



HOT!  
LIVE!  
DESIGN!

A GUIDE TO

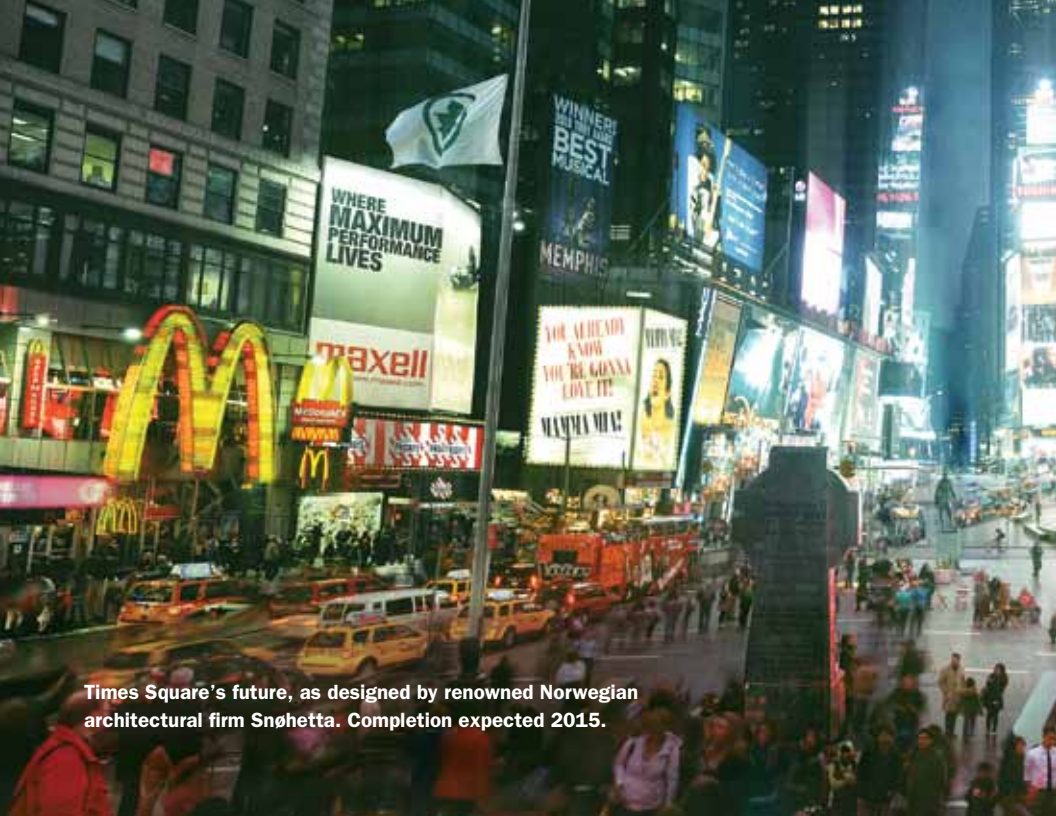
**ART + ARCHITECTURE + DESIGN**

IN TIMES SQUARE



## **Chaos by Design**

Like any crossroads, the Crossroads of the World evolved through trading and talking and selling and hawking. But its shape and sweep evolved by design. This guide takes you to the district's edges and helps you absorb the architectural gambits and visionary plans that made Times Square its colorful, dizzying self.



Times Square's future, as designed by renowned Norwegian architectural firm Snøhetta. Completion expected 2015.



THE EXHIBITION

Discovery

NATION

Kodak

Bank of America

Audi  
Truth in Engineering

FOUR SQUARE

FACEBOOK PLACES

Eighth Avenue

1

Seventh Avenue

Brooklyn

Sixth Avenue

West 40th to 43rd

2

3

4

5

West 41

West 40

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West 43

West 42

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  Interiors
  Public Art
  Signage

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West 43th to 46th

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West 45

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West 44

Eighth Avenue

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Broadway

Sixth Avenue

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West 43



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 Architecture  Interiors  Public Art  Signage

Eighth Avenue

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West 49

West 48

West 47

West 46

Broadway

Seventh Avenue

Sixth Avenue

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 Architecture  Interiors  Public Art  Signage



## 1 | The (new) New York Times Building

In its third home in the Square which it named, The New York Times features an energy-saving curtain wall of rounded tubes that both provide shade and shift in tone throughout the day. At once, it is a representation of gravitas and transparency – both worthy values for the paper that chairs our Fourth Estate.

