



Rockefeller Center

2022 Media Recap

Prepared by RUBENSTEIN



Overview

In 2022, as the world was introduced to a revitalized Rockefeller Center, RUBENSTEIN brought media along for the journey. The RUBENSTEIN team incorporated the narrative of the Center's revitalization into each announcement and programming moment, working with partners and collaborators as appropriate, and ensuring that the story of the new Rockefeller Center was embedded in media coverage throughout the year. This deck primarily describes coverage secured across leasing, programming, public art, retail, and holiday activations.

From the debuts of *Flipper's Roller Boogie Palace* and the quarterly *Star Party* series to the return of highly regarded programming such as *The Flag Project*, the *Love Above All Ball*, and *Mexico Week*, Rockefeller Center remained a central part of media conversations about the best things to do in the city and the revival of Midtown. The RUBENSTEIN team arranged tours of the reimagined campus for media and curated itineraries to showcase the Center's culinary, art, retail, and event offerings. An intensified focus on relationship cultivation with reporters and digital influencers began early in the year, familiarizing key figures with the Center and seeding the ground for coverage throughout 2022 and beyond.

2022 came to a close with an extremely successful holiday season. Iconic staples such as *The Rink at Rockefeller Center Presented by Coach* and the lighting of the *90th Annual Rockefeller Center Christmas Tree* showed the world that Rockefeller Center can reinvent itself while continuing to deliver the city's—and the world's—most beloved holiday traditions.

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thrillist

“Rockefeller Center is waving goodbye to its reputation as a tourists-only attraction thanks to a massive revitalization project currently underway at the iconic Midtown destination.”

The New York Times

“Rockefeller Center Is the New York Restaurant Event of the Year...In a miracle off 49th Street, a complex where the food skewed corporate is suddenly a dining destination where chefs pursue their own ideas.”

Wallpaper*

“Overseen by the real estate developer Tishman Speyer, which has held the keys since 1996, Rockefeller Center has majestically returned to its former glory, and then some.”

SURFACE

“To anyone paying attention, a tectonic shift is taking place at Rockefeller Center.”

REAL ESTATE WEEKLY

“The Center is becoming the city’s most dynamic destination for New Yorkers, and leading the reinvigoration of Midtown Manhattan.”

NEW YORK POST

“Tishman Speyer deserves credit for luring New Yorkers to this swath of Midtown with a growing slate of hip restaurants.”

Best of 2022

Media coverage of Rockefeller Center was largely positive in tone this year, as reporters embraced the Center’s reimagination. Journalists marveled at the redesign and new cuisine, and generated continuous positive coverage of the Center’s events and programming.

Notable media moments include extensive features by *Wallpaper** and *Surface* about the Center’s revitalization which explored the evolution of the campus’ architecture, a glowing review of the Center’s new dining landscape by *The New York Times*, *The Wall Street Journal* featured Rockefeller Center as a core element of Midtown’s renaissance and highlighted Le Rock and Christie’s, *Business of Fashion* featured the Center’s influx of artisan brands in a trend article about the new era of retail shopping, and *Architectural Digest* produced a comprehensive video tour of the Center.

In addition, *The New York Times* featured the Earth Day-themed *Spring Sunday* as a recommended family activity in their highly sought-after weekend event roundup, and *INSIDER* ran a profile of head gardener Erik Pauze.

Media Highlights

Wallpaper*

Rockefeller Center unveils new look in time for its Christmas tree lighting

A guide to the new Rockefeller Center: renovated buildings and new restaurants to discover in time for the Christmas tree lighting on 30 November 2022



The recent revitalisation of Rockefeller Center has drawn visitors from both near and far to its well-honed curation of retail, culinary and design-savvy offerings.

The recent revitalisation of Rockefeller Center has drawn visitors from both near and far to its well-honed curation of retail, culinary and design-savvy offerings.

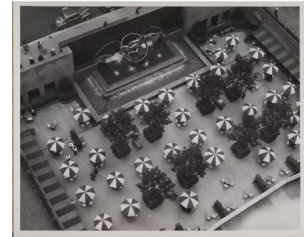
It's a revolution that has been quietly happening over the past few years, first with the transformation of a 1930s rooftop space, perched on top of Radio City Music Hall, into Radio Park – a half-acre garden and terrace available for business tenants to use – by the landscape design firm HM White in 2021, followed by the makeover of [the lobby in 50 Rockefeller Plaza](#) by the New York design firm Studio Mellone, that was unveiled earlier this year. Even its iconic ice-skating rink enjoyed a new second life as the roller-skating disco, Flipper's Roller Boogie Palace, during summer 2022.

The new Rockefeller Center: a city within a city



In the months since, Rockefeller Center's redevelopment has hurtled into full swing, with the recent opening of several restaurants, bars and eateries that each rekindles the nostalgic glamour of classic New York while exuding the distinctive, thoughtful flair, characteristic of the dining scenes in Williamsburg and Tribeca. Overseen by the real estate developer Tishman Speyer, which has held the keys since 1996, Rockefeller Center has majestically returned to its former glory, and then some.

'The original vision for Rockefeller Center was as a "city within a city". We've built on that vision to make the center the most dynamic destination for New Yorkers right now and for generations to come,' says Rob Speyer, Tishman Speyer's CEO. 'Our goal is to ensure Rock Center is the place New Yorkers think of when they want an extraordinary meal, a fun day with family, a lovely place to shop for themselves or loved ones, or an after-work drink with a colleague.'



Best of 2022

Media Highlights

SURFACE

DESIGN

Can a Revamped Rockefeller Center Lure New Yorkers to Midtown?

Those behind the Art Deco landmark's recent refit by INC Architecture & Design are hoping new restaurants from the stars behind King, Olmsted, and Atomix, and a McNally Jackson flagship store, will convince New Yorkers and tourists alike to look forward to coming around.



To anyone paying attention, a tectonic shift is taking place at Rockefeller Center. It started when Ignacio Mattos debuted Lodi, a Milanese-style aperitivo bar and cafe at the New York landmark in September 2021. Opening a new restaurant is always notable for a chef and restaurateur of his caliber, but the fact that it was Mattos—a bellwether of downtown culture who dates the chef-turned-designer Laila Gohar and whose culinary prowess draws everyone from Chloë Sevigny to the fashion designer [Emily Adams Bode Auja](#) to his restaurants—meant something big was happening.

Soon after Lodi opened, word spread of new restaurants from the chefs behind Atomix (a winner of two Michelin stars), King, and Olmsted. By early 2022, the *New York Times* had deemed Lodi “too good” for Rockefeller Center: an oasis of expertly pulled espresso and Italian pastry during the mornings, with a considered edit of lunch and dinner entrées and infallible martini service. In May, the nomadic Mexican gallery MASA Galeria made its [United States debut](#) as the kickoff to NYCDesign, luring a crop of discerning aesthetes to the shuttered federal post office near the skating rink.

Then, as late July rolled around, Le Rock, a swanky Workstead-designed spot from Frenchette's Riad Nasr and Lee Hanson, threw open its doors across the plaza from Lodi and a McNally Jackson flagship, complete with a Goods for the Study stationary shop, was planned for somewhere between the two. Also nearby: cult-favorite record store Rough Trade, which migrated to the city from Williamsburg; Girl Knew York, a gallery and shop from artist Mira Mariah who has inked the likes of Ariana Grande with her signature style of tattoo line art; and Lingua Franca, the West Village's cashmere purveyor of choice.



The addition of Five Acres, from Olmsted chef and owner-operator Greg Baxtrom; Jupiter, from King's Jess Shadbolt, Clare de Boer, and Annie Shi; and Naro, from Atomix and Atoboy's Ellia and Junghyun “J.P.” Park, stand to define a new era of the landmark's former concourse level, replacing the Sea Grill and a Starbucks kiosk. Rockefeller Center owner Tishman Speyer brought in INC Architecture & Design, whose stylish hotels and restaurants often embrace biophilic design, to remake the newly coined “Rink Level” into a destination for city dwellers whose presence there isn't office-mandated. And if anyone can pull it off, it's INC: together with Brooklyn Bridge Park, the firm's design of the nearby [1 Hotel](#) played a considerable role in rejuvenating the Brooklyn Heights waterfront.

At the Rink Level, floor-to-ceiling windows flood the formerly dark, uninviting interior with ample natural light and democratize views of the skating rink—previously a perk limited to those paying a premium for a sit-down meal at the Sea Grill. Limestone, bronze, and glass finishes convey warmth and nod to the space's deco roots without feeling kitschy or period.

The firm is also behind Baxtrom's restaurant, Five Acres, which, save for the private dining room and kitchen, is wall-less and open to the Rink Level. “At the beginning, I was pretty skeptical about how it would play out,” Baxtrom told *Surface*. The chef and owner-operator of Five Acres, Olmsted, Maison Yaki, and Patti Ann's hadn't previously worked with a design firm and admitted to a degree of uncertainty about the wall-free concept.

Seeing the Rink Level completed and the dining “room” full for mock service and friends-and-family-dinners has brought the space to life for him. “It has an after-hours, ‘night at the museum’ vibe,” he says. It's also empowered him to cook more decadently than he does in Brooklyn, where his other properties are. His Five Acres menu includes dishes like lobster three ways, and a dramatically plated smoked oysters Vanderbilt, with the same transformative attention to farmers market fare his Olmsted diners expect. “We're not obnoxiously farm-to-table in the way that you're only going to like the dish if I give you a five minute spiel about it. I cannot stand that, but we do cook the same way as some of those restaurants. For us, it's enough that we know that all that work is going into that ragoon, and you just need to think that it's something cheesy and fried.”

Best of 2022

Media Highlights

The New York Times

CRITIC'S NOTEBOOK

Rockefeller Center Is the New York Restaurant Event of the Year

In a miracle off 49th Street, a complex where the food-skewed corporate is suddenly a dining destination where chefs pursue their own ideas.



When the real-estate firm [Tishman Speyer](#) was trying to persuade chefs to join what was turning into a murderers' row of restaurants at Rockefeller Center, it used many of the deal-sweeteners that are standard in the trade: lower rents, prime locations, help with construction costs.

But the firm was also pitching a dream. "[You can make Rockefeller Center the epicenter of food for New York City.](#)" one chef said he was told.

Even if you account for standard real-estate hyperbole, it's still a pretty bold vision. For longer than anyone can remember, Rockefeller Center's place in the conversation about dining in New York was essentially nonexistent. A lot of people ate there, but nobody talked about it.

In the past three years, 12 sit-down restaurants and seven other places to eat and drink have opened in Rockefeller Plaza and in the concourse, a network of underground corridors beneath it. Four more are due to arrive next year.

The former dining tenants in the complex were a mix of national chains in the concourse and competent but corporate operations at the ground level. The newcomers have more boutique sensibilities. The larger restaurants bear the distinct imprints of the chefs who run them, and while there are still some chains in the concourse, they tend to be small, local ones like [Ace's Pizza](#) and [Other Half Brewing](#). A similar change has been happening in the center's retail spaces, which now hold several shops with a distinctly non-chain sensibility, like the record and book store [Rough Trade](#).

It is too soon to tell how many of the new places to eat will turn out to be important, or even good. But in one respect they have already succeeded: People are talking about them.

