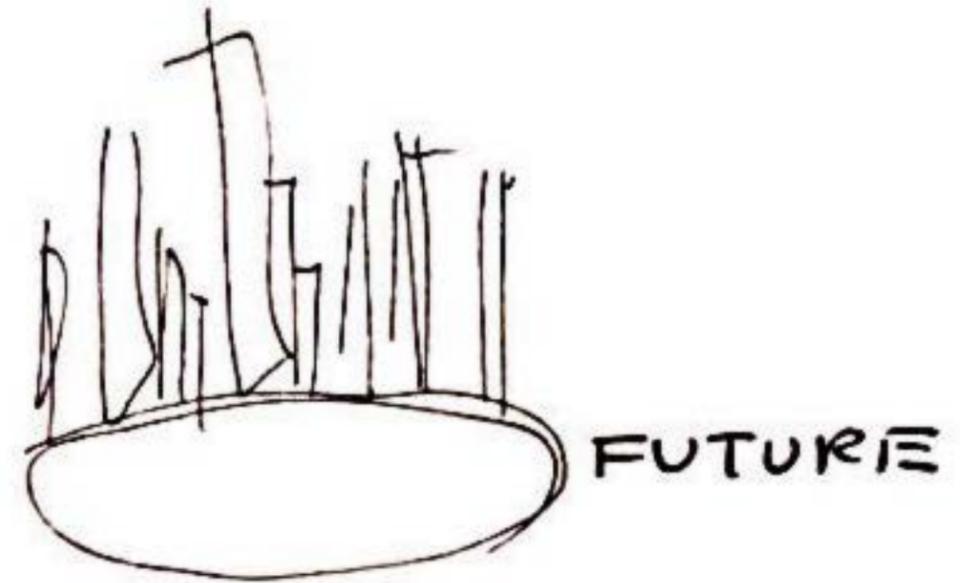
### *fashion try-on*

This concept is to display information on the history of fashion within Times Square. A display, will have props, going through the decades and popular fashion of the time. Accompanying these displays will be structures with a display of a clothing item with a mirror over it for visitors to take pictures of themselves as if they were wearing the clothing.

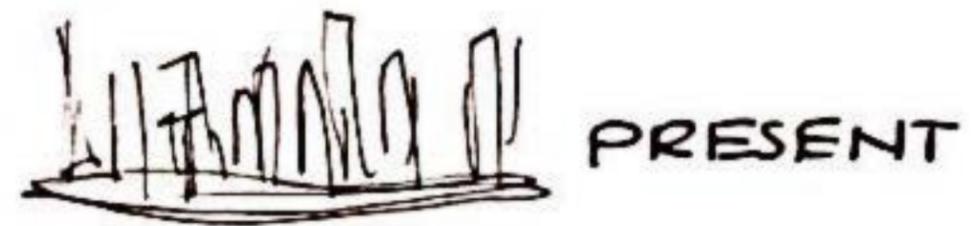
# 6

## *3D models of Times Square*

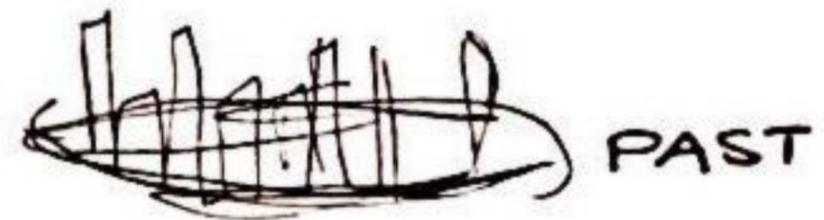
The design of this concept serves as a visual aid for visitors to see the difference between the way Times Square looked in the past (1920's), present (2020) and the future (year 3000). 3D replicas of Times Square from each time period will be stacked on top of each other so visitors can compare the difference in space and architecture of the times.



