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TIMES SQUARE VALENTINE 2013

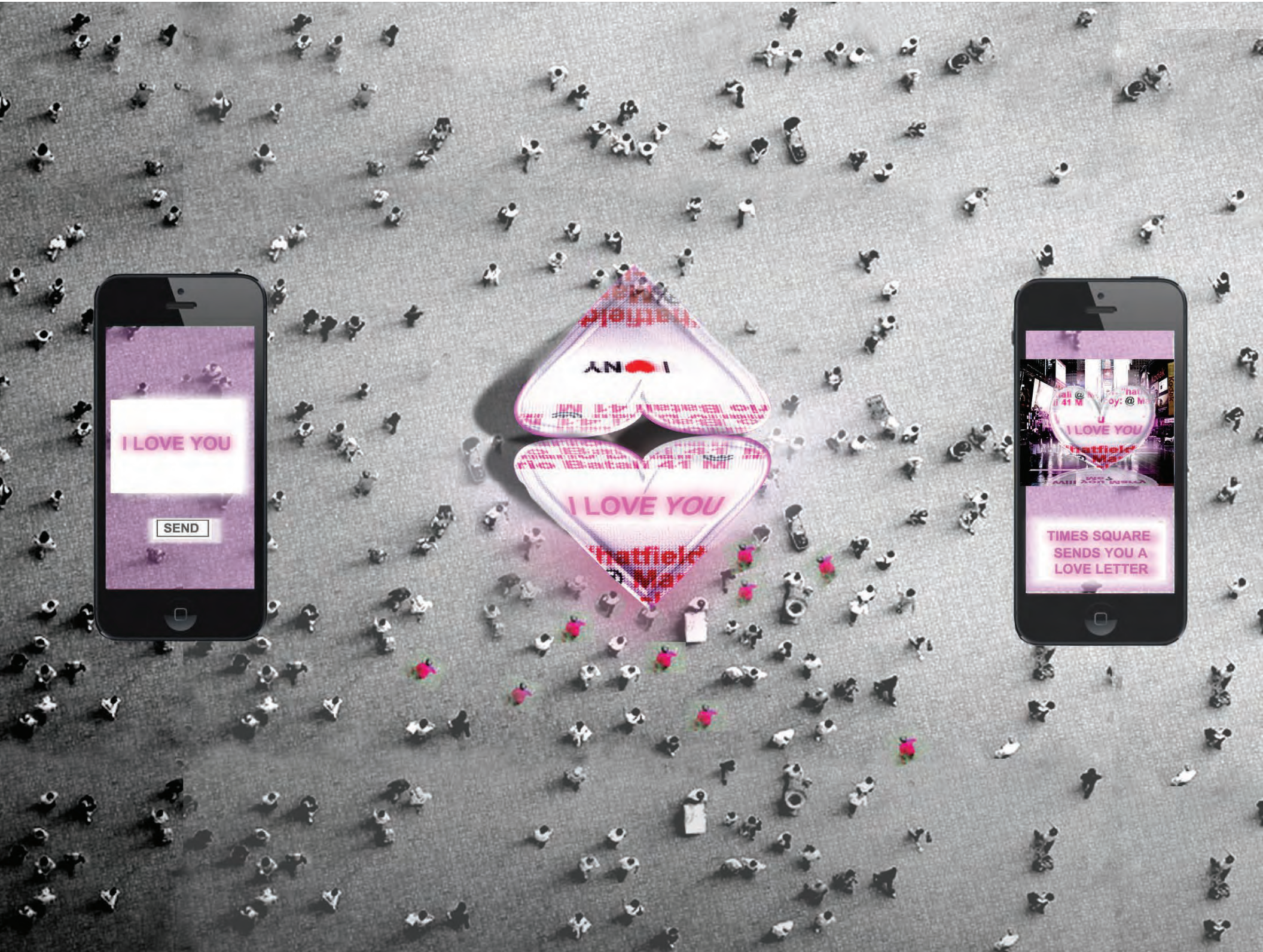


LOVE TRIANGLE NEW YORK

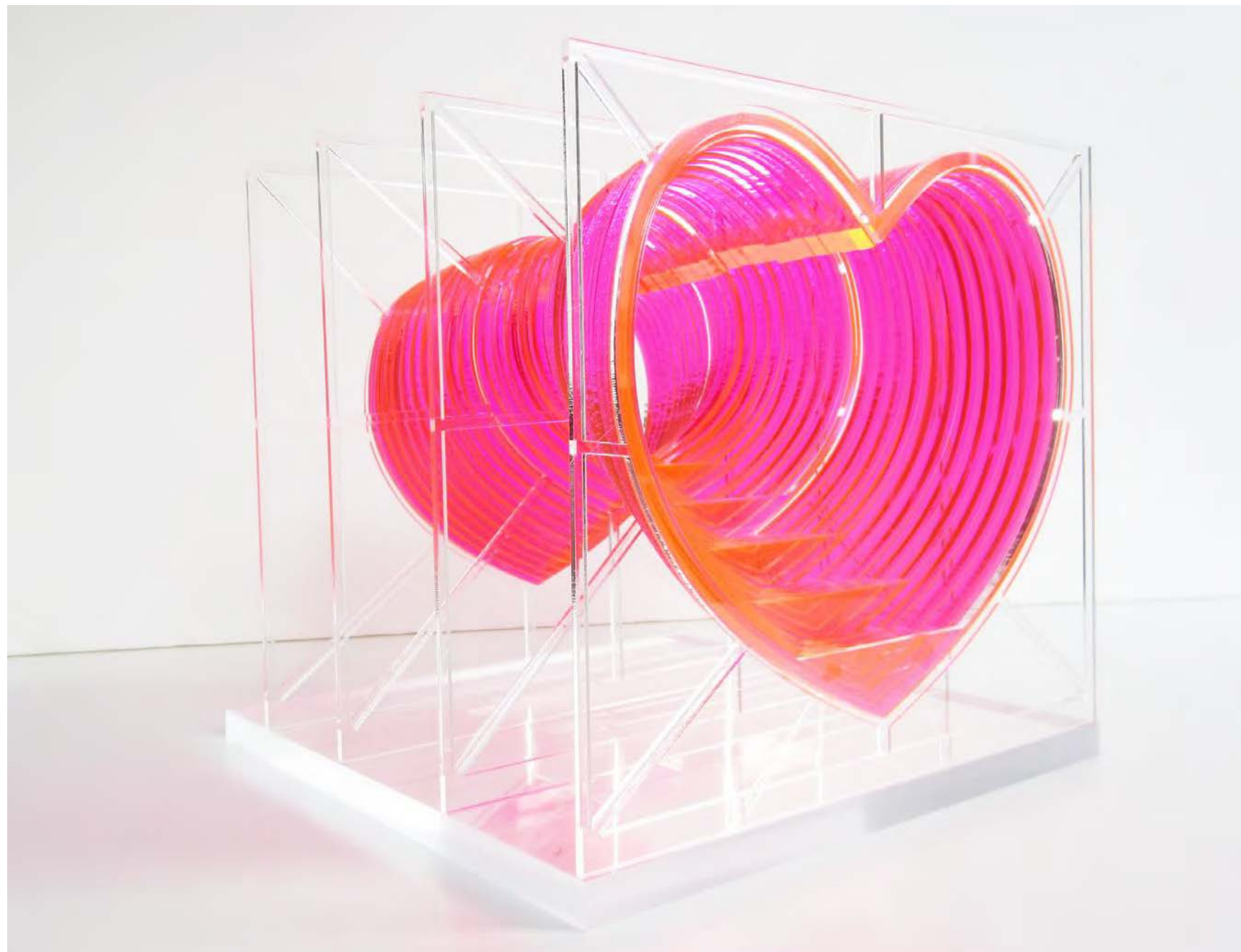




This February, **FORMLESSFINDER** wants to give anyone who loves New York the chance to deliver a love letter straight to the heart of the city. Drawing inspiration from Valentine's Day itself—a holiday all about sending the right message to the one you love—and the blinking billboards, streaming newsfeeds, and luminous screens that make Times Square the most exciting urban environment in the world, Love Letters imagines a new kind of interactive architecture. A ground level LED screen, sculpted into two iconic hearts propped against each other in a mutually supporting embrace, incorporates a custom interface that allows passerby—or their friends at home—to interact with the installation through an array of social media platforms, sending valentine messages to be flashed across the 3D screen. Even as it draws visitors to the site, Love Letters will thus establish a presence far beyond the physical boundaries of Times Square, blending the virtual and the real through new forms of public participation.







## HAPPY HEARTS NYC

It's all about **LOVE** and the things that make you smile. It is about the moment to see and be seen. It is about sharing a simple, carefree occurrence at the 'Crossroads of the World.'