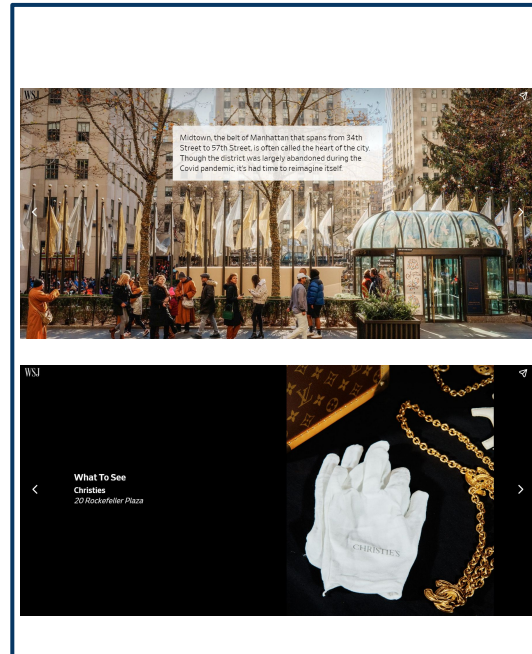


One of the less perceptive things you hear people say is that only tourists eat in Rockefeller Center. This is, in a word, wrong. Thousands of New Yorkers work in or pass through the complex every day. Some of us even look forward to it.

For starters, the architecture is one of the city's most reliable thrills. "The greatest urban complex of the 20th century," Elliot Willensky and Norval White called it in "[The AIA Guide to New York City](#)." At Rockefeller Center we see all the elements that give New York its character — the density, the grid, the crowds, the volume of the buildings and their incredible heights. All this has been emphasized, so we feel its power. At the same time it's been controlled, so we can actually enjoy it.

Best of 2022

Media Highlights



Best of 2022

Media Highlights


The Business of Fashion

BOF

RETAIL

Can Tourist Traps Become Fashion Destinations?

New York City's Rockefeller Center is deep into redevelopment and leaning on Michelin-starred chefs and fashion upstarts, as post-pandemic shopping districts look to cater to locals as well as international visitors.



KEY INSIGHTS

- Tishman Speyer is redeveloping Rockefeller Center to include posh restaurants and stores from small, buzzy fashion brands, hoping to draw more New Yorkers to the area.
- Developers across the US and UK are creating differentiated retail experiences to make shopping districts more appealing to locals while tourism recovers from the pandemic.
- Deals on rent and other incentives help offset the risks for small brands.

The New York Times


WEEKEND ROUNDUP

5 Things to Do This Weekend

Our critics and writers have selected noteworthy cultural events to experience virtually and in person in New York City.

KIDS


For the Good of the Globe



This weekend, children will learn about the birds and the bees. The instruction, however, has nothing to do with sex education and everything to do with **Earth Day**, which falls on Friday this year and heralds a host of environmentally themed festivals.

INSIDER


I choose the Rockefeller Christmas tree every year. Here's how I spot the perfect spruce and get it ready for NYC.



- Erik Pauze is the head gardener at Rockefeller Center, and he chooses the Christmas tree each year.
- He cares for the gardens daily and always has his eyes peeled for the perfect tree while traveling.
- Once it's chosen, he takes care of it until it's time to transport it to New York and decorate it.

AD

ARCHITECTURAL DIGEST



Rockefeller Center Explored & Explained | Walking Tour | Architectural Digest

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Best of 2022

Public Art

Art in Focus

The 2022 season of the Art in Focus public art program, presented in partnership with Art Production Fund, featured the work of Max Colby, Hugo McCloud, Emily Mullin, Arghavan Khosravi, and Lorraine Nam.

The RUBENSTEIN team worked collaboratively with Art Production Fund to share the news of each installation with media in the metro area, in addition to arts press. Each installation was pitched as a “must-see” exhibition, creating a dynamic hook that complements the rest of Center’s consistent slate of arts programming, solidifying it as a hub for public art. The installations were highlighted by key metro-area “things to do” sites *Time Out New York* and *Untapped New York* amongst the top installations on view, and were covered by respected trades including *Artnet*, *Whitewall*, *Widewalls*, and *Artsy*.

Beyond metro and art media communications, RUBENSTEIN developed a tailored media engagement plan for each installation based on its themes. Notably, the work of Arghavan Khosravi was on display during the onset of protests in Iran. Our team arranged an in-depth feature run by WNBC which allowed Arghavan to discuss the inspiration for the work and her unique perspective as an Iranian artist, while reflecting on the moment in history.



Media Highlights

artnet

Editors' Picks: 8 Events for Your Art Calendar This Week, From Max Colby at Rock Center to Hugh Hayden's Outdoor Show



1. "Art in Focus: Max Colby" at Rockefeller Center, New York

Max Colby, known for her highly embellished works exploring craft and themes of domesticity and gender, kicks off the Art Production Fund's 2022 exhibitions at Rockefeller Center. Three mirrored vitrines in the lobby of 45 Rockefeller Plaza will display 27 beaded and embroidered sculptures from the series "They Consume Each Other" on custom glass plinths. The campus-wide presentation will also include a 125-foot mural recreating 18th- and 19th-century Crewel embroidery works. "Popular in colonial America and Elizabethan and Victorian England, 'crewel' style is known for its pastoral floral imagery, bringing a connection between 'natural history' and gendered labor and aesthetics," Colby said in a statement.

untapped new york.

12 NEW PUBLIC ART INSTALLATIONS IN NYC
FEBRUARY 2022

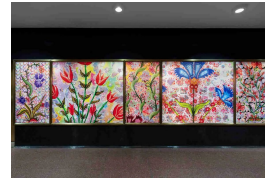
3. Max Colby's Beaded Sculptures and 125-foot mural at Rockefeller Center



To kick off the 2022 Art in Focus public art program, Brooklyn artist [Max Colby](#) will present her new art installation exploring traditional gender roles in a series of beaded sculptures and a 125-foot mural. Located in the lobby of 45 Rockefeller Plaza will be three custom installations of works from Colby's series *They Consume Each Other*, which consists of 27 sculptures sitting atop glass plinths in mirrored vitrines. In addition, a 125-foot mural featuring paintings from Colby's 2020 series copying 18th and 19th-century Crewel embroidery onto contemporary sticker sets will also be displayed in the building's concourse. Having once been popular in Colonial America and Victorian England, the "crewel" style is characterized by pastoral floral imagery, connecting "natural labor" with gendered labor expectations.

WIDEWALLS

Rockefeller Center's Public Arts Program Kicks Off with Brooklyn Artist Max Colby

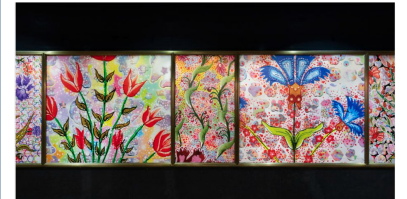


Rockefeller Center has announced the initial lineup of featured artists' exhibits for its campus location. The Art in Focus public art program opens with Max Colby, a Brooklyn-based artist who will present her new installation. The work, consisting of a 125-foot mural and a series of beaded sculptures, examines traditional gender roles.

Later in the year, artists [Hugo McCloud](#), Emily Mullins, Arghavan Khosravi, and Alex Prager will also display site-specific works throughout public spaces of the Rockefeller Center campus.

GUEST of a GUEST

Spring Has Sprung At Rock Center With A Colorful New Art Exhibition



This year's *Art in Focus* program, produced by Rockefeller Center and Art Production Fund, is off to a colorful start!

The first of five separate installations to be unveiled throughout 2022, Brooklyn-based multidisciplinary artist Max Colby's pieces are a breath of fresh air for the city center hub.

Art in Focus: Max Colby

Media Highlights

whitewall



Hugo McCloud
Captivates Rockefeller
Center with Largest
Plastic Painting Yet

By Noel Gomez
May 19, 2022

The latest iteration of [Art Production Fund's](#) Art In Focus program invited the artist [Hugo McCloud](#) to activate the public spaces at **Rockefeller Center**—an installation that debuted on April 11 and will remain open through June 10. Indicative of his greater practice, McCloud has filled the location's vitrines and vinyl spaces with colorful imagery, installations, and portraits that he has made using unlikely materials (particularly plastic bags), collected during the artist's travels.

ART SY

Art

Hugo McCloud Turns Plastic Bags
into Blossoming Paintings on
Invisible Labor
Osman Can Yerebakan



TimeOut New York

The best outdoor art in NYC this
summer

5. "The Burden of Man: Waiting to Breathe"

At 45 Rockefeller Plaza, you can find Hugo McCloud's most monumental work to date, "The Burden of Man: Waiting to Breathe" displayed in the lower concourse. McCloud used single-use plastic bags during the pandemic to interweave narratives, referencing recent international crises both obliquely and directly to address themes of migration, borders, hope, and loss, conditions internationally endemic during the Covid-19 crisis. The work offers the artist's unique contemporary take on the rich historic traditions of history and mural painting. It'll be on display through June 12.



New York Social Diary

Hugo McCloud at Rockefeller Center

May 2 - June 12

Rockefeller Center and Art Production Fund continue their Art In Focus partnership with a site-specific public art presentation by acclaimed multidisciplinary artist HUGO MCCLOUD. Presented in multiple public locations throughout the Rockefeller Center campus, McCloud's installation will be on view until June 12th.

McCloud is a multidisciplinary artist and prolific creator who is known for experimenting with non-traditional materials and developing a unique art-making technique. His newest body of work incorporates traditional figurative vocabulary with an innovative process of layering plastic to create visually rich and thought-provoking paintings. Plastic, an everyday material that is difficult to decompose, finds new life in these paintings and encourages a discussion around sustainability. This body of work also continues McCloud's interest in finding beauty in otherwise overlooked materials.

In 45 Rockefeller Plaza, visitors will find McCloud's most monumental work to date, The Burden of Man: Waiting to Breathe displayed in the lower concourse. This is the first time that this significant artwork (produced by McCloud using single-use plastic bags during the Covid-19 pandemic) will be exhibited in the United States. This work interweaves narratives, referencing recent international crises both obliquely and directly to address themes of migration, borders, hope, and loss; conditions internationally endemic during the Covid-19 crisis. Epic in scale, the work offers the artist's unique contemporary take on the rich historic traditions of history and mural painting.

The images McCloud presents in the vinyl mural spaces (located at 10 Rockefeller Plaza, 30 Rockefeller Plaza, 50 Rockefeller Plaza, the street and concourse levels of 45 Rockefeller Plaza, and Top of the Rock) feature individuals engaging in the practice of labor and the transportation of materials. Whether they are pushing, carrying or simply resting alongside heavy loads, McCloud's figures convey a sense of extreme effort, struggle and ultimately beauty through the handling of these found materials.

