

stainless steel on CSM | recreation

SPOTLIGHT ON BROADWAY

TIMES SQUARE, NYC

SlipNOT® Provides Slip Resistance and Aesthetic Display for Times Square Spotlight on Broadway



THE SITUATION

The presence of Broadway began in 1750, and has since shaped the essential character of New York City. Spotlight on Broadway is a multimedia project of NYC's Mayor's Office of Media & Entertainment located in the heart of Times Square. The project celebrates the unique charm and incredible legacy of Broadway and its forty theaters. It displays an in-ground map, made out of steel and granite, allowing visitors to engage and visualize the density of the world's largest and most recognized theater district.

THE SOLUTION

The designers at Creative Edge Master Shop contacted SlipNOT® for a solution to the bare steel lettering that presented a safety hazard when made slippery due to rainy weather or other outdoor elements. The fabricating company sent in custom cut 3/8" thick letters which were blasted for imperfections, then coated with SlipNOT's Grade 2 stainless steel. Stainless steel is easy to clean and offers corrosion resistant properties that are exceptionally functional in wet environments both indoors and outdoors. The gripped surface of the coating not only provided higher traction for pedestrians, but also added another dimension to the piece, exhibiting a sleek and modern aesthetic.

THE IMPACT

Creative Edge is a world leader in creative architectural water jet fabrication and has been in business for over 27 years. The Spotlight on Broadway project won a Pinnacle Award, which honors companies for a job that "stands above the rest." The Award Institute declared the project a "Clever design that pays homage to timeless Times Square," which was ultimately awarded merit for "Commercial Exterior".

Due to the slip resistant surface provided by SlipNOT®, tourists from all over the world can enjoy the innovative and engaging map of Broadway and its 40 theaters without having to worry about possible injuries due to slip, trips, and falls.