

It's anything but square

He obviously had a keen eye for a great piece of property. While this was to be just one of his many land holdings in the area, it surely held a special place in his heart, because it was at this spot that John Morin Scott constructed his manor home in the mid-1700s. Originally named Longacre Square, it was renamed Times Square in 1904 after a new and famous tenant, *The New York Times*.



Today, it is one of the most popular destinations in the world, bringing to one place the bright vitality and energy of the American spirit. It fuels our desire for entertainment, serves as a meeting place for commerce and brings us the excitement of the future with each new year. It stands beside the welcoming glow of the lamp of Liberty that symbolizes its free spirit.

Times Square, referred to as the Crossroads of the World, marks the nexus of the New York conurbation and has become the focal point of a city that never sleeps. It delivers an electrifying pulse of energy to Manhattan, thanks to its constant mobility and the endless flow of office workers on their way to and from the major corporations and high-rise offices that surround the Square. And it's always filled with tourists headed for theaters, restaurants and shops. There's a seemingly endless supply of taxis, buses, passenger cars, bicycles and pedestrians keeping a sharp lookout as they navigate through all this moving traffic at busy intersections.



The dazzling New York Marriott Marquis hotel has become a centerpiece of Times Square and serves as a meeting place for tourists, visitors and the business world. Its soaring atrium, 360-degree revolving The View Restaurant and its stunning banquet facilities give shape to the energy of New York City.

Destination, please

Major hotels overlook Times Square, and perhaps the most famous is the 49-story, 1.8 million-square-foot, New York Marriott Marquis, itself a tourist attraction. Designed by the architectural firm of John Portman & Associates, the hotel is an imposing structure with a spectacular atrium that houses a circular bank of 16 elevators. Located in the heart of Times Square, the hotel mirrors the tremendous mobility that energizes New York. According to Mike Stengel, Marriott's market vice president and the hotel's general manager, "With 2,000 rooms and countless business travelers, visitors and tourists using the hotel and its facilities, there can be as many as 10 to 12,000 people in the building at one time, far exceeding its original design capacity. Of course, with so many guests moving between floors, elevator delays became inevitable, most commonly at peak hours around meal times and check-in. It was a challenge for us, because the hotel's configuration wouldn't allow more elevators to be added." The management team and engineers of the Marriott Marquis needed a trailblazer...a partner who could help them improve their vertical efficiency. Enter Schindler. ►





Photo left: Times Square is the heart of a city that never sleeps. It is endless movement...thousands of taxicabs fill its streets, countless visitors cross its intersections, and Schindler elevators and escalators carry us ever closer to its rooftops. Photo below: Mike Stengel, Marriott's market vice president and the hotel's general manager.

► An intelligent destination-based system developed by Schindler, called Miconic10®, was installed as part of a retrofit and modernization of the elevator system and of the Marriott Marquis hotel overall. Now, passengers enter their floor destination into strategically located keypads in the lobby and are directed to the elevator that will take them there with minimal stops along the way. "This computer-controlled system has reduced delays by more than 50 percent. Visitors are delighted with the experience, and as an added benefit, energy consumption has been reduced by 3.3 percent which, in a hotel the size of the Marriott Marquis, adds up to 1 million kilowatts," adds Stengel.

The light show

A magnificent hotel also offers a breathtaking view, and that's the name of its 360-degree revolving restaurant, The View. As guests look down on the city at night, they're struck by the amount of light. Times Square has long been an important media center for advertisers looking to reach its millions of visitors with selling messages delivered via spectacular electronic billboards. The most notable today is the NASDAQ sign. At a cost of \$37 million and standing 120 feet high, this curved seven-story, intensely lighted billboard has become one of the centerpieces of Times Square, along with the Panasonic Astrovision sign which currently displays the Fox News Channel. In addition to these mesmerizing signs are countless animated neon and LED signs in a neighborhood that actually requires building owners to display lighted signage.

Happy New Year!

If there is one event that is most closely associated with Times Square, it is the famous ball drop on New Year's Eve, which officially rings in the New Year, and it does so in spectacular fashion. A stunning Waterford crystal ball lighted by high-powered, energy-saving LEDs heralds in the sparkle of the New Year with 1 million revelers in the Square and an estimated 1 billion viewers on television.

Schindler is proud to move visitors through Times Square buildings, theaters and stores, and meet their needs for speed and convenience with reliable urban mobility systems. We wonder what John Morin Scott would think about his parcel of land now. He certainly had a keen eye for a great piece of property.



Photo above: Stock market tickers, financial reports and spectacular ads roll across the NASDAQ sign as it lights up Times Square.



Fast Facts

Times Square

Area: about 50 acres

Visitors annually: 26 million

Taxis in New York City: more than 12,000

Pedestrians on Times Square from
8:30 p.m. – midnight: up to 119,000

New York Marriott Marquis

When opened in 1985, world's tallest atrium 37 stories

1,949 rooms and suites

22 elevators; 16 passenger, 6 service

20 escalators

The View Restaurant is the only revolving rooftop
restaurant in New York City

101,450 square feet of meeting, banquet and
exhibition space

Schindler Miconic 10 is the elevator industry's original
destination-control system



Visitors enter their floor on a computer-controlled Miconic 10® keypad,
which directs them to the elevator that will take them to their destination
most efficiently. ■