Art in Focus: Hugo McCloud

Media Highlights

Sight Unseen

In a Public Art Installation at Rock Center, Emily Mullin's Floral and Ceramic Hybrids Are Suddenly Larger Than Life



The last time I saw [Emily Mullin's](#) work in person, it was in the upstairs loft at [Jack Hanley](#), when the gallery was still located on a sleepy side street on the Lower East Side. This summer, if I want to see her work, I just have to take the 7 train to Rockefeller Center, where her work is splashed across the plaza as part of [Art in Focus](#), a public art initiative by Rock Center in collaboration with the Art Production Fund. In still-life ceramic and floral vitrines framed by Art Deco flourishes in the lobby of 45 Rock, in photographic murals lining the underground concourse level, and at Top of the Rock, the viewing platform where visitors can look out over Manhattan, her work is suddenly larger than life and available to all. It's a huge leap in visibility for the Brooklyn-based

THE DESIGN EDIT

— FOR COLLECTORS AND DREAMERS —

Organic maximalism and striking juxtapositions command attention in the summer shows – don't miss these three ...

Emily Mullin at Rockefeller Center

From New York Design Week in May to Milan Design Week in June, floral and biophilic arrangements were all the rage. Brooklyn-based artist Emily Mullin has cemented her career by creating installations using ceramics, photography, abstraction, vibrant colour and live floral elements. Riffing on the age-old still-life-making tradition, her alienating works often incorporate hand-built vessels that include strategic interplays of ornamentation, pattern and slightly suggestive symbolism. Her practice centres on explorations of sculptural relief and framing, the aesthetics of worship and desire.



Art in Focus featuring Emily Mullin at Rockefeller Center

June 12 – September 2

Various Locations

Since its inception nearly a century ago, Rockefeller Center has housed hundreds of priceless works of art hidden in plain sight, including, for a limited time, Brooklyn-based artist Emily Mullin's colorful photographs, gorgeous ceramic work, and live floral installations throughout 10, 30, 45, and 50 Rockefeller Plazas, and up on top of the world at Top of the Rock. Presented in Partnership with Art Production Fund, Emily's work can be seen for free throughout the Rockefeller Center Campus, and ticket holders visiting [Top of the Rock](#) will be greeted with additional pieces from Mullin's collection. More information can be found [here](#).

Patch

New York City | Local Event

Emily Mullin at Rockefeller Center

by Zach Grossman, Neighbor



Photo Courtesy of Tulum Sawyer

Event Details

© Ft, Jun 17, 2022 at 9:00 AM

[Add to calendar](#)

Rockefeller Center, 45 Rockefeller Plaza, New York, NY, 10111

Art in Focus: Emily Mullin

Media Highlights



15 NYC art exhibitions we're most excited about this fall

Including the first major U.S. museum survey of Puerto Rican art in nearly 50 years and sculptural paintings in Rockefeller Center.



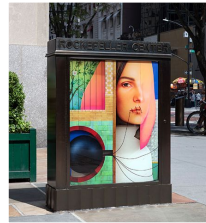
Time Out says

Stop by Rockefeller Center to see new sculptural paintings and monumental murals by Iranian artist Arghavan Khosravi. In this free public art show on view through November 10, you're invited to make your own interpretations while considering the artist's symbolic language.

Khosravi's interested in how women are typically portrayed in a subservient or secondary role in Persian miniature paintings, often lacking agency and social significance. Her monumental vinyl murals subvert this tradition with women represented as the central figures.



Rockefeller Center and Art Production Fund display sculptural paintings by Arghavan Khosravi



NEW YORK, NY - Rockefeller Center and Art Production Fund continue their Art in Focus partnership with the presentation of work by multidisciplinary artist Arghavan Khosravi (she/her) throughout the Rockefeller Center campus, that began on September 6, 2022.

Arghavan Khosravi is a US-based Iranian artist known for her sculptural multi-paneled paintings. Symbolism, metaphor, and abstraction are essential aspects of this exhibition. Khosravi expresses her original narrative through indirect yet symbolic language, with the intention to leave space for the audience to make their own interpretations. Instead of discussing the artist's intention behind each element, Khosravi prefers to leave the interpretation to the viewer, and she feels strongly that audience interpretation makes it both fascinating and imperative for the work to be presented publicly.



IRANIAN ARTIST'S WORK FOCUSES ON OPPRESSION OF WOMEN



5:47 68°



New York City | Local News

Art in Focus: Arghavan Khosravi at Rockefeller Center

SEP 7 @ Zach Grossman, Neighbor



Art in Focus: Arghavan Khosravi

Media Highlights



More than a dozen cheery holiday murals are now on view around Rockefeller Center



More than a dozen festive murals by Brooklyn illustrator Lorraine Nam now decorate Rockefeller Center for the holiday season offering some free holiday cheer.

Dubbed "Dance for Joy," the vibrant murals unveiled this week capture the spirit of the holiday by depicting children celebrating the season. You can see the vinyl murals indoors and outdoors around Rockefeller Center; you can't miss the artworks' cheery pinks, reds, blues and greens.



Best Christmas things to do in NYC for a magical time this holiday season

Make the most of the holidays with our list of Christmas things to do in NYC, including tree-lightings, classic holiday shows and festive bars.

41. "Dance for Joy" murals

Art Art

More than a dozen festive murals by Brooklyn illustrator Lorraine Nam now decorate Rockefeller Center for the holiday season offering some free holiday cheer.

Dubbed "Dance for Joy," the vibrant murals unveiled this week capture the spirit of the holiday by depicting children celebrating the season. You can see the vinyl murals indoors and outdoors around Rockefeller Center; you can't miss the artworks' cheery pinks, reds, blues and greens.

In addition to the murals, Nam also create an absolutely adorable holiday map of the Rockefeller Center area. You can pick up a free copy of the limited-edition map at the Top of the Rock gift shop, the skate hut at The Rink and throughout the campus.



Dozens Of Holiday Murals Are Sprucing Up Rockefeller Center For The Season

Rockefeller Center's fifth iteration of their holiday installation has officially been installed for the season!



(Photo courtesy of Daniel Greer, courtesy of Art Production Fund)

There would be no holiday season in NYC without the iconic Rockefeller Center, and with the arrival of its [world-famous Christmas Tree](#) this past weekend, there's no denying that the holiday season is in full-swing.

And, as of yesterday, Monday, November 14, Rockefeller Center's **fifth iteration of their holiday installation** has officially been installed for the season!



Art in Focus: 2022 Holiday Map and Installation by Lorraine Nam

Art at Top of the Rock

Created by Kris Moran and Martin Duffy, *Buildings and Blocks* was designed to resemble children's building blocks, and invited visitors to sit or interact with the freestanding blocks while taking in the breathtaking skyline views of Manhattan.

The RUBENSTEIN team engaged in conversations about *Buildings and Blocks* with media in the New York area upon the installation's debut, and throughout the three months it was on display at Top of the Rock's The Weather Room. Highlights included an interview by *WhiteWall* with the artists, and inclusion in *Time Out New York's* weekly roundup of the best things to do in the city for six consecutive weeks.

Over the summer, visitors to Top of the Rock were invited to experience Sarah Mehoyas' *Dawn Chorus and Speculations*. *Dawn Chorus* was an immersive, multi-sensory, augmented-reality (AR) experience. In addition, *Speculations* featured eight large-scale photographs in the form of vinyl installations on the glass panels overlooking the New York City skyline.

The RUBENSTEIN team pitched *Dawn Chorus and Speculations* as interactive experiences at Top of the Rock unlike anything else New Yorkers can experience in the city. The installations were announced to metro, arts, and parenting media with an invitation to a press preview that gave media the opportunity to speak with the artist and experience the installations. The announcement was covered by WNBC, *Broadway World*, *amNewYork*, and *ArtDaily*, and a reporter for New York led ran a feature piece about the installations which included an interview with the artist.



Media Highlights

whitewall



Building and Blocks: An Invitation to Play at Top of the Rock

By Christine March 2022

Now on view at the **Top of the Rock** through March 13 is an exhibition entitled "**Buildings and Blocks**" by **Kris Moran** and **Martin Duffy**. Inspired by the skyline and shapes of New York City as viewed from the observation deck, the unforgettable installation features three 23-foot towers and 37 black-and-white striped spheres that resemble building blocks for kids.

Open to the public at no charge, the special 67th-floor space is adorned in simple, familiar design objects to transport us back to the moments of our childhood that have brought us joy. *Whitewall* spoke with Moran and Duffy about creating a presentation that challenges perception, balances simplicity and sophistication, and sparks playful emotion.

Time Out New York

BUILDINGS AND BLOCKS

Art



Time Out says

There's a new art exhibit in the sky at the Top of the Rock!

"BUILDINGS AND BLOCKS" is a new interactive art "experience" inspired by the skyline and the city's many shapes you can view from the observation deck, including three 23-foot towers and 37 black and white-striped pieces resembling children's building blocks.

Artists Kris Moran and Martin Duffy aim to transport visitors back to childhood inside the Weather Room on the 67th floor with playful towers of large-scale, black and white striped, toy building blocks that emulate the skyline seen through the 25-foot floor to ceiling windows surrounding the room. Visitors are invited to sit or interact with the freestanding blocks while taking in the breathtaking skyline views of Manhattan.

untapped new york.

ARTS & CULTURE NEW YORK

12 NEW PUBLIC ART INSTALLATIONS IN NYC FEBRUARY 2022



Located inside the weather room at **Top of the Rock** is the interactive art installation **BUILDINGS AND BLOCKS**, by **Kris Moran** and **Martin Duffy** — whose work celebrates simplicity inspired by the Manhattan skyline. **BUILDINGS AND BLOCKS** is composed of three 23-foot towers and 37 black and white-striped pieces resembling large-scale children's building blocks.

Visitors to the installation can play, sit, and interact with the freestanding blocks to their heart's content. **BUILDINGS AND BLOCKS** will be on display through March 13, 2022. Admission is included for all Top of the Rock ticket holders.



Photos: See the New Art Installations at Rockefeller Center

BUILDINGS AND BLOCKS showcases Kris Moran and Martin Duffy's ability to transport us back to the moments of our childhood that have brought us the most joy.

A brand-new interactive art experience, **BUILDINGS AND BLOCKS** is now on display at Top of the Rock, and will remain on view until March 13th. The installation, inspired by the skyline and shapes of New York City as viewed from Top of the Rock observation deck, features three 23-foot towers, and 37 black and white-striped pieces resembling children's building blocks.

BUILDINGS AND BLOCKS showcases Kris Moran and Martin Duffy's ability to transport us back to the moments of our childhood that have brought us the most joy. Top of the Rock's Weather Room on the 67th floor has been adorned with playful towers of large-scale, black and white striped, toy building blocks that emulate the skyline seen through the 25-foot floor to ceiling windows surrounding the room. Visitors are invited to sit or interact with the freestanding blocks while taking in the breathtaking skyline views of Manhattan.



Buildings and Blocks

Media Highlights



Rockefeller Center presents two Sarah Meyohas exhibits at Top of the Rock

By Isabella Roman

Comments Posted on July 26, 2022

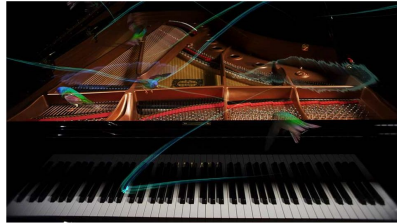


Rockefeller Center is proud to present artist Sarah Meyohas' "Dawn Chorus" and "Speculations" at the Top of the Rock Observation Deck. Both of Meyohas' works will be on display from July 15 through Sept. 12.