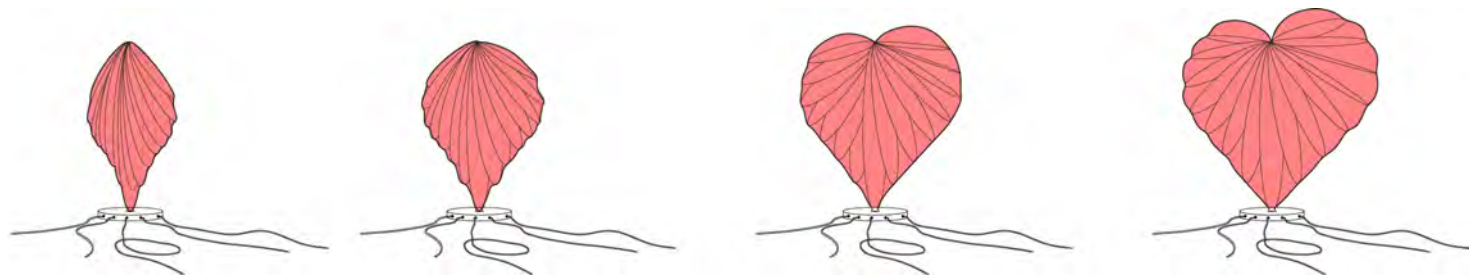
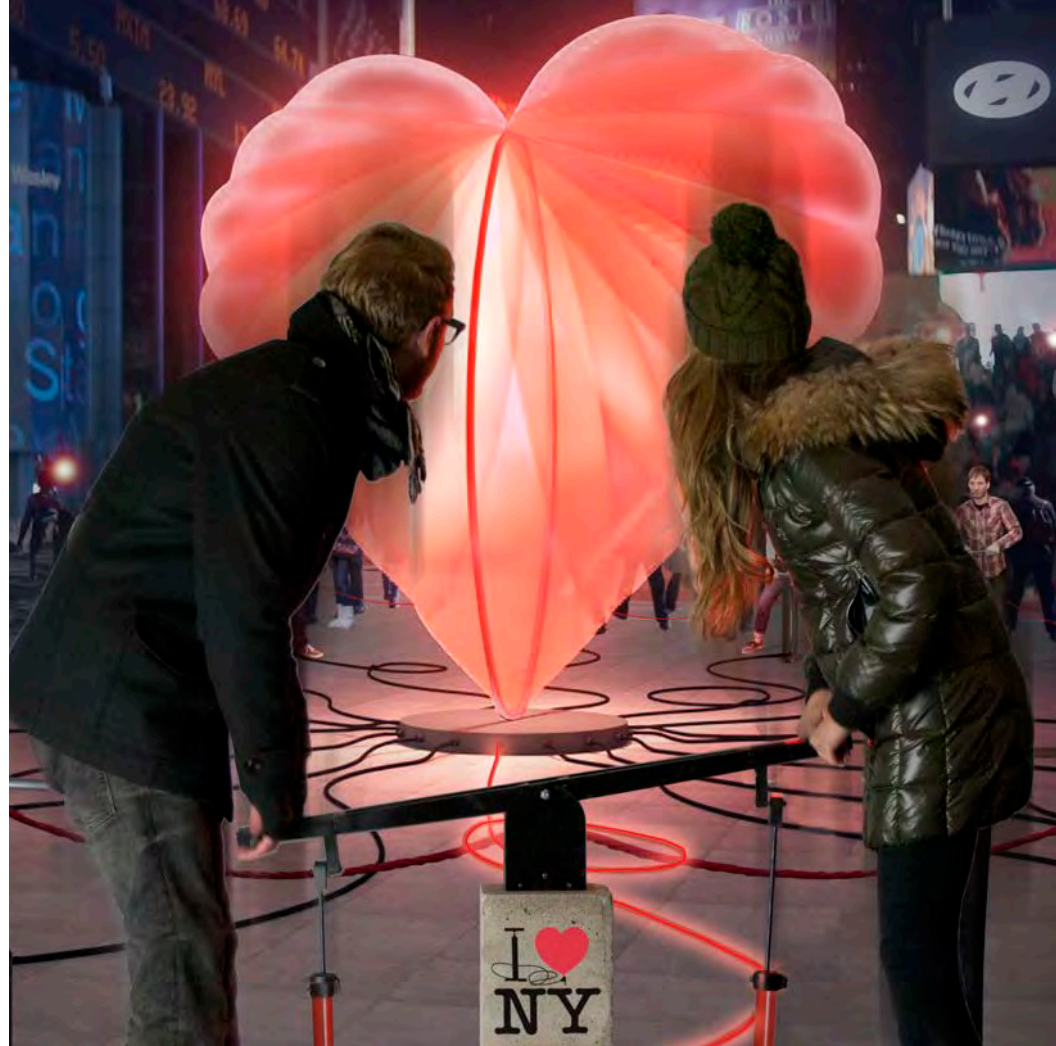
As a visitor to **HAPPY HEARTS NYC**, you can slide together with a friend, a loved one, or a family member and take a short accelerated trip through a heart in TIMES SQUARE. It is not just a pretty object, it's a spatial instance. It's a HEART SHAPED DOUBLE SLIDE TO HAPPINESS because it brings a smile to your face. It's a BOX because what's better than a heart in a box? It's a REFLECTIVE SURFACE because it emphasizes that YOU are moving within the heart of TIMES SQUARE, a playful play on perspective. And best of all it is a **SLIDING TUNNEL OF LOVE AND HAPPINESS**.