*620 Eighth Avenue*



## 2 | McDonald's

Irwin Kruger's loft-like McDonald's restaurant in Times Square, built by Beyer Blinder Belle Architects of New York, has unique exposed brickwork and theatrical lighting, creating a "backstage ambience." The McDonald's sign over the front entrance is reminiscent of a theatre marquee, making it one of the most popular McDonald's in the United States.

*220 West 42nd Street*



### 3 | New Amsterdam Theatre

Designed by Herts & Tallant and completed in 1903, the infamous Ziegfeld Follies building was handsomely restored in 1995 by Hardy Holzman Pfeiffer Associates and Disney Imagineering. Both the building and the interior have been designated New York City landmarks.

*214 West 42nd Street*



### 4 | NYC Subway Entrance

Located below 5 Times Square and designed by the architects of the building, Kohn Pederson and Fox, this sign draws on the bright lights of the theatre marquees and vibrant colors of Times Square.

*Broadway at West 42nd Street*



## 5 | The Return of Spring

Commissioned in 1986 by the MTA Arts for Transit program and completed in 2001, this 20-foot-long glass mosaic consists of more than one million pieces of glass. Jack Beal's mural depicts characters from Greek mythology set in modern times.

*Times Square Subway Station*



## 5 | Times Square Mural

This vibrant 6-foot by 53-foot porcelain enamel and steel mural, designed by the artist Roy Lichtenstein, provides a futuristic skyline view of New York City. It was installed in the city's largest subway station in 2002 as part of the MTA Arts for Transit program.

*Times Square Subway Station*



## 5 | New York in Transit

Jacob Lawrence's 72-foot long glass mosaic mural, his last public commission before his death in 2000, was installed in the Times Square subway station as part of the MTA Arts for Transit program. The artist depicts passengers and vignettes of rich city life as seen from a subway car window.

*Times Square Subway Station*



## 6 | 1 Times Square

Originally the site of The New York Times building, 1 Times Square is today a super signboard. The building's most famous signage includes the Toshiba screen below the New Year's Eve ball and the first "zipper" sign.

*1 Times Square — Broadway between  
West 42nd & 43rd Streets*



## 7 | New Victory Theater

Originally the Theatre Republic, designed by Albert Westover and completed in 1899, the building was beautifully restored and remodeled in 1995 by Hardy Holzman Pfeiffer Associates.

*209 West 42nd Street*



## 8 | New 42nd Street Studios

Platt Byard Dovell and White, a local preservation specialist, designed the New 42nd Street Studios as a marriage of Times Square's theatrical heritage and media-industry authority. An innovative system of multicolored lights plays across the façade of the building. By day, it's a work of post-modern architecture; by night, it's a spectacle of light and motion.

*229 West 42nd Street*





## 9 | The Westin New York at Times Square

Designed by Arquitectonica of Miami in 2001, the Westin is 45 stories tall and uses 10 different colors of glass on the exterior tower. The base of the building is characterized by bold, bright colors and makes for a spectacular stay for any hotel guest.

*270 West 43rd Street*



## 10 | NYPD Mosaic

Located one block north of 42nd Street, the NYPD Substation is decorated with identical tile murals depicting the five boroughs of New York City. The colorful murals are located on each side of the building.

*Broadway at West 43rd Street*



## 11 | Thomson Reuters

The new headquarters for Thomson Reuters at 3 Times Square incorporates up to 30,000 square feet of signage, including high-definition LED video screens and skyline displays.

*3 Times Square – Seventh Avenue between West 42nd & 43rd Streets*



## 12 | Condé Nast Building

This office tower has two orientations reflecting the active and dynamic character of Times Square on the Broadway side and the more conventional business culture along 42nd Street. The environmentally responsible design by Fox & Fowle adopts state-of-the-art standards for energy conservation.