Sarah Meyohas is a French-American conceptual artist who has been spearheading crypto art. In 2015, Meyohas created Bitcoincoin, a cryptocurrency that was backed up by her physical artwork. It was the first "proto-NFT," to tokenize physical art. Her work focuses on the natural world and the things that govern it. A mix of AI and organic life forms, ironically enough her artwork depicts the very natural world her crypto entrepreneurship is serving to destroy.



Sarah Meyohas at Rockefeller Center



NEW YORK, NY - Rockefeller Center presents artist Sarah Meyohas's Dawn Chorus and Speculations at Top of the Rock Observation Deck. Top of the Rock ticket holders will have access to top presentations by Meyohas, both on display beginning July 15 through September 12.

Dawn Chorus is an immersive and interactive, multi-sensory, augmented-reality experience that delights viewers with holographic birds fluttering around a physical Yamaha Disklavier player piano. These birds land on the piano initiating a chain reaction of audible phenomena. Birds are intrinsically related to music, so much so that we have come to call their communication "bird song," and their seemingly choral singing at dawn the "dawn chorus." By virtue of the way their feathers reflect light, some birds also manifest "structural color," which refers to the most vivid colors in nature. Unlike pigments, which produce color by absorption of specific wavelengths of light, structural color involves the reflection of light within a material.

Also on view at Top of the Rock, Meyohas will display eight large-scale photographs titled Speculations as vinyl installations on the glass panels overlooking the New York City skyline. These works, created through the manipulation of physical reflective surfaces and water, portray perspectival tunnels extending into infinity.

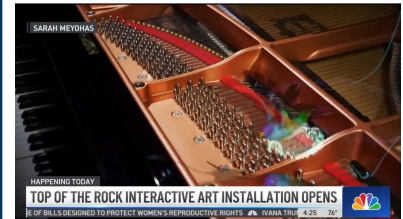


Artist Sarah Meyohas' Interactive Exhibition Dawn Chorus is Quite the Experience to be had at Top of the Rock



Sarah Meyohas at the Top of the Rock

On the 69th Floor of 30 Rockefeller is an experience just waiting for your arrival; available for free to all Top of the Rock Observation Deck, ticket holders. It's an interactive exhibition (named Dawn Chorus) by New York's own Sarah Meyohas, a conceptual artist whose other creation, Speculations, will be on display until September 12.



HAPPENING TODAY
TOP OF THE ROCK INTERACTIVE ART INSTALLATION OPENS
OF BILLS DESIGNED TO PROTECT WOMEN'S REPRODUCTIVE RIGHTS IVANA TRUBA 4:25 76%

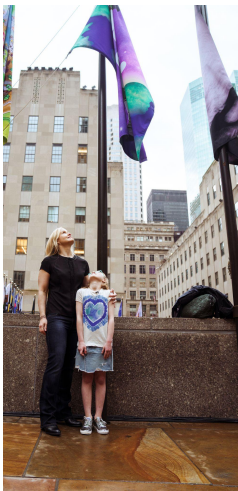
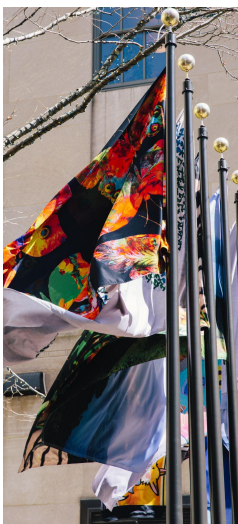
Dawn Chorus and Speculations

The Flag Project

Last spring, Rockefeller Center partnered with the United Nations Environment Programme (UNEP) and the Climate Museum for the third annual *The Flag Project*, a crowd-sourced art exhibition which invited the public to submit art for consideration to be displayed on one of the 193 flagpoles that surround the Plaza.

The global call for submissions asked for mixed-medium artwork that celebrated “Only One Earth,” the theme for this year’s World Environment Day, to showcase an appreciation for the environment and how to live sustainably and in harmony with nature.

The RUBENSTEIN team announced the theme for the 2022 installation and the call for submissions in February, which was covered by New York-based outlets, art media, and listing sites. The team also pitched a second round of outreach to encourage additional submissions during the last week of the open call for submissions. The flags were raised in the beginning of April, the start of Earth month, which broadcast and online media were invited to attend in celebration of the unveiling of the installation. Notably, the *TODAY Show* ran a segment which highlighted a young artist and documented the moment she raised the flag which featured her design.



Media Highlights



Rockefeller Center's flag art sends message to protect environment



9-year-old Ellie Levine and her mom join TODAY on the plaza to talk about the art Ellie designed for one of the 193 flags around Rockefeller Center that follows the theme, "One and Only Earth." "I hope I can inspire a lot of kids to take care of the environment," Levine says.



Time Out says

Almost 200 beautiful artist-designed flags are flying high at Rockefeller Center!

For the third annual Flag Project, Rockefeller Center, the United Nations Environment Programme (UNEP) and the Climate Museum asked the public to submit art for consideration to be displayed on one of the 193 flagpoles that surround the Plaza from April 1 to May 6 to mark Earth Day and on June 5 for a special commemoration of World Environment Day (except April 14-17 during the grand opening on [Filippa's Boiler Boogie Palace at The Rink](#)).

This year's theme is "Only One Earth" for this year's World Environment Day and the winning designs have been transformed into eco-friendly, biodegradable flags.

Galerie

The Artful Life: 5 Things Galerie Editors Love This Week



4. The Third Annual Flag Project Comes to Rockefeller Center

A sea of 193 striking flags are dotted throughout New York's iconic Rockefeller Center for the third annual installation of [The Flag Project](#), which was erected last Friday. An impressive roster of influential photographers—among them Elliot Erwitt, Tyler Mitchell, and Ryan McGinley—have participated in years past, and this year the local community was encouraged to submit designs in a call to climate action. The United Nations Environment Program (UNEP) and the Climate Museum selected winning designs for the biodegradable flags celebrating the theme, "Only One Earth." The public art project will be on view at Rockefeller Center in Manhattan until May 6. —Stefanie Li



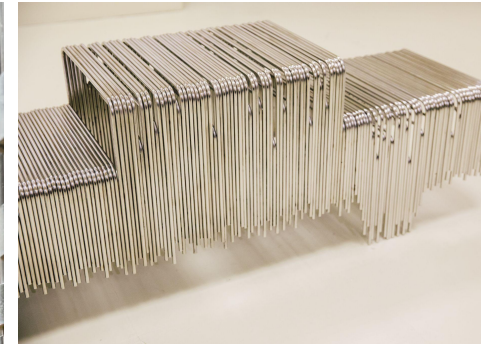
The Flag Project

MASA

In another especially prominent art moment, Mexico City-based gallery MASA presented *Intervención/Intersección*, its first exhibition in New York City, throughout Rockefeller Center from May to June of 2022. The exhibition celebrated the best of contemporary Mexican artistry and featured the work of Mexico-based or Mexican artists, architects, and designers.

Works of art were on display at the Rink Level Gallery and on Center Plaza. Along the flagpoles surrounding The Rink, Camil's artwork *Saca Tus Trapos Al Sol* ("Air Out Your Dirty Laundry") flew a multi-strand clothesline of over 700 items of used clothing donated by Mexico City residents.

The RUBENSTEIN team worked collaboratively with MASA to pitch the exhibition, handling metro, broadcast, Spanish language, and "things to do" media. RUBENSTEIN also helped to coordinate and invited select media to a press preview during which design media on site were given a first-hand look at the artwork with commentary from the gallery. The exhibition was covered by top design outlets including *Surface*, *Dezeen* and *Design Bloom*, and coverage by Spanish language media included pieces by *Telemundo 47* and *Impacto Latino*. In addition, *New York Magazine* ran a feature article about the exhibit and deemed it "highbrow brilliant" in their approval matrix.



Media Highlights

NEW YORK

THE APPROVAL MATRIX How did the city's commissioning of public art in the public sphere over time demonstrate a pattern of engagement across race, class, and ethnicity?

HIGHLIGHT

ARTIST TAKE

LOWDOWN

CURBED

A Mexico City Gallery Takes Over a Former Rockefeller Center Post Office 'Intervención/Intersección' celebrates creative kinship.

In the 1930s, Isamu Noguchi had an affair with Frida Kahlo while he was living and working in Mexico City. Judging from the love-letters he sent her, it didn't end well. "To go no distance for me having been all I should have been — perhaps when we meet again (soon I hope) when we love again, I will have the courage and humility to be very real," he wrote in one of them. The relationship seemed to leave an impact on his work. In 1937, he developed a proposal for a mural with motifs that are cribbed from Kahlo's iconography: a fetus, a heart, a cutaway image of a body showing its skeleton. The mural was never sculpted, but Noguchi's study for the mural is now on view at "Intervención/Intersección," a new exhibition by the itinerant Mexico City gallery MASA in a decommissioned post office in Rockefeller Center.

"This is really the centerpiece of the show," says Su Wu, the curator of the exhibition. "We're highlighting the power of gossip and love affairs — the role that all of these things, which are seriously nonacademic, play in creating what we mean by art or design history. We're finding space for intimacy and private stories."

HYPERALLERGIC

Mexican Artists and Designers Take Over Rockefeller Center

Most New Yorkers aren't fazed by much. But when Brian Thoreen told a group of locals that he and a crew of construction folks were hoisting and foisting with forklifts smack in the center of Rockefeller Center, they gasped. On Tuesday, May 10, the artist and design dealer stayed up until 4am hanging the clothes lines of Pia Camil's new work "Saca Tus Trapos Al Sol (Air Out Your Dirty Laundry)" on the 193 flagpoles surrounding the Rink (you know, where Jeff Koons and Kaws oversized statues often loom).

Camil's site-specific intervention is a brazen public-facing commentary that strings together over 700 items of used clothing, collected by Camil from donations in Mexico City and still soaked in the humanness of their previous owners. It's part of a show called *Intervención/Intersección*, the latest venture

designboom®

mexico city's nomadic gallery MASA comes to rockefeller center for NYCxDesign

MASA GALERIA IN NEW YORK CITY

For the first time, MASA Galeria arrives in New York City, kicking off NYCxDesign at the Rink Gallery in Rockefeller Center. The traveling gallery displays works of sculpture and furniture by Mexico-based artists, architects, and designers, alongside influential historical works throughout the iconic concourse. So far the gallery has presented works in far-flung locations across the world, including a ramshouse mansion in Mexico City, a healthcare clinic in Oaxaca, and an empty skyscraper in Roma.

Taken together, the contemporary and historical works in the show, titled *Intervención/Intersección*, extend the conversation about place, friendship, and creative porosity explored in the inaugural MASA exhibition in Mexico City in 2019, also curated by Su Wu. In the long continuum of aesthetic, technical, and intellectual movement between Mexico and the United States, MASA's exhibition identifies enduring moments of crossed paths, crossed wires, and star-crossed lines that transcended borders and citizenship, in the objects that gloriously entangle where we come from and where we have chosen to be.

