

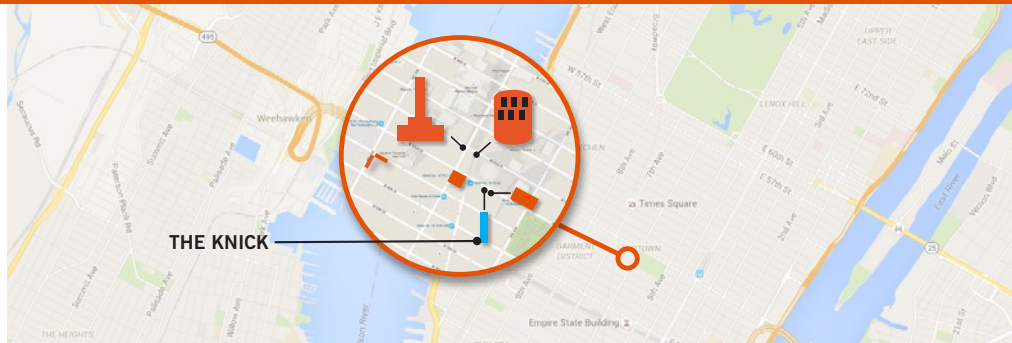
THE KNICK

BRANDED CITIES

NEW YORK, NY.

MIDTOWN MANHATTAN

BC UNIT ID: KNICK
LOCATION: 42ND ST & BROADWAY
GEOPATH ID: 30711049
SIZE: 101'H x 27'W
FORMAT: STATIC, ILLUMINATED
FACING: W
LAT: 40.755255
LONG: -73.985847



DESTINATION DESCRIPTION

This massive, illuminated wallscape atop the 42nd Street Hilton Garden Inn, lies only one block away from the iconic New Year's Eve Ball at 1 Times Square. Prominent views range from 42nd St. and Broadway, 42nd St. and 7th Ave., as well as 43rd St. and 7th Ave. Targeting traffic heading toward Bryant Park and Grand Central Station, this unit stands alone as the only large-format presence east of Times Square.