NOMAD WALL

brandedcities

New York **New York**

BC UNIT ID: Nomad
LOCATION: 6th Ave & 30th St
GEOPATH ID: 30640689
SIZE: 95' h x 28' w
FORMAT: Wallscape
FACING: South
LAT: 40.747423
LONG: -73.98933

DESTINATION DESCRIPTION

This iconic midtown wallscape is situated directly between the fashion center and the newest trend setting neighborhood, NoMad. The fashion industry presence dominates with its numerous fashion houses and The Fashion Institute of Technology is only a block away. In recent years, the immediate area to the south and east known as NoMad has seen a resurgence as many new businesses, boutique hotels, dining options and nightlife have come to the area. The hotel lobbies, café's and rooftop lounges have become magnets for the young fashion, media and tech professionals. These include The Knickerbocker Hotel (St. Cloud), The NoMad Hotel (The NoMad Restaurant), Ace Hotel and Hotel Eventi. The display also shows prominently to Macy's/Herald Square, Madison Square Garden, Penn Station and Bryant Park bound traffic and pedestrians.