*4 Times Square – Broadway between West 42nd & 43rd Streets*



### 13 | Bank of America

Green power glows quietly: The Bank of America Tower, a project of Cook+Fox Architects, maximizes light on its four reflective façades with a nifty series of slopes that track the sun's daily course.

*One Bryant Park – Sixth Avenue between West 42nd & 43rd Streets*



### 14 | ABC News Ticker

The 60-foot tall sign at 1500 Broadway, inspired by Disney Imagineering, is visible from most of Times Square. This \$7 million sign combines a giant video screen with nine full color, wave-like, horizontal message ribbons – or “zipper” – that provide a continuous display of news and advertising.

*1500 Broadway*



## 15 | US Armed Forces Recruiting Station

The Armed Forces Recruiting Station on the traffic island at Broadway at West 43rd Street, complements the police substation two blocks south. It's a 1999 collaboration between a five-person local firm, Architecture Research Office, and enormous engineering company Parsons Brinkerhoff.

*Broadway at West 43rd Street*



## 16 | Paramount Building

Over at 1501 Broadway, the 1927 Paramount Theatre design by Rapp and Rapp exults in the setbacks that the city's 1916 building code embedded into law. The receding tower boasts a glowing globe.

*1501 Broadway*



## 17 | The Former New York Times Building

Built in three stages between 1912 and 1932, the building reflects both the development of the Times Square neighborhood and the history of one of the world's great newspapers. French Renaissance and Neo-Gothic are just a few of the architectural styles that define the building.

*229 West 43rd Street*



## 18 | Second Stage Theatre

The Manufacturers Hanover Bank, built in 1927, was completely remodeled and redesigned in 1999 by Dutch architect Rem Koolhaas, in association with Richard Gluckman and Joshua Dachs. This austere bank, with its multicolored column capitals, is the home for the Second Stage Theatre.

*307 West 43rd Street*



## 19 | John's Pizzeria

This brick-oven pizzeria once housed the Gospel Tabernacle Church, originally built in 1888. Redesigned by Andrew Tesoro 100 years later, the restaurant preserves the church's dramatic stained-glass coupola, and now features a colossal Douglas Cooper mural.

*260 West 44th Street*



## 20 | St. James Theatre

In 1999, Jujamcyn completed a \$3 million restoration, bringing back Beaux-Arts tricks it had uncovered in research: two boxes with fluted Corinthian columns, rich drapery and ornate *trompe l'oeil* trumpets and garlands, a sounding board that looks like a coffered ceiling and a topping trick that included painted swags and gilded trumpets, and a magnificent crystal chandelier.

*246 West 44th Street*



## 21 | Shubert Theatre

This lavishly decorated theatre, located in Shubert Alley, is the center of the Shubert Theatre empire. It was designed by Henry B. Herts and built in 1913. Both the building and the interior are New York City landmarks.

*225 West 44th Street*



## 22 | Hudson Theatre

Serving as home over the years to the CBS Radio Playhouse, The Tonight Show, The Price is Right, and at one time Exotic Dance, the Hudson hid its turquoise, orange and mauve mosaic tiles, Roman friezes, Greek key motifs and soft-toned paint glazes, now all beautifully restored by Jablonksi Berkowitz Conservation.

*141 West 44th Street*



## 23 | Al Hirschfeld Theatre

This theatre celebrates Broadway artist Al Hirschfeld. His devotion to line and simplicity defines the outdoor sign (though you can't find any hidden "NINAs," which Hirschfeld nearly always embedded in honor of his daughter). Inside the theatre, intricate ornamentation perfects the Byzantine style.

*302 West 45th Street*



## 24 | Millennium Manhole Covers

Con Edison commissioned everyday-product wizard Karim Rashid to design a 314-pound cast-iron manhole cover in 1999 and installed the design south of Duffy Square before the year 2000 countdown.

*West 45th Street at Broadway and throughout the district*





## 25 | Lyceum Theatre

Designed by Herts & Tallant and built in 1903, the Lyceum, with its magnificent Beaux-Arts façade, was the first theatre designated as a New York City landmark.