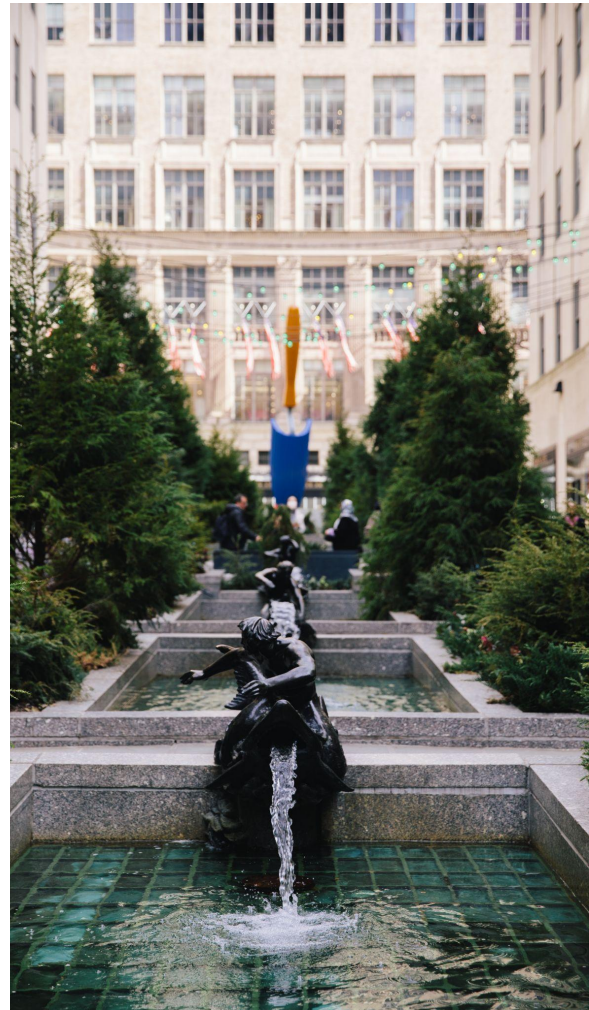
The show has opened today, May 5th and will be on view until June 24th, 2022. Reserve a time to visit the gallery [here](#).

MASA

Plantoir, Blue

Plantoir, Blue, a sculpture by Claes Oldenburg and Coosje van Bruggen, was displayed this spring at the Fifth Avenue entrance to the Channel Gardens, the original location of the Elgin Botanic Garden, established in 1801 as the first botanic garden in the United States. This was the first public installation of work by Oldenburg and van Bruggen in New York since a version of *Plantoir* in red was displayed on the roof of the Metropolitan Museum of Art in 2002.

Following the announcement of the sculpture as a feature article by *Artnet*, the RUBENSTEIN team shared the news with wire, online, print and broadcast media in the area as well as arts publications. *Plantoir, Blue* was covered by the premiere “things to do” outlets in the area – *Time Out New York*, *Secret NYC*, *Untapped New York*, and 1010 WINS - and was highlighted in *Artnet* as one of the best news items in the art world the week of its unveiling. *Plantoir, Blue* was also included in articles honoring the life and legacy of Claes Oldenburg upon his passing in July.



Media Highlights

artnet

A Jumbo Claes Oldenburg and Coosje van Bruggen Gardening Tool Will Be Their First Public Artwork in New York in 20 Years



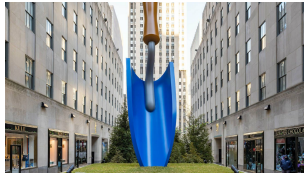
This spring, a massive trowel will touch down in the middle of the Channel Gardens inside Rockefeller Center.

The cerulean blue *plantoir* is the work of Claes Oldenburg and his late wife, Coosje van Bruggen, and will be the couple's first public installation in New York City in more than 20 years.

In 2002, a red version of the work was on view as part of the Metropolitan Museum of Art's exhibition "Oldenburg and Van Bruggen on the Roof."

TimeOut
New York

A massive blue gardening tool is digging into Rockefeller Center right now



Standing 23 feet tall and weighing 2,300 pounds, a massive garden trowel looks like it fell from the sky and landed smack dab in the middle of Rockefeller Center.

It's a sculpture by Claes Oldenburg and Coosje van Bruggen, which was unveiled on Tuesday as somewhat of a tribute to New York City's reawakening.

* SECRET
NYC

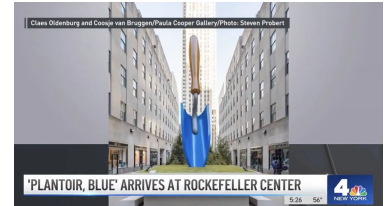
A Massive Blue Gardening Trowel Is In The Middle Of Rockefeller Center



Say hello to spring with this whimsical new public art installation in Rockefeller Center!

Plantoir, Blue first made its appearance on Friday, March 18, and will be visible in the iconic plaza through Friday, May 6. Created by married artists Claes Oldenburg & Coosje van Bruggen, "*Plantoir, Blue*" is their interpretation of the gardening tool in motion, almost making it seem like the trowel "fell from the sky" as it stands erect with its shovel end in the ground.

4
NEW YORK



Plantoir, Blue

Jepppe Hein's *Changing Spaces*

In one of the year's major art moments at Rockefeller Center, Jepppe Hein presented *Changing Spaces*, an interactive water-based sculpture, on Center Plaza during the summer months. Visitors were encouraged to move within the structure as the artwork continually changed shape, creating a playful and interactive environment for adults and children alike.

The RUBENSTEIN team pitched *Changing Spaces* to a wide range of metro, lifestyle, art, and parenting outlets and it was continuously highlighted as one of the top things to do in the city by *Time Out New York*, *Untapped New York*, and *Secret NYC*. In the midst of a heat wave, *Changing Spaces* received a second wave of coverage as a way to cool down in the city. Images of the installation, which featured elated children as well as adults, were widely distributed over the wire. An additional round of coverage came with the extension of the installation, and notably, an image of CJ playing in the water sculpture was included in the *New York Daily News*' 'Top Photos of the Year.'



Media Highlights



You can now splash around in a water fountain at Rockefeller Center



As we enter the most sweltering days of summer, Rockefeller Center is offering a new, fun way to cool off.

Its newest art installation, "Changing Spaces" by Jeppe Hein is effectively a water fountain with jets that spray up from the ground, allowing passersby to walk in and out and get soaked if they so desire.



Events and Parties

Editors' Picks: 13 Events for Your Art Calendar This Week, From Paola Pivi's Immersive Denim Tunnel to a Fountain Sculpture at Rock Center Plus, a crafting bonanza at the Children's Museum.



SHARE



Each week, we search for the most exciting and thought-provoking shows, screenings, and events, both digitally and in-person in the New York area. See our picks from around the world below. (Times are all ET unless otherwise noted.)



The Summer of Water Sculpture: Jeppe Hein and Cristina Iglesias

Jeppe Hein's Changing Spaces at Rockefeller Center



Located in Rockefeller Center's famous Central Plaza (the exact spot where the famous Christmas Tree will be raised in a couple months), Jeppe Hein's "Changing Spaces" consists of four large circles of watery walls that rise and fall at random intervals. Visually hypnotic when viewed from a distance, the work invites viewers to voluntarily enclose themselves within the "liquid architecture" for a moment in time. I didn't bring a rain jacket or a change of shoes but I couldn't resist jumping in. [A video on the 303 Gallery website](#) is worth watching with the sound on to hear the audible squeals of joy and surprise.

Jeppe Hein's Changing Spaces

Derrick Adams' *Funtime Unicorns*

Derrick Adams' *Funtime Unicorns*, an interactive sculpture meant for social engagement and play at the Channel Gardens, offered visitors an unexpected take on the iconic and mythical unicorn. *Funtime Unicorns* invoked the idea of Blackness as magical, colorful, mystical, free-spirited, and deserving of protection.

The RUBENSTEIN team coordinated with Derrick Adams' team and Art Production Fund to unveil the interactive sculptures across national and local media, including art, design, parenting and social justice reporters. A special friends and family unveiling also included wire photo agencies who disseminated the images globally. In addition to feature articles by WWD, *Hypebeast*, and *Whitewall*, *Artnet* named the installation one of their editors' 'picks of the week' upon its debut.



Media Highlights

whitewall

Derrick Adams
Celebrates Blackness
and Play with Funtime
Unicorns



The Art Production Fund and Rockefeller Center present "Funtime Unicorns," an interactive sculpture show by [New York](#)-based visual artist [Derrick Adams](#) set in [Channel Gardens](#) and on view through September 9. Adams's multi-

WWD

Artist Derrick Adams Brings Some Magic to Rockefeller Center With 'Funtime Unicorns'



The unicorns have arrived at Rockefeller Center for their summer residency.

Last week Derrick Adams was on hand for the unveiling of his delightful public art installation, "Funtime Unicorns," located within Rock Center's Channel Gardens. The work spoke to an eager and younger demographic than most of his gallery exhibitions: children.

"It was so exciting when I walked over and saw kids patiently waiting for the barricades to be removed so they could run over and get on [the unicorns]" says Adams of witnessing the initial reception to his functional sculptures, manifested as playground objects and placed in collaboration with the [Art Production Fund](#).

"Funtime Unicorns" marks the launch of Derrick Adams Editions, a venture for the artist to reach new audiences and experiment with different formats. "When I'm making work, sometimes I say to myself, why can't this be a real object? I pose that question to myself and then I start thinking about the possibilities," says Adams.

artnet

Editors' Picks: 11 Events for Your Art Calendar This Week, From Derrick Adams's Unicorn Playground to Kiki Kogelnik's Portraits



5. "Derrick Adams: Funtime Unicorns" at Rockefeller Center, New York

Derrick Adams looks to bring Black joy to the heart of Midtown Manhattan with his new [Art Production Fund](#) public installation *Funtime Unicorns*, featuring interactive black unicorn sculptures-cum-playground toys. The figure of the black unicorn first appeared in Adams's "Floater" painting series, of portraits of Black people resting on pool floats that the artist later fabricated as actual inflatables. Now, kids will be able to play on a coiled-spring playground-rocker version of the colorful figure, for a project that pushes back against the narrative that Black art needs to foreground pain and suffering, rather than joy and play.

HYPEBEAST

Derrick Adams Unveils 'FUNTIME UNICORN' in New EDITIONS Venture



Derrick Adams is broadening his artistic practice through a new venture eponymously dubbed [DERRICK ADAMS EDITIONS](#). Launched yesterday, the first release on the site draws from his *Floater* series of paintings, by bringing the black unicorn character to life.

FUNTIME UNICORN continues on Adams' portrayal of Black people in various states of rest and play atop a pool float.

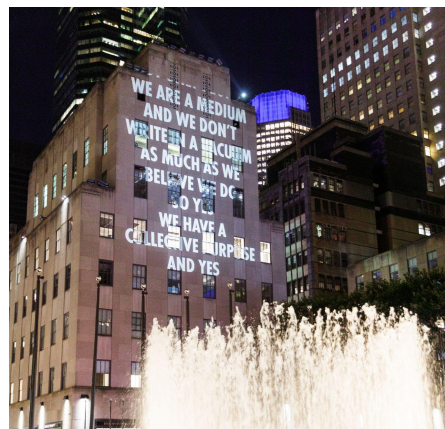
Derrick Adams' Funtime Unicorns

Jenny Holzer x PEN America

On five nights in September, artist Jenny Holzer celebrated PEN America's century-long defense of freedom of expression with a powerful new series of light projections that illuminated three buildings on the Center's campus.

