TKTS Ticket Booth – Times Square, New York City

“The fusion of light and form on this project makes me feel color blind. Where else does a monumental red staircase in the middle of the street not seem out of context? Only in Times Square.” — Matthew Tanteri

While the LED has yet to prove its utility in many applications, this was clearly the right source for the job.

Lighting Design Firm: Fisher Marantz Stone, Inc., Paul Marantz, Barry Citrin
Architect: Perkins Eastman
Competition Architect: John Choi and Tai Ropiha
Landscape Architect: Judith Heintz Landscape Architecture, Judith Heintz, William Fellow
Photographer: Paul Rivera, archphoto

As people-watching has become a legitimate spectator sport, what could be more fitting than to build a fiery glass grandstand in the heart of Times Square as the roof of the new TKTS discount ticket kiosk? Since Times Square’s current dazzle is largely the illumination provided by countless LED video-driven signs, it was only fitting and practical to use an LED source for this project at its epicenter. The original booth was the quintessential “building as sign”, and its replacement had to be the same. The competition winners reasoned that, as most Times Square signs are now highly kinetic, in their “building as sign”, motion would be provided by visitors clambering up for a good look at the ‘Great White Way’.