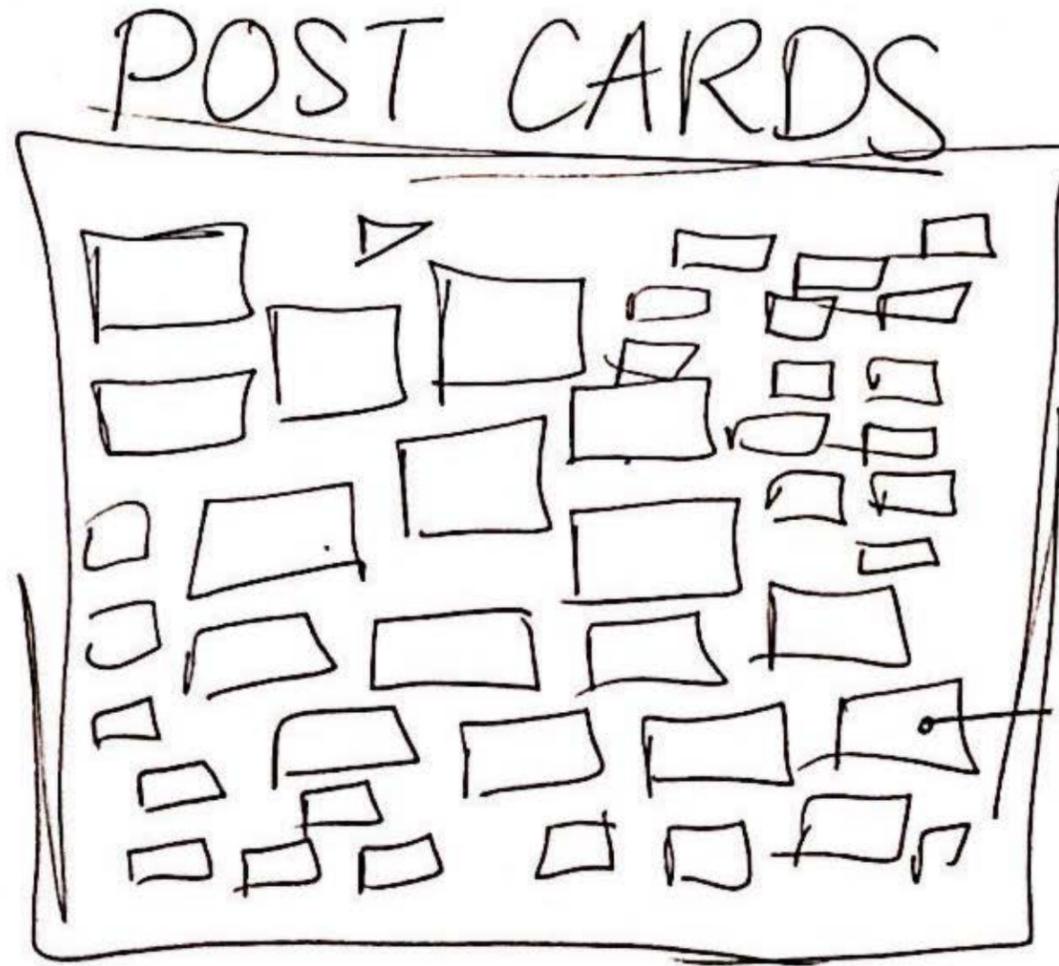
FUTURE



PRESENT



PAST

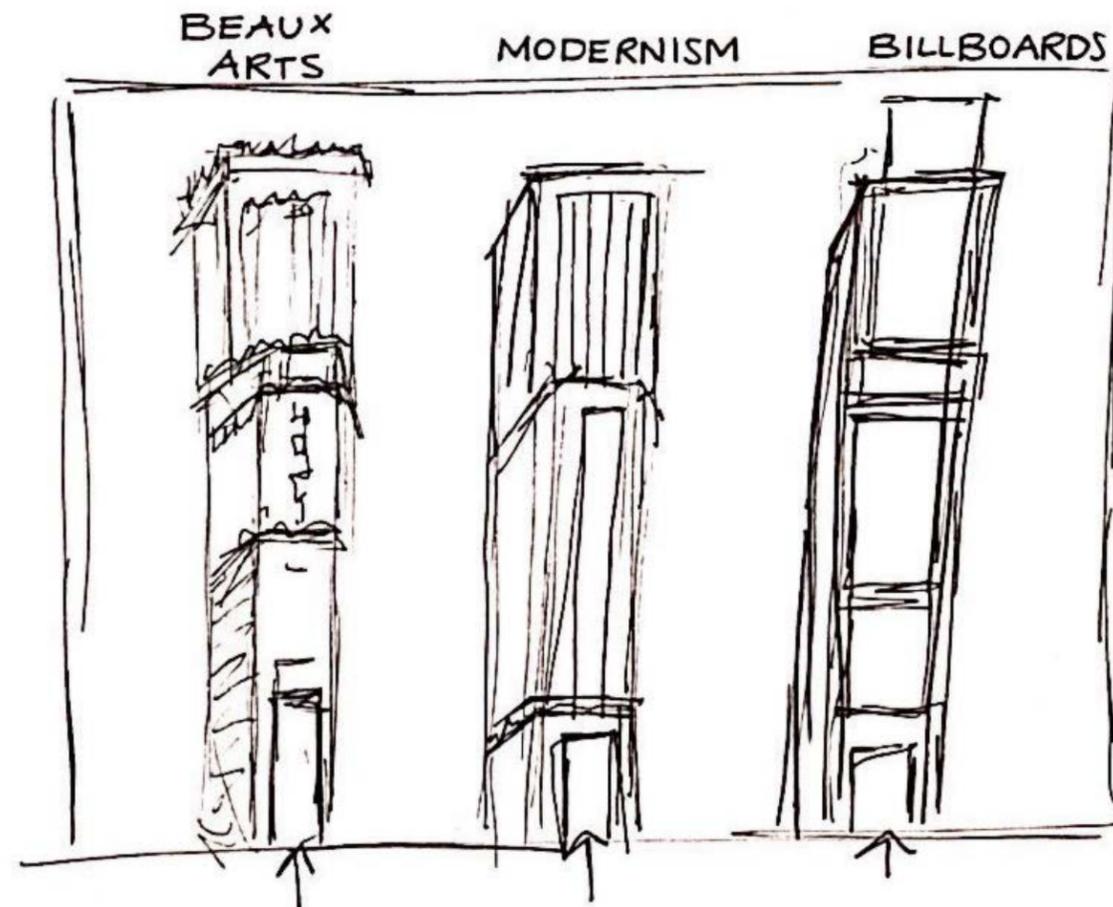


click on  
postcard +  
image turns  
to video animation  
from that scene

## 7

### *historical postcards come to life*

A wall structure will have graphics of post cards from various decades of Times Square. Some, if not all, post cards will have the options to click a button bringing the post card to life. The image on the post card will change to a video/ animation of what the image during that time period looks like in motion.



## 8

### *One Times Square Replicas*

This is a structure concept where visitors can see the difference between the One Times Square Building from Beaux Arts Architecture to Modernism to the Billboards that we see today. Visitors can walk through the front on the structure and inside will be further information on the architecture from that period.