A solid heart is set in a box clad with a reflective surface. When unlit on the interior, it will reflect. When lit (and the heart will light sequentially as you slide through), the skin becomes transparent, revealing the solid heart within.

Design Team: MAS + Amanda Morgan and Kate Rufe in collaboration with ARUP & Focus Lighting  
**MANIFOLD**ArchitectureStudio 10 Jay Street Brooklyn NY 11201 [www.mani-fold.com](http://www.mani-fold.com)







### Heartthrob by RUX

Hand pumps and seesaw pumps breathe life into a giant inflatable heart at the center of Times Square. Each push of a pump blows air into tubes that fill the balloon structure as well as generate a jolt of light that glows inside the heart. The balloon is designed to leak air at a controlled rate, requiring the work of many to keep it plump.

 RUX Design  
 45-50 30th Street, 7th floor  
 Long Island City, NY 11101  
 info@ruxdesign.net



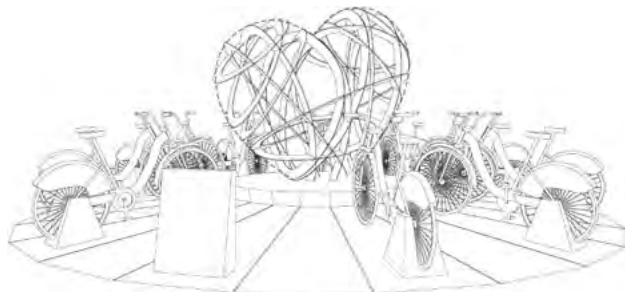


Rendering - Nighttime

# HEART WARMING

a proposal for 2013 Times Square Valentine by  
**HOLLER architecture with Arup**

Designer/Architect:	Tobias Holler
Design Consultant:	Vasco Agnoli
Lighting Designer:	Star Davis, Arup
Structural Engineer:	Sanya Levi, Arup
Mechanical Engineer:	Daniel Hallett, Arup
Competition Team:	Jamie Abrego, Micah McKelvey, Agnieszka Wojciechowicz



Rendering - Daytime

**Love that comes from the heart; Love that is good for the heart;  
Love that warms you from the inside... Literally.  
Together we can create something beautiful. Happy Valentine!**



Lighting Mockup - Nighttime



Lighting Mockup - Daytime

We are proposing a 10-foot tall lighting sculpture as the center of the Times Square Valentine's celebration. The sculpture consists of acrylic bands arranged into the shape of a heart, with interactively controlled edge-lighting providing a beat to the activity. 10 bicycles are radially aligned on a platform around the heart, and all lighting will be powered by nothing other than the visitor's pedaling. The sculpture is illuminated, highly interactive, collaborative and a healthy experience. It celebrates biking in New York City, alternative modes of energy generation, and of course Valentine's Day in Times Square.



# TWO HEARTS

On Valentine's Day, the average high in Times Square is a chilly 32 °F – a temperature antithetical to the warmth of the holiday. Meanwhile, steam with a temperature of 358 °F passes unseen just below Father Duffy Square as it circulates through the one-hundred mile long city-wide network. Two Hearts proposes tapping into the system to create a warm microcosm for the 370,000 daily visitors and their loved ones.

A heart-shaped radiator heats and excites the air above a large existing subway grating. The resulting heat haze visually signifies the boundary of this world. Inside, the air feels noticeably warmer. Touch seems the appropriate sense to activate this holiday – especially given the overwhelming sights and sounds of the surroundings. A red neon heart confirms the well-known holiday symbolism, and encourages viewers to look at their city below the surface to see the warm heart that's more than skin deep.

ABRAHAMS MAY ARCHITECTS

with

ARUP

M. LUDVIK & CO.