*149 West 45th Street*



## 26 | The Church of St. Mary the Virgin

A stunning example of French Gothic design, St. Mary's is thought to be the first steel frame church in the United States. Napoleon LeBrun's smaller side chapels illustrate some of his best work in the New York area.

*145 West 46th Street*



## **27** | Times Square Museum & Visitor Center

Part museum and part zeitgeist happening, this former theatre uses mirrored surfaces to combine different realities, past and present. Housed in the landmarked Embassy Theatre, built in the 1920s by Thomas Lamb, the space pays homage to its colorful past while serving as a modern attraction and the home of the Centennial New Year's Eve Ball.

*7th Avenue between West 46th & 47th Streets*



## **28** | Duffy Square Red Steps

Perkins Eastman created a new icon among icons with a sculptural design based on a competition-winning concept drawing by Choi Ropiha. The dramatic all-glass structure rises over a fiberglass shell, and includes a geothermal system and LEDs to illuminate the amphitheater-like all-glass steps where crowds can view the second best show on Broadway – Times Square itself.

*Duffy Square – Broadway & West 47th Street*



## 29 | Snackbox

Jonathan Morr's menu is traditional – he seeks to serve the highest quality New York street food – but his design was even more novel: instead of setting up a simple stand, he would repurpose an old shipping container from which to sell his comestibles. Operating on the plaza between 46th and 47th Streets, Snackbox is a triumph of transportability.

*Broadway Plaza — between  
West 46th & 47th Streets*



## 30 | Cafe Edison

For the past 23 years, formica tables and aged vinyl booths have rested alongside the peeling pink and Wedgwood blue paint of the former Grand Ballroom of the Edison Hotel. Cafe Edison is one of the few remaining authentic diners left in New York City.

*228 West 47th Street*



### 31 | Brooks Atkinson Theatre

This well-loved playhouse, built in 1926, is one of the original theatres along the Great White Way. Initially the Mansfield Theatre, it was renamed in 1960 after the longtime New York Times drama critic. The beautifully illuminated sign bares his eloquent trademark signature.

*256 West 47th Street*



### 32 | Coca-Cola Sign

Coca-Cola and Times Square have a long history. In 1923, the company brought a new dimension to its billboard by adding neon lighting. These days, it's all multimedia. The company summoned more than 40 engineers and designers to produce 32 LED screens with 2.6 million diodes for a visual story.

*2 Times Square - West 47th Street between Seventh Avenue & Broadway*



### 33 | Hershey's Times Square

Constructed in 2002, this giant 16-story sign began only as a 3-D “spectacular” and then evolved into a retail store – the reverse of the usual process. This sign references many design motifs from Times Square’s history.

*1593 Broadway*



### 34 | Wall Drawing

*Wall Drawing: Bands of Lines in Four Colors and Four Directions, Separated by Gray Bands* was installed in the Equitable Building through-block passageway in 1985 by the artist Sol LeWitt, this acrylic and limestone piece is monumental in size and vibrant in color. The six-panel mural was influenced by the artist’s move to Italy in the 1980s.

*787 Seventh Avenue between  
51st & 52nd Streets*

# Times Square Museum & Visitor Center



## Times Square Alliance

The Times Square Alliance works to improve and promote Times Square – cultivating the creativity, energy and edge that have made the area an icon of entertainment, culture and urban life for over a century. Founded in 1992, the Alliance keeps the neighborhood clean and safe, promotes local businesses, manages area improvements and produces major annual events including New Year's Eve, Solstice in Times Square and Taste of Times Square. As the custodian of Times Square, the Alliance works every day to improve the quality of life for neighborhood residents and businesses while driving economic growth in New York City.

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

## Times Square Arts

Times Square Arts, the public art program of the Times Square Alliance, presents leading contemporary art and performances in multiple forms and media to more than 400,000 daily visitors to New York City's Times Square, making it one of the highest profile public art programs in the United States. Since its inception, Times Square Arts has featured works by a diverse group of more than four dozen prominent and emerging artists. Times Square Arts is partially funded by Rockefeller Brothers Fund.

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

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