Each evening, the facades of 30 Rockefeller Plaza and 610 and 620 Fifth Avenue were lit with selected passages from gifted writers and artists who have supported PEN America's vital work to protect free expression.

The RUBENSTEIN team pitched the installation to art media as part of a roundup of fall art installations at Rockefeller Center. As the installation was illuminated in the aftermath of the attack on former PEN America's President Salman Rushdie, outreach was limited to select arts reporters to avoid becoming a part of controversial conversations. Pitching efforts were done collaboratively with Jenny Holzer's team and the team at PEN America which resulted in the installation being mentioned in a *Vogue* profile of the artist.



Media Highlights

VOGUE

On the Street, in the Studio, and at Home with Artist Jenny Holzer

Her newest exhibition, *"Demented Words,"* on view at Hauser & Wirth in New York from September 8 through October 29 (alongside an outdoor light projection for PEN America at Rockefeller Center), highlights both Holzer's versatility with new media and her unique passion for intimate and *beautiful* forms—all this at a moment when the "B" word has been mostly derided as the aesthetic residue of an outdated, masculinist politics. See, for example, one of Holzer's earliest installations, *The Blue Room* (1975), an entire studio interior painted white and covered with a blue wash to create a fantasy of pure surface; or her later, more spectacular, illuminated text projects, which have appeared throughout New York City and the world since 1982's *Messages to the Public* blinked across the Spectacular billboard in Times Square. For Holzer, it is not enough to merely read these texts, which often scroll down the vast masonry of skyscrapers and historical landmarks; rather, the mix of shadow and light, softness and hardness, collective and individual perceptions, produces a total experience of beauty. Such attention to vividness of landscape, space, and resolution is also reflected in her abstract paintings, a collection of which are included in "Demented Words." Their leafed surfaces, hard-edged lines, and occasional bits of text capture in intimate miniature Holzer's desire for both the ineffable and concrete.

Amanpour & Co.



NEW YORK CURBED

DESIGN MATTERS | 2022, 9, 2022

Minecraft at MoMA, Barbie Dreamhouse Paint, and More Finds

BY JENNY HOLZER

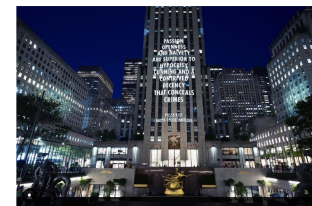


As the recent stabbing of Salman Rushdie and the murder of Las Vegas *Review-Journal* reporter Jeff German show, the necessary work of journalists and writers is all too often met with violence and repression. Next week, Jenny Holzer will present "Speech Itself," a public outdoor installation that celebrates the right to speak, read, and write freely by projecting a series of quotes from famous authors about free expression onto Rockefeller Center. The exhibition honors the 100th anniversary of PEN America, a group that, through its campaigns, advocates for the fundamental right to be able to communicate without fear. The projections take place between 8 and 10 p.m. from September 14-18.

artnet

Art World

Art Industry News: Anxious U.K. Art Organizations Suddenly Realize They Need to Court the New King + Other Stories



FOR ART'S SAKE

Jenny Holzer Projections Come to Rock Center – The celebrated artist is teaming up with PEN America for a series of projections that will illuminate the facade of 30 Rockefeller Center. Beginning at 8 p.m., quotes by famous figures including Salman Rushdie, Pussy Riot member Nadya Tolokonnikova, and Margaret Atwood will appear in Holzer's signature font. The project, titled *SPEECH ITSELF* (2022), aims to address mounting threats to freedom of speech. It runs through September 18. [\[TAG\]](#)

Jenny Holzer X PEN America

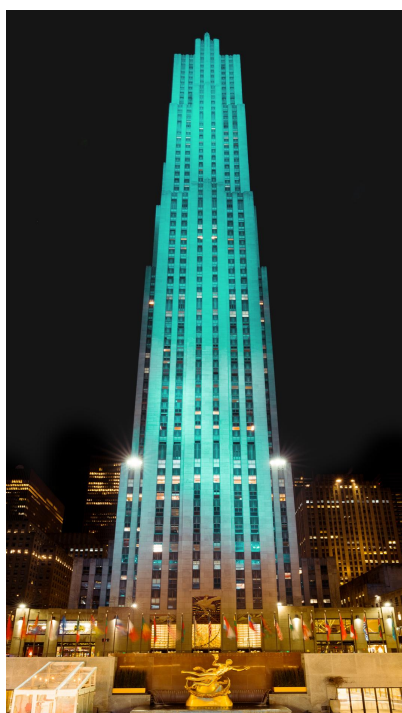
Special Events

Love at the Center

Rockefeller Center's campus-wide Valentine's Day celebration included heartwarming activations and giveaways as well as limited-edition items and edible treats throughout February. On Valentine's Day, famed botanical artist Lewis Miller presented two iterations of his Flower Flash on the Plaza and at Top of the Rock.

The RUBENSTEIN team worked to amplify these themed offerings by engaging with broadcast media, online media, and social media influencers. Media coverage focused on all aspects of *Love at the Center*, including the wedding that took place at Top of the Rock on the morning of February 14.

As the two Flower Flash installations were the most festive and visual elements of the celebration, the RUBENSTEIN team invited influencers to view the floral installations on the Plaza and at Top of the Rock. These efforts resulted in hundreds of thousands of views across Instagram and Tik Tok. Images were also shared on the social media pages of publications that covered the festivities.



Media Highlights

* SECRET NYC

Over 10,000 Flowers Are Decorating Rockefeller Center For Valentine's Day

BY VITALE BARBERIS - FEBRUARY 14, 2022



This February 14th, Rockefeller Center is bringing the romance with their 'Love at the Center' celebration. From edible treats to jaw-dropping displays, you're sure to be delighted by all the festivities.

Thanks to talented florist, Lewis Miller, Rockefeller Center will be home to two blossoming 'Flower Flashes' this Valentine's Day.

Catch over 10,000 flowers filling up a 14,000-pound backhoe parked in Rockefeller Plaza. The show-stopping display towers 23-feet tall and makes for the perfect photo-op. With every photo shared with the hashtag #LMDXED, Lewis Miller Design will donate a dollar towards the Jed Foundation working towards protecting mental health and suicide prevention.

PERFECT WEDDING magazine

Tiffany & Co. will also illuminate Rockefeller Center in its robin's-egg blue. Pacific Park on the Santa Monica Pier in Los Angeles and the Vancouver Art Gallery in Vancouver, British Columbia. Tiffany & Co. selected these important sites to pay tribute to iconic landmarks that have inspired grand gestures of love throughout history—each is truly a "Landmark of Love." Tiffany's "Blue Is the Color of Love" campaign reflects on the impact that Tiffany Blue® and the Blue Box have had on generations of love stories. Tiffany Blue® is more than just a color; it recalls the magic of Tiffany & Co. and the assurance that what comes out of a Tiffany Blue Box® will always bring joy.



FOX 5 NEW YORK

VALENTINE'S DAY IN THE CITY

- ▶ WEDDING AND PROPOSALS IN TIMES SQUARE
- ▶ CEREMONIES AT JUNIOR'S
- ▶ POP-UP CHAPEL AT L'INDUSTRIE PIZZERIA
- ▶ FLOWERS IN ROCKEFELLER CENTER

FOX 5

10:23 2/14

4 NEW YORK

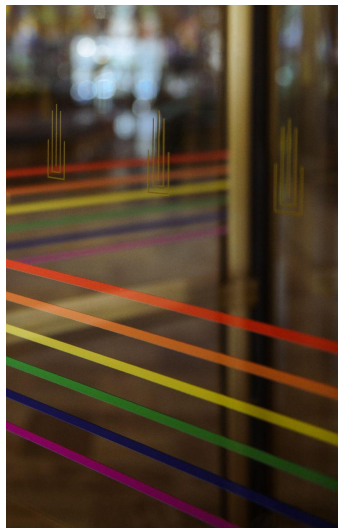


Love at the Center

Pride at Rockefeller Center

The *Love Above All* Pride celebration returned in 2022 with a month-long schedule of Pride activations, including exclusive retail, decor, and the epic *Love Above All Ball*, which benefitted Broadway Cares/Equity Fights Aids.

The RUBENSTEIN team pitched a comprehensive announcement which featured all of the elements of the Center's 2022 Pride celebration. As a result, both the visual and programming elements of this year's Pride celebration were included in broadcast and online coverage of Pride-themed festivities in the city. Notably, *NBC News NOW* featured the *Love Above All Ball* as a recommended Pride event, and *Playbill* covered the announcement that Alex Newell would perform at the Ball. *T Magazine's* Kurt Soller and *IndieWire's* Vincent Perella attended the Ball at the invitation of the RUBENSTEIN team.



Media Highlights

PLAYBILL®

Alex Newell Set to Perform at Rockefeller Center's *Love Above All Ball*



Rockefeller Center will host the 2022 Love Above All Ball at the Rainbow Room June 24 to benefit Broadway Cares/Equity Fights AIDS.

Headliners include **Alex Newell**, known for portraying Unique Adams on the Fox musical comedy *Glee* and making his Broadway debut as Asaka in the Tony Award-winning revival of *Once on This Island*, *RuPaul's Drag Race* winner Jinx Monsoon and DJ Matthew Mazur, who will lead a cabaret sing along. The xx co-frontman Oliver Sim, and DJ Honey Davenport. The menu will be curated by chef and *The Cook: You Want to Be* author Andy Baraghani with drinks by mixologist and *Tik Tok: Modern Tropical Cocktails* author Shannon Mustipher.

PHOTO: STEPHEN MONT

The ball has been on hiatus for the past two years following its launch in 2019. The event's debut welcomed performances by pop singer MADONNA, singer-songwriter Betty Who, and drag queen Shangela, with benefits going to the Born This Way Foundation.

For more information and tickets, visit [RockefellerCenter.com](https://www.rockefellercenter.com)

DAILY NEWS

What to do, where to be to celebrate Pride Month 2022: Week 5

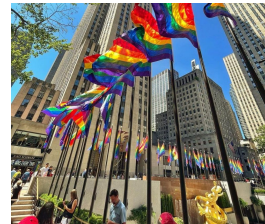


Love Above All Ball at Rockefeller Center's Rainbow Room

A glam-and-glitz night to benefit Broadway Cares/Equity Fights AIDS is raising the Pride weekend curtains at the perfectly titled Rainbow Room. Since 1998, the beloved theater industry-based nonprofit has raised over \$300 million for essential services for people living with HIV/AIDS, struggling with COVID-19 or other illnesses across the U.S., thanks to contributions from people like you. Celebrity chef Andy Baraghani will curate the evening's menu, and performances will include a cabaret singalong led by "RuPaul's Drag Race" season five winner — and masterful Judy Garland impersonator — Jinx Monsoon. *\$375, 9 p.m. - 2 a.m. 30 Rockefeller Plaza 65th floor, Manhattan.*

* SECRET NYC

Rainbow Flags Have Taken Over The Rockefeller Center In Celebration Of Pride



The Rockefeller Center Plaza has 193 flagpoles surrounding their [rock.arts](https://www.rockefellercenter.com), most of which now feature the vibrant rainbow Pride flag.

