

Time Square Studios Limited  
1500 Broadway, New York City

**Size**

Total Gross Area Approximately  
5,000 square feet

**Major Programmatic Elements**

Design and Construction of the Sign  
for ABC Studios

**Cost**

N/A

**Nature of Firm's Responsibilities**

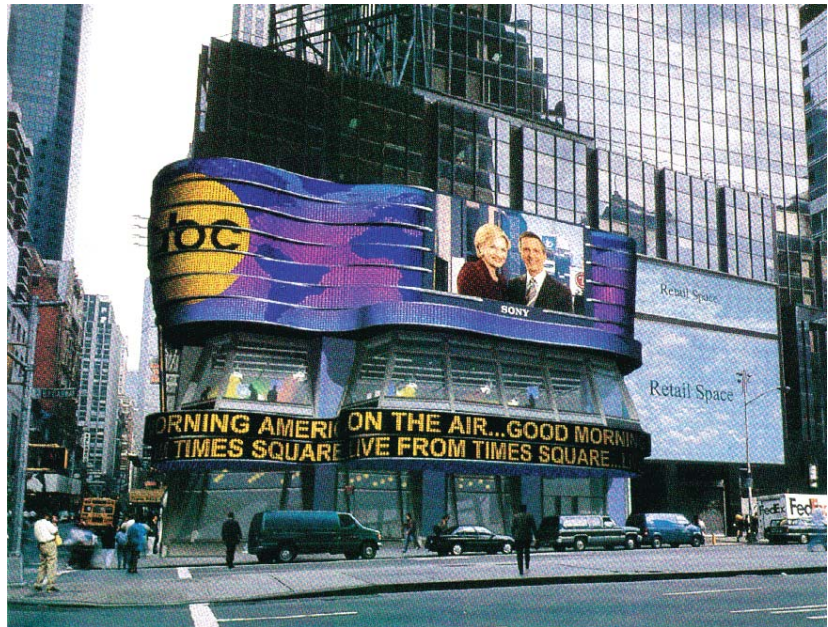
Detail program  
Architectural /Engineering Design  
Design development  
Working Drawings  
Signage  
Lighting

**Owner**

Time Square Studio

**Date of Completion**

1999



**Exterior View**

In collaboration with Walt Disney Imagineering, HLW International LLP, and MultiMedia Electronic Programmable Signs, the signage for ABC studios was undertaken to become the new focal point of the mecca of media in Times Square. The sign consists of 9 LED linear ribbons supported and backed by an approximate 5,000 sq ft. structural steel cage housing the mechanics and the electronics of the sign. The 9 ribbons are broken by the film studios where live footage is taken by day. Two ribbons running below the film studio act independently from the 7 running above. These seven ribbons have the technological ability to act as one entity and the ability to project images independently from one another. Embedded within the 7 consecutive ribbons is a Sony jumbo tron television whose electronics run separately from that of the signage ribbons. However, the structural system for the jumbo tron is tied into the structural system of the signage ribbons and further more into that of the building structure.