



New York New York



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.