2019 was the first time the Rockefeller Center had decided to dress 109 of those flagpoles with the Pride flag in celebration of the 50th anniversary of the Stonewall Uprising, and they've raised the flags again in honor of this year's theme, "unapologetically Us."



Pride at Rockefeller Center

Mexico Week: Día De Muertos at Rockefeller Center

For the second consecutive year, *Mexico Week: Día De Muertos at Rockefeller Center* was held in celebration of Mexico's heritage and culture. The weeklong celebrations kicked off with the opening of an exhibit in the lobby of 10 Rockefeller Plaza featuring the work of Mexican artist José Guadalupe Posada, and also featured an open air market, a *tianguis*, and an *ofrenda* on Center Plaza. Additionally, Menchaca's *catrinas*—elegantly dressed skeleton figures synonymous with the Day of the Dead—appeared as Mexican and American superstars throughout the campus.

Media was invited to attend an opening ceremony with Mayor Adams on the Plaza with the backdrop of the *ofrenda* and *alebrijes*. Images and video footage of the celebration, including interviews with spokespeople in English and Spanish, were widely distributed and utilized by online and broadcast media regionally, nationally and internationally.

Highlights included coverage on the *TODAY Show*, *Univision*, *Telemundo* (both national and local), and nearly every major metro news outlet. Notably, a reporter for the arts outlet *Hyperallergic* attended the opening ceremony and received a tour of the works of art which resulted in a full feature article about the art on display that mentioned each of the artists and included breathtaking images of the pieces. This article was shared by *Hyperallergic* on Twitter and Instagram, and was included in *Surface Magazine's* coveted *Design Dispatch* newsletter.



Media Highlights



Mexico Week: Día De Muertos at Rockefeller Center

Media Highlights

HYPERALLERGIC

Mexican Artists Take Over Rock Center for Day of the Dead



Mexico Week kicked off at Rockefeller Center yesterday morning, October 27, inaugurating several days of cultural activities, artistic exhibitions, and a food and artisan market. The event, which takes place for the second consecutive year, coincides with Día de Muertos (Day of the Dead), the Mexican holiday typically celebrated on November 1 and 2 commemorating loved ones who have passed away. It is co-organized by a group of Mexican public institutions — the Consulate General of Mexico in New York City, the Mexican Cultural Institute, and the Museo de Arte Moderno in Mexico City — in concert with Rockefeller Center.

Forbes ^{MÉXICO}

El Día de Muertos llega una vez más al corazón de Nueva York



El Día de Muertos, una fiesta cultural y ancestral celebrada a los difuntos en México, llega con ofrendas y un tianguis de comida y artesanías a instalarse por segundo año consecutivo en el Rockefeller Center, el corazón de Nueva York.

thrillist

Fun Festivities for Celebrating Day of the Dead in NYC



With festivities that often span from October 27 to November 6, Día de Muertos, or Day of the Dead—which lands on Wednesday, November 2 this year—is a Mexican holiday honoring the spiritual afterlife of those who have physically passed.

Tracing its origins back thousands of years to the Indigenous cultures of the Aztec and Mexico peoples of Mexico, this sacred observance is rooted in joy and includes a special emphasis on the importance of family. Distinct from the spooky and haunted themes of Halloween, Day of the Dead also revolves around the notion of the heavens opening up to allow deceased loved ones to visit the land of the living once a year.

6sqft

Mexico Week returns to Rockefeller Center for Day of the Dead



Rockefeller Center is hosting its second annual Mexico Week, a celebration of Mexican heritage and Día de Los Muertos, or Day of the Dead. Over the course of the weeklong event, New Yorkers can experience Mexican art, food, music, and culture across the campus. Mexico Week kicks off this Thursday and runs through November 2.

Mexico Week: Día De Muertos at Rockefeller Center

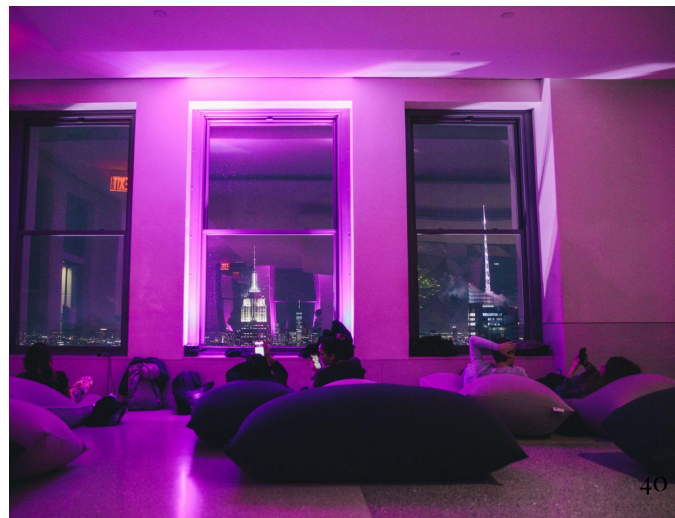
Star Party

In celebration of the spring equinox, Rockefeller Center hosted the first-ever *Star Party* at Top of the Rock on the evening of March 19th into March 20th. An overnight musical experience, *Star Party* was a new quarterly event that was timed to seasonal equinoxes and solstices.

The inaugural *Star Party* featured an overnight durational performance by songwriter and sound designer Emily A. Sprague. The series continued with the celebrations of the summer solstice and fall equinox which featured the music of Mary Lattimore and Shigeto, respectively.

The initial announcement was covered by *Time Out New York*, *Thrillist*, *Secret NYC*, and more. The event was attended by two reporters (one freelance contributor for *The New York Times* and *Pitchfork*, and another staff writer for *Pitchfork*) and a micro influencer with strong followings on TikTok and Instagram.

Notably, the RUBENSTEIN team invited the new “things to do” editor at *Time Out New York* to experience the fall *Star Party*. In addition to running an additional feature piece about *Star Party*, *Time Out New York* included the event in their list of recommended activities that weekend, and the editor highlighted *Star Party* in a WCBS segment she was a guest on to discuss things to do in the fall.



Media Highlights



Snooze under the stars at this DJed solstice sleepover atop Rockefeller Center

Admire the night sky from 67 stories up as summer melts into fall.



The British may gather at Stonehenge to mark the solstice, but New Yorkers have their own very Manhattan way to mark the changing of the seasons this fall.

In celebration of the fall equinox, an overnight Star Party at Top of the Rock's The Weather Room will feature an eight-hour exploration of ambient and environmental sound by Shipeto to complement the visual splendor of the nighttime skyline transforming into day.



First skyline-view sleepover at Top of the Rock will be an all-night celebration of spring



As we slowly make our way toward spending time out there among our fellow New Yorkers, Rockefeller Center is hosting a new way to celebrate spring. Star Party at Top of the Rock will be the first-ever overnight musical experience at the famous skyline-view venue, held in celebration of the spring equinox as the evening of March 19 becomes March 20. The first of a new quarterly series offers a small audience the opportunity to experience all-night meditation and ambient sound against the sparkle of the city skyline.



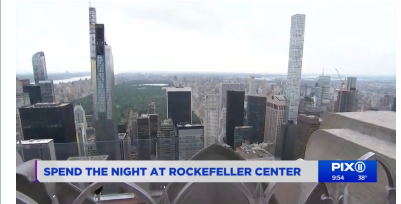
Spend the Night at the Top of Rockefeller Center at This New Star Party

You can ring in spring with a full view of NYC's famous skyline.



The famed Rockefeller Center observatory will welcome overnight guests for the first time ever later this month for a new event called Star Party. Featuring an eight-hour ambient music performance by artist Emily Sprague that runs from 11 pm-7 am, Star Party will allow guests to relax, meditate, or sleep as they take in the sounds.

It's the first of what will be an ongoing event timed to coincide with the seasonal solstices and equinoxes. In this case, it lines up with the spring equinox, allowing guests to wake up to a new season with a full view of NYC's famous skyline.



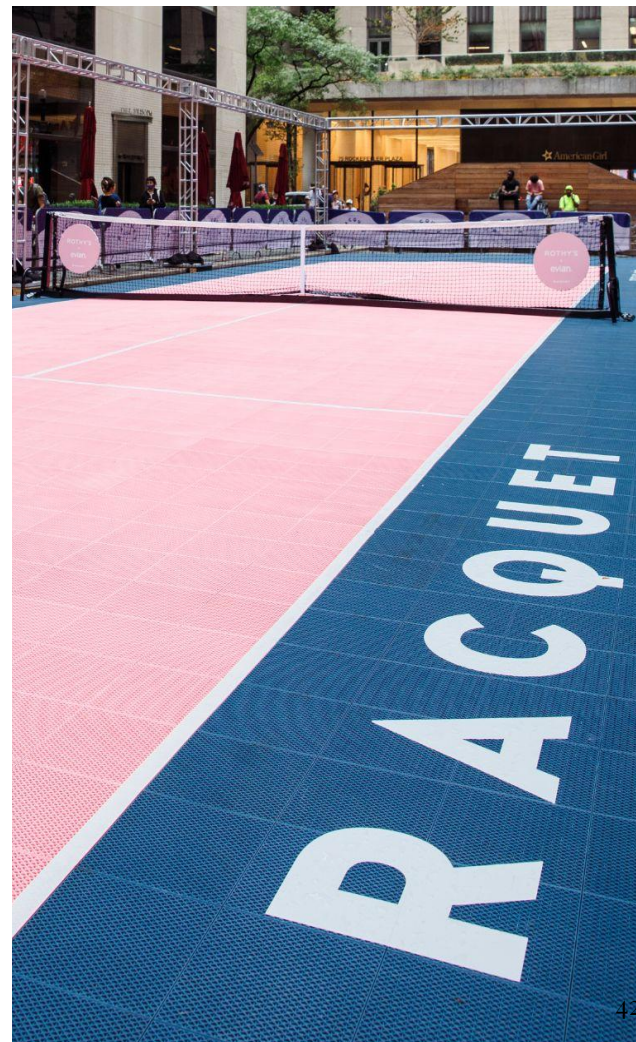
Star Party

Racquet House at Rockefeller Center

Racquet House at Rockefeller Center invited New Yorkers and visitors to celebrate the US Open in the heart of the city.

The festivities at Rockefeller Center included a full-size pink tennis court on north side of the Plaza, which was open for the weekend leading up for the opening day of the US Open, and a court at Radio Park. Throughout the weekend, professional tennis players were spotted volleying on the court on the Plaza. In addition, an event was held at Radio Park to celebrate the launch of the Rothy's X Evian collection which transformed 72,000 water bottles from the 2021 US Open into a collection of tennis gear.

The RUBENSTEIN team pitched the iconic tennis court on the Plaza to metro and broadcast media in the city as a way to celebrate the US Open. The public was invited to stop by for the chance to see some of the world's best tennis players play on the Center's historic campus. The court was covered by *Vogue*, *People* and *The Cut*, as well as broadcast coverage by *WNBC*.




