

The Method Behind the Magic

Longtime collaborators ANC and Howard Hughes create an immersive experience for Pier 17 at NYC's Seaport District.

When The Howard Hughes Corporation looked to revitalize the Seaport District in Lower Manhattan, they had an epic story to tell. They turned to ANC for the planning and execution of a transformative experience that pays homage to the district's history as New York City's birthplace of innovation. Visitors enter a 60-foot-tall, open-air atrium featuring a multimedia extravaganza — brought to life through this enduring partnership. The challenges:

Help redefine a historic district as a newly relevant and dynamic destination

Attract businesses and New Yorkers to the waterfront restaurants and rooftop entertainment venue at Pier 17

Create the unforgettable

"ANC provided expertise outside the scope of the project. They recommended that we sidestep elements that were a waste of money. This is the kind of trust I value most."

Andrew Schwartz
The Howard Hughes Corporation, SVP, Strategic Partnerships

Engineering designed to ignite the senses

Howard Howard became aware of ANC through our work at Fulton Street station and the Oculus at Westfield Mall, part of the World Trade Center. As a turnkey resource we were the ideal partner, offering everything from strategic design consulting and product sourcing / integration to ongoing service operations and content creation.

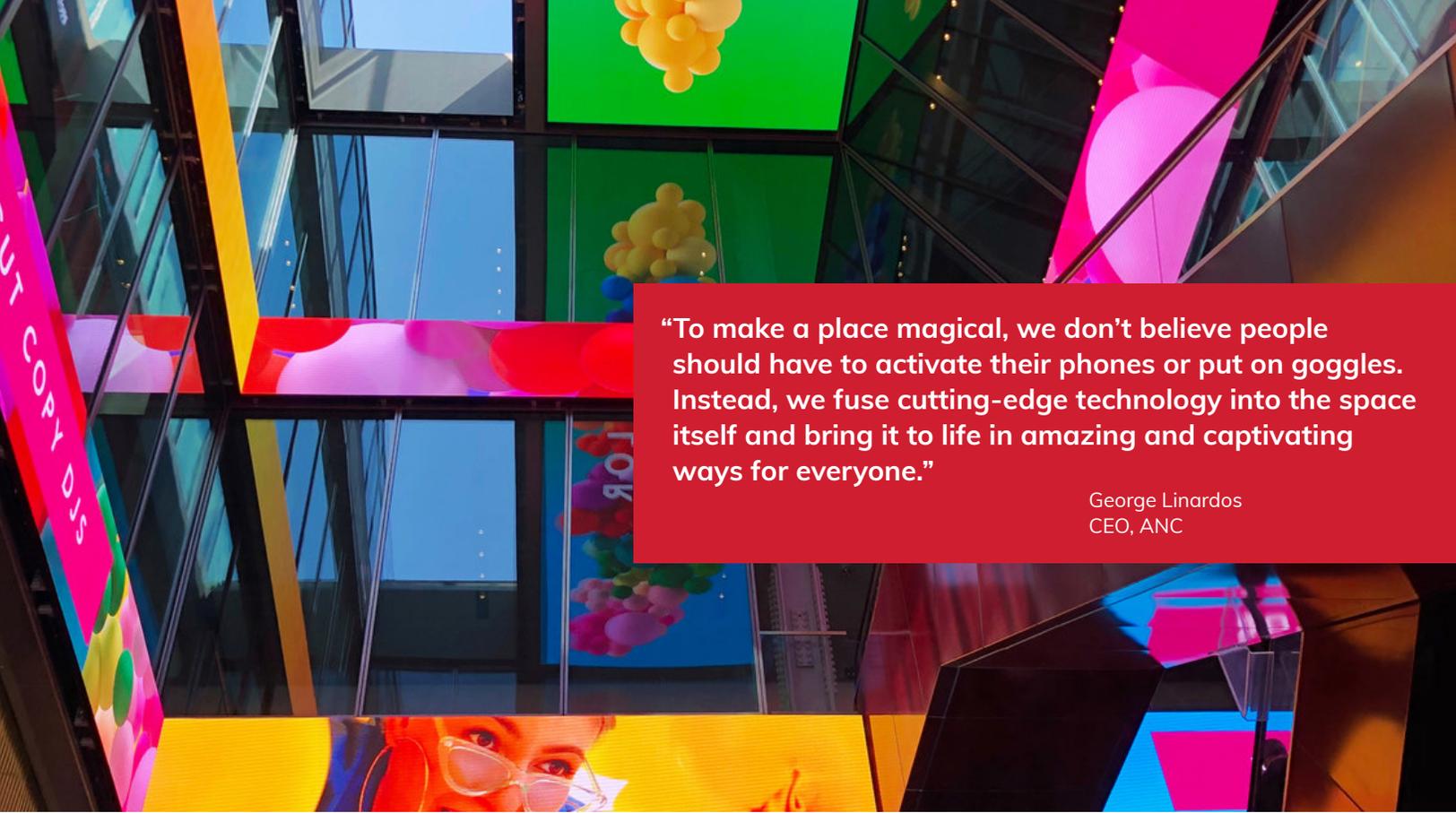
The mission for this project was right in our wheelhouse:

- Guide the process for design and engineering of a 2,000-square-foot atrium space that serves as the main entry point to the Pier 17 experience
- Leverage ANC's LiveSync operating system to bring the multimedia environment to life through cohesive art and content displays that tell a story from floor to ceiling
- Push the technical limits of 4mm LED screens with custom design — achieving the highest resolution in a fully integrated indoor/outdoor space
- Install wireless for all access points as well as audio



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“To make a place magical, we don’t believe people should have to activate their phones or put on goggles. Instead, we fuse cutting-edge technology into the space itself and bring it to life in amazing and captivating ways for everyone.”

George Linardos
CEO, ANC

Howard Hughes made it clear — this needed to be an unforgettable, state-of-the-art experience in New York City. Here’s what the project involved...

The design called for a hybrid environment. The art and displays had to be tough enough to withstand moisture and maintain the highest resolution both indoors and out.

The content had to wrap around each column with no gaps whatsoever, so the visitor could better enjoy the experience as they traveled between floors.

Finally, the space had to deliver an integrated experience — from the floor, to the elevators, to the ribbons to the ceiling itself.

Here’s how it works:

With seamless technical design and integration, as well as content synchronization through ANC’s LiveSync operating software, each floor becomes part of a continuous story. The displays on The Rooftop at Pier 17 transform with the seasons.

ANC not only deployed the environment, but maintains it across all vendors. Displays must be bullet-proof in operation and run continuously.

The results are gratifying. The Atrium at Pier 17 is the centerpiece of the building and draws a multitude of visitors. Where once it was a 90/10 ratio of tourists to New Yorkers, today it’s 50/50.

THE DIGITAL MEDIA NETWORK INCLUDES:

- One (1) 4mm Ceiling Display – 12.30’ high by 34.45’ wide
- One (1) 4mm Lower Atrium Level Ribbon Display – 4.10’ high by 131.23’ wide
- One (1) 4mm Middle Atrium Level Ribbon Display – 4.10’ high by 131.23’ wide
- One (1) 4mm Upper Ribbon Display – 4.10’ high by 86.94’ wide
- One (1) 1.875mm Information Display – 6.30’ high by 17.32’ wide
- Two (2) 4mm Column Displays – 19.68’ high by 3.28’ wide
- Portable 3.9mm LED Units – 9’1” high by 3’3” wide (expandable to 13’1” wide with additional panels)



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