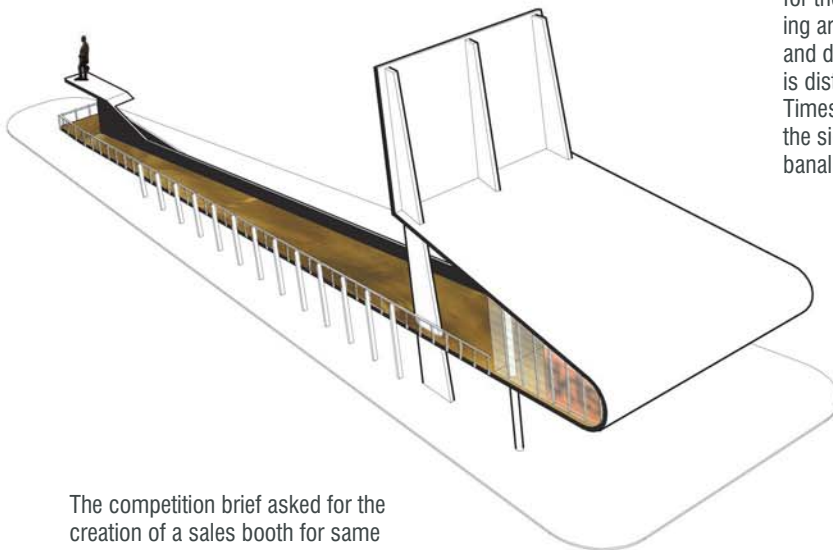




The pavilion is conceived as a billboard building, in which the communicating device becomes the organizing element of the architecture, with all other elements articulated as support for the sign. The functions of the building are organized around the billboard and dependent upon its presence. This is distinguishable from the surrounding Times Square architecture, in which the signs are simply hung on otherwise banal buildings with no interrelationship.



The competition brief asked for the creation of a sales booth for same day reduced price theater tickets in Times Square. The design seeks to engage the visitor in the spectacle of theater that defines Broadway. The visitor is elevated above the street in a queuing ramp, placed above the crowds to be seen by others. After passing through a large electronic sign advertising Broadway shows, the visitor approaches the ticket booth. His image is displayed on the billboard during the course of the transaction, fully engaging him in the Times Square spectacle.

