

A YEAR IN TIMES SQUARE



JANUARY

CLEANING UP AFTER MILLIONS, IN ALL CONDITIONS

Despite the nearly 400,000 pairs of feet passing through Times Square daily, the Alliance Sanitation team works tirelessly through snowstorms and major events to keep the area spotless. Seeking innovative ways to keep Times Square clean led to the recent installation of BigBelly solar-powered recycling units throughout the district.

TimesSquareNYC.org/Sanitation



FEBRUARY

BRINGING LOVE TO TIMES SQUARE

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We love to love our businesses, especially in the coldest, slowest months. Every Valentine's Day, the Alliance brings thousands of romance-seekers to Times Square to marry, propose and renew their vows in front of a heart-shaped sculpture created by emerging architects and co-curated by Times Square Arts.

TimesSquareNYC.org/Love

Art: Times Square Valentine Heart by Young Projects
Times Square Arts with Van Alen Institute
Photo by Amy Hart



TIMES SQUARE ALLIANCE



MARCH

PROTECTING TIMES SQUARE

Safety is the backbone of Times Square’s continued prosperity. The Alliance Public Safety Officers – “New York’s Most Helpful” – track and address quality-of-life conditions and support the NYPD, all while answering a myriad of inquiries from tens of millions of annual visitors.

TimesSquareNYC.org/Safety



APRIL

SHOWCASING SIGNS THROUGH ADVOCACY AND ART

Lights, signs and technology are central to Times Square's identity. Recent research by the Alliance and the Times Square Advertising Coalition (TSAC) found that 83% of visitors feel the signs add to the area's appeal. Through Midnight Moment, a nightly synchronized video art installation, Times Square Arts and TSAC bring artistic content to these iconic signs 364 days a year.

TimesSquareNYC.org/MidnightMoment

Art: **Brian Dailey**
Times Square Arts with Art Production Fund
Photo by **Ka-Man Tse**

 **TIMES SQUARE ALLIANCE**





JUNE

SHIFTING PERCEPTIONS

Solstice in Times Square generates half a billion media impressions globally as yoga enthusiasts find peace and transcendence amidst the district's blinking urban madness. Alliance events highlight the creativity and quirkiness of the area, and in so doing shift perceptions of Times Square.

TimesSquareNYC.org/Solstice



JULY

CREATING A LABORATORY FOR CONTEMPORARY ART

Times Square Arts collaborates with contemporary artists to experiment and engage with one of the world's most iconic urban places. Projects range from internationally-known artist JR covering Duffy Square with 6,000 poster-sized smiling, smirking New Yorkers, to emerging artists' work making a splash across electronic billboards, public plazas, vacant spaces and some of the most unexpected district venues.

TimesSquareNYC.org/Arts







THE HUNG...
CATCHING FIRE

REMEMBER
GIRL ON FIRE
I'M STILL
GETTING
ON YOU

TOYS 'R US
THOR
THE DARK WORLD
NOVEMBER 8

ED10.COM
2210K R

SLOW

SINGLE
LANE
AHEAD

TOYS 'R US

CAT
TULL
1740

SEPTEMBER

SUPPORTING DISTINCTIVE CIVIC PROGRAMMING

The Alliance forges partnerships to curate and support exceptional civic events, such as the Metropolitan Opera's opening night simulcast across the screens of Times Square. Because Times Square is New York's town square, the Alliance works hard to make sure that the best of the city is on display.

TimesSquareNYC.org/MetOpera



The Metropolitan Opera

Donizetti
L'Elisir d'Amore



Helped injure opponent
SPORTSMAN'S
Plus 11 Other



And why would it be?
Which one does he prefer?



METROPOLITAN OPERA

WALKABOUT

Kodak
KODAK

THE METROPOLITAN OPERA
LIFE

The Metropolitan Opera
LIFE

Once
BEST

MARY POPPINS

MARY POPPINS

OCTOBER

CURATING CONVERSATIONS ABOUT URBAN REVITALIZATION

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The Alliance regularly convenes discussions about cities and urban revitalization. In 2013, Times Square hosted the International Downtown Association World Congress, where leading urban practitioners had the opportunity to supplement their conversations about public space by voting on an interactive scoreboard ‘Capitalism Works for Me!’, curated by Times Square Arts.

TimesSquareNYC.org/20Principles

Art: Steve Lambert
Times Square Arts with Crossing the Line Festival (FIAF)
Photo by David Katzenstein



TONY AWARDS
BEST MUSICAL

Once

BEST SCORE BEST CHOREOGRAPHY
2012 TONY AWARD WINNER!



WHY? SUPPORTED
BETWEEN THEATRE AND MOVIES



CAPITALISM

TRUE

8.8.8

works for me!

FALSE

8.8.8

TimesSquareNYC.org

NOVEMBER

SUPPORTING AND CELEBRATING BROADWAY

Times Square is about theater, symbolized by the iconic red steps and TKTS booth, which the Alliance maintains with the help of the Theatre Development Fund. The Alliance also cares for a giant new map on Duffy Square that celebrates the Broadway theaters, created by The Broadway League and the Mayor's Office as a part of the Spotlight on Broadway program.

TimesSquareNYC.org/Spotlight



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DECEMBER

ENTERTAINING THE WORLD

At the turn of the New Year, confetti inscribed with wishes descends upon Times Square revelers, there to reflect on the past year and realize new beginnings. New Year's Eve remains the city's postcard to the world, with 1 billion viewers tuning in globally to watch the ball drop and an array of A-list talent perform, all coordinated in partnership with Countdown Entertainment.

TimesSquareNYC.org/NYE



HAPPY NEW YEAR (NIVEA)

NIVEA

NIVEA
LIP BUTTER