

CASE STUDY: TKTS BOOTH IN TIMES SQUARE



imagine the possibilities

TKTS Booth in Times Square

One of the world's most dynamic stages sits at the heart of New York - Times Square. The spectacular TKTS Booth at Times Square which is lit with Plexineon LED technology, is the realization of an ambitious design that is worthy of this great fusion of theater, history, and commerce.

The multimillion dollar redevelopment of this award-winning design features a luminescent amphitheater with a dramatic floating red staircase. The TKTS booth uses over 2,800 linear feet of red Plexineon LED lighting fixtures to make the steps, and therefore the stadium, come to life through a dramatic radiance of red lighting.

This project shows lighting designers, architects and engineers the performance, durability, and ease of use that iLight's LED lighting systems offer.

"iLight's products provide designers with creative lighting tools that enhance the impact of a project," says iLight's President & CEO, Sean Callahan. "The TKTS booth illustrates how powerful lighting effects can transform an already striking seating structure into an exciting destination location." iLight's products use LEDs as their light source which offer reduced energy and maintenance costs and longer lifetimes than conventional lighting.

The structure has 27 red steps that rest on an assembly made entirely out of glass and rise over a fiberglass shell housed underneath the steps, and was designed by world-class architects, Perkins Eastman of New York. iLight's versatile lighting system was able to provide the exact lengths needed for this stunning application.

- Site: New York, NY
- Location: Exterior application
- Project: Monument
- Color: Plexineon Red
- Product use: Indirect view
- Length: 2,800 LF (853m)
- Designers: Perkins Eastman Architects, Dewhurst Macfarlane and Partners, Choi Ropiha, Schaefer Lewis Engineers, Fisher Marantz Stone
- Other: D. Haller, Inc. Construction Management