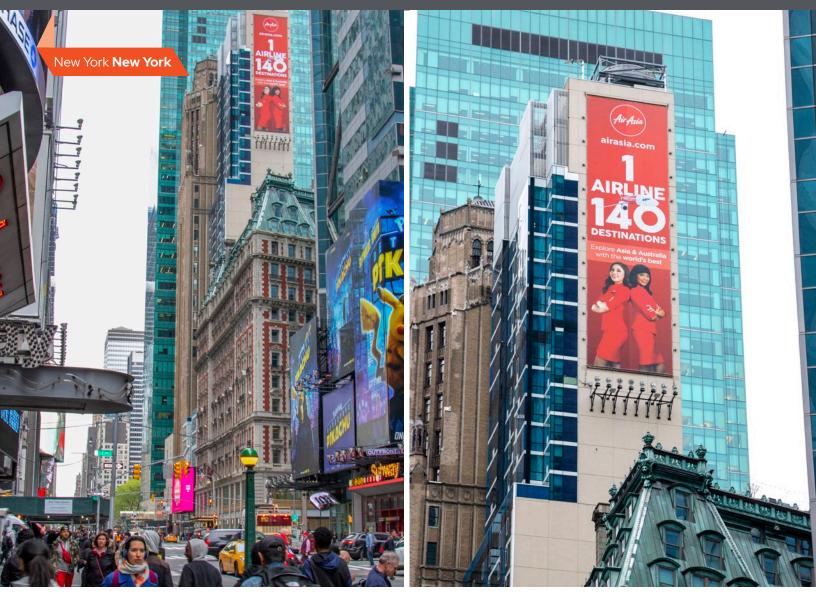
## THE KNICK

## brandedcities



BC UNIT ID: Knick

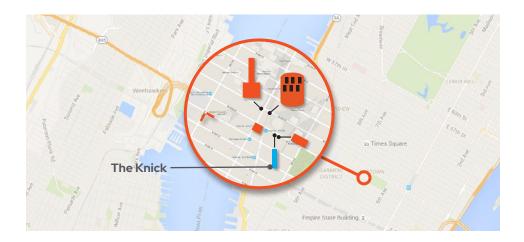
LOCATION: 42nd St & Broadway

**GEOPATH ID: 30711049** 

SIZE: 101' h x 27' w

FORMAT: Static, Illuminated

FACING: West 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.