

# SITE REPORT [part 1: place]

## *Times Square's Biggest & Most Expensive Digital Billboard*



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09.07.2016

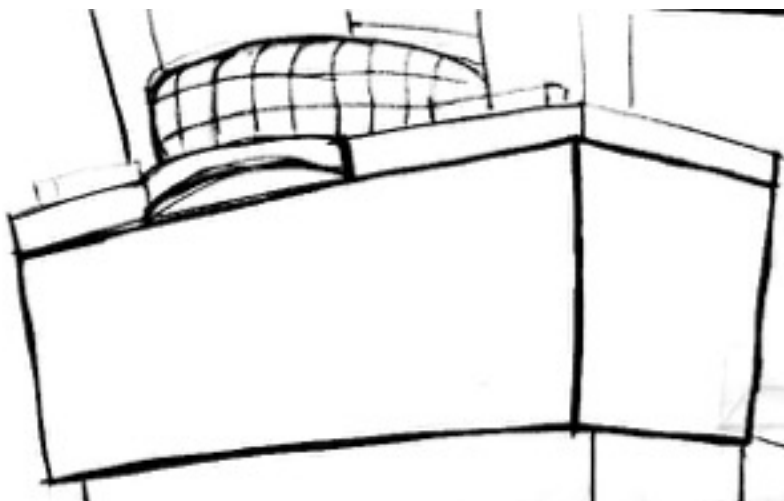
## INTRODUCTION

Times Square is best known for its entertainment, and plenty of visitors come here to attend a Broadway show. We had the assignment to visit Times Square and find a location place that shows performance. The location is a tourist destination, and the billboards are a large part of the attraction. All my attention went toward the huge billboard. The new sign, at 1535 Broadway, hangs on the Marriott Marquis hotel. The new billboard is located in the heart of Times Square and faces the intersection passed every day by an average of 300,000 pedestrians and 115,000 drivers and passengers, according to the Times Square Alliance. It's 820.2 feet long and 39.3 feet tall, that sign is the largest in the world, according to the Guinness Book. It made me think that since it's so large it can be a performance space for attraction.

## PRE-VISIT REFLECTION

Before attending time square we were told to start thinking about what makes a location a place of performance and how we can also be performers depending on there location. I already knew that we were head to a large crowded area so my expectations were that we were going to be around lots of people.

## SITE DOCUMENTATION (photos/sketches)



## QUALITATIVE SITE OBSERVATIONS

1. Neighborhood / Street Character
  - a. Commercial Location
  - b. Modern Structure
2. Vitality of Place
  - a. General Description
    - i. Very active and energetic
  - b. Pedestrian Activity
    - i. Large crowds
  - c. Vehicular Traffic
    - i. Lots of traffic
3. Age of Buildings (provide evidence for prediction)
  - a. 4 years old ( Billboard)
  - b. 25 year old hotel
4. Relationship Between Buildings (urbeme)
  - a. The billboard, hovering over the Marriott Marquis Hotel
  - b.
5. Building Details (historical/architectural styles, morphemes)
  - a. Large Digital Screens
  - b. 24 Million LED Pixels
  - c. Glass Styles
6. Building Uses
  - a. Lodging / Hotel
  - b. Entertainment / Commercial Advertising

7. Other Observations

- a. Tourist attraction
- b. Large tall buildings
- c. Expensive area

QUANTITATIVE DATA for Area of Study

Subject	Data
Street Names	Broadway and 45th Street
Street Width	
Pavement Type	Concrete
Building Heights	39.3 ft
Building Widths (Window Bays)	820.2 ft
Building Types/Uses	Hotel and Entertainment

Empty Lots / Gardens	None
Shops / Restaurants	Retail stores, Restaurants , Broadway theaters
Industrial Shops	None
Other Data	Designated areas for Tourist
Other Data	Many spaces for Performance

## QUESTIONS TO RESEARCH FURTHER

### QUESTIONS:

1. When was the digital screen get added to the building?
2. Whats the cost for advertisement on the large display ?
3. What makes this large display a performance space?

### RESEARCH METHOD/SOURCE FOR EACH QUESTION ABOVE:

1. Question 1
  - a. Research construction date of Led Display / Marriott Marquis Hotel website
  - b. History of Marriott / Google- Wiki
  - c. Images of Before and After/ google Images
2. Question 2
  - a. Advertisement prices/ Times Square Advertising
  - b. Estimate value of Ads in Times Square/

3. Question 3

- a. Company's that use this Display/ Advertisement Website
- b. Amount of people in the area/ Statistics on the traffic
- c. Content that's displayed/ Marketing Ads that are shown

## SUMMARY / POST VISIT REFLECTION

Times Square is a constantly buzzing tourist magnet; the square is even one of the most visited places in the world. It gave a new perspective on the spaces around us. We can now identify how different places can become a performance space. Being able to see one of the largest billboards was interesting and understanding the way it attracts people being able to do some sketching was fun. To me the largest Billboard was a performance space because depending on the content that was displayed on the screen, it got the most attention from anyone walking throughout that area. The size made an impact on anyone and over powered any other billboard that was around it. It was a great experience to see things from a different perspective and identify performance spaces throughout the city.