Media Highlights

GUEST of a GUEST

Tennis Stars & Socialites Hit The Court For Rothys' & Evian's New Collaboration

by [Stephanie Maids](#) August 29, 2022

[Like](#) [Share](#) [ALL](#) [VIEW SLIDESHOW >](#)



As if a cold bottle of Evian water wasn't already the much-needed accessory of choice on a tennis court, it can now be considered an integral part of any well-styled player's athletic wardrobe.

Thanks to a new collaboration with Rothys', repurposed Evian bottles have been given a second life as chic tennis-inspired essentials including sneakers, visors, duffels, and racket bags. Considering the [capsule collection](#) was created from over 70,000 recycled Evian bottles collected from last year's U.S. Open, what better time to debut it than ahead of the 2022 tournament?

TimeOut New York

Racquet House at Rockefeller Center

Things to do, Sport events

Time Out says

For the love of the game, head over to Rockefeller Center to see a full-sized pink tennis court in celebration of the US Open. See some pro hitting sessions at this pop-up court open Friday, August 26 through Sunday, August 28. Find the courts on north side of Rockefeller Center's Plaza; there's a second court at Rockefeller Center's Radio Park, located on the Radio City rooftop.

Written by [Bosajyone Skena Culgan](#) Thursday August 25 2022

[f](#) [t](#) [p](#) [e](#) [s](#)


Details

Event website:
www.rockefellercenter.com/events/racquet-house-at-rockefeller-center/

VOGUE

Rothys' x Evian Kick Off the US Open 2022 With a Tennis Takeover at Raquet House Rockefeller Center

On Friday night, a stylish group of tennis stars and fans gathered together atop the roof of Rockefeller Center and Rockefeller Plaza to celebrate the launch of Rothys' and Evian's newest collaboration rooted in sustainability—a limited-edition, tennis-inspired capsule collection made with repurposed Evian water bottles. The [collection](#), which includes slip-on sneakers, duffel bags, and hats, came about in the aftermath of last year's U.S. Open, when over 70,000 plastic Evian bottles were collected from the event. To kick off the U.S. Open 2022, beginning on Monday, the both brands' hope is that this year, sustainability is top of mind for all.



Bloomberg

Business

Sustainable Fashion Comes to US Open With Rothys' x Evian Collection

Tennis grand slam attracts splashy product line made from 72,000 water bottles

Evian, a division of France's Danone SA and a US Open sponsor, contacted Rothys' last year about a potential partnership, Rothys' interim Chief Marketing Officer Tom Herbst said in an interview. "It was a really good fit for us," he said. "It just so happens that we're launching this collection when tennis is having a moment."

"During the pandemic, we saw a re-emergence of the sport as it was something people could do outdoors from a distance," Herbst said.

The US Open will take place Aug. 29 through Sept. 11. Although Rothys' isn't an official sponsor of the tournament, the company is planning a splashy launch event on Aug. 26 to showcase the collection on the rooftop of Rockefeller Center. Tennis players Emma Raducanu, Stan Wawrinka and Tommy Haas are expected to be in attendance, Herbst said.

Racquet House at Rockefeller Center

indieplaza

Rockefeller Center and Rough Trade presented the inaugural *indieplaza*, a two-day festival celebrating independent music, on the Plaza in September.

The RUBENSTEIN team pitched the announcement of the inaugural festival, as well as subsequent pitching as additional participants were confirmed. The announcement of the festival was covered by *Variety*, *Pitchfork*, *Brooklyn Vegan*, and more. The event was also highlighted as a recommended event in the city by metro outlets including *amNewYork*, *Thrillist*, and *Our Town*.



Media Highlights

VARIETY

'Indieplaza' Music Festival to Take Over New York's Rockefeller Plaza This Weekend



It's surreal enough that the legendary *Rough Trade* record store — an indie-rock mecca that was born in punk-era London and opened a sprawling location in Brooklyn's hipster heaven Williamsburg in 2013 that sadly did not survive the pandemic — is now located in Rockefeller Plaza in the heart of Midtown Manhattan, literally in the same building as NBC.

Things will get even more surreal this weekend, when "Indieplaza 2022" — a free music festival co-presented by Rockefeller Center and Rough Trade featuring a bevy of up-and-coming acts — will take over Rockefeller Plaza on Saturday and Sunday. Highlights include an hour-long DJ set from Ali Shaheed Muhammad of A Tribe Called Quest, singer-songwriter Claud, rapper-singer Yaya Bey, rockers Horsegirl and Steve Gunn, and many more (the full lineup and set times appear below).

Brooklyn VEGAN

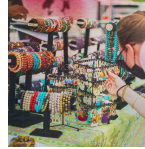


Record store *Rough Trade* is presenting *Indieplaza*, a free, two-day "celebration of independent music, merchandise, and workshops" lands in the center of New York City" on September 17 & 18 at The Plaza at Rockefeller Center. Lined up to perform: Ali Shaheed Muhammad, Automatic, Claud, Horsegirl, King Hannah, Cola, They Hate Change, Yaya Bey, Mary Lattimore, Nation of Language (DJ set), Sessa, Sofie Royer, The Muckers, Say She She, Anxious, The Bobby Lees, Annie Hart, June McDoom, PJ Western and more to be announced.

In addition to the music, *Indieplaza* will have limited edition merch from Hello Merch, Low Level, and Favorite Vegetable, plus *Rough Trade* vinyl bins, live screen printing from Upstate Merch, live art demonstrations from prolific painter and *Pavement / Apples in Stereo* album cover designer Steve Keene (whose book is out now), and more. There will also be a Music Maker Fair from the folks behind *Moog Fest* that will present "hands-on music making."

am NEWYORK

amNY Weekender | 7 things to do in NYC, Sept. 16-18



INDIEPLAZA— Ready to experience a free two-day lineup of indie music, hands-on workshops, a band merchandise market and spectacular food and drink? Head over to the Rockefeller Center this weekend for the inaugural **INDIEPLAZA**. Headliners include Ali Shaheed Muhammad, Claud, Horsegirl, and Sessa. Other highlights include live art demonstrations, screen printing, artist signings, DIY family fun and games. *45 Rockefeller Plaza, Manhattan*

Free roller skating in the park- Love to skate? Love free events? Skates in the park is for you! The event takes place every Saturday and is open to skaters of all skill levels. Loaner skates are available on a first-come, first-serve basis, but beginners are encouraged to take the free class from 3 to 4 p.m. and to bring safety equipment. Reserve dates ahead of time at [eventbrite.com](https://www.eventbrite.com). *Rosedale 135-21 241st, Queens*

Pitchfork

Rough Trade to Launch Free Festival Indieplaza at New York's Rockefeller Center



Rough Trade has curated a new—and free—festival called *Indieplaza*, coming to the plaza at New York's Rockefeller Center on September 17 and 18. For the inaugural bill, the venerable store and label selected A Tribe Called Quest's Ali Shaheed Muhammad to headline, with Yaya Bey, Mary Lattimore, Claud, Horsegirl, Automatic, King Hannah, They Hate Change, and Cola among the others set to feature. *Nation of Language* will play a DJ set.

The festival—co-presented by *Rough Trade* and Rockefeller Center—will also include a band merchandise market, music-making workshops, and food and drink from local businesses, according to a press release.

indieplaza

Glass Reimagined

To celebrate the 85th birthday of Philip Glass, Rockefeller Center and Pomegranate Arts presented a two-show concert featuring performances by longtime Glass interpreters, the Kronos Quartet and electronic composer Jlin, at the Rainbow Room.

The RUBENSTEIN team invited key art and music reporters to the performances as an opportunity to showcase the Rainbow Room as a modern performance space that is deeply rooted in its rich history. Notably, *The New Yorker* ran a listing for the event in their highly regarded “Goings on About Town,” and a prominent reporter for *Artnet News* attended the first performance of the evening.



Media Highlights

THE NEW YORKER

CLASSICAL MUSIC

"Glass: Reimagined"

Back in January, New Yorkers convened at Rockefeller Center's ice rink to mark Philip Glass's eighty-fifth birthday, eating cupcakes and skating to an all-Glass playlist. The festivities return to 30 Rock this month: the Kronos Quartet and the electronic producer Jlin pay tribute to Glass's versatility amid the city vistas of the Rainbow Room, on the building's sixty-fifth floor, with new arrangements of some of his coruscating works for solo piano, including Étude No. 6 and "Mad Rush." An enthusiastic proselytizer for new music, the Kronos Quartet also performs two pieces from "50 for the Future," a collection of scores that it commissioned and made free to download on its Web site, as a kind of contemporary-music lending library.

— *Oussama Zahr*



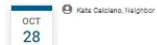
Glass Reimagined: A Concert in Celebration of Philip Glass's 85th Birthday at the Rainbow Room at The Rainbow Room

To celebrate the 85th birthday of Philip Glass, one of the most innovative and prolific musical voices of our time, Rockefeller Center and Pomegranate Arts will present a concert featuring performances by longtime Glass interpreters, the Kronos Quartet and electronic composer Jlin, at the Rainbow Room at Rockefeller Center on Friday October 28th at 7:30 PM and 9:00 PM. The compositional style of Philip Glass, which he prefers to describe as music with repetitive structures, has redefined how the world perceives classical music. Through his over six-decades long career, Glass and his music have inspired a multitude of diverse and often surprising collaborations and interpretations across musical genres and artistic forms,



New York City | Local Event

Glass Reimagined: A Concert in Celebration of Philip Glass's 85th Birthday at the Rainbow Room



Event Details

- 📅 Fri, Oct 28, 2022 at 7:30 PM [Add to calendar](#)
- 📍 Rainbow Room, 20 Rockefeller Plaza, New York, NY, 10112

Kronos Quartet and Jlin to perform re-imaginings of Glass's compositions at the Rainbow Room at Rockefeller Center

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Featuring re-imaginings of Philip Glass compositions, and music Jlin has written for Kronos, Glass Reimagined will highlight how Glass's compositions can be played, reimagined, extrapolated, and interpreted. The program will include new arrangements of Glass piano études commissioned for Kronos Quartet by composers Brian Carpenter and Aftab Darvishi; "Little Black Book," a recent work for quartet written by Jlin as part of Kronos' Fifty for the Future initiative; as well as new electronic music inspired by Glass's music by Jlin. This will be Jlin's first performance honoring the composer who has served as a continual source of inspiration.

Tickets can be purchased on [eventbrite.com](#) for \$70.

Glass: Reimagined

Retail

Retail

Rockefeller Center welcomed a wide array of new retailers to campus in 2022. From homegrown NYC staples like McNally Jackson and Apotheke, to nationally-recognized brands such as Alo Yoga, the Center proved that it is the arbiter of taste by providing a home to these new and exciting brands.

The RUBENSTEIN team supported Rockefeller Center retailers by coordinating lease announcements and working with the retailers' in-house PR teams to provide support throughout their opening processes.

The RUBENSTEIN team also encouraged cross-collaboration and partnerships across Rockefeller Center, providing access to other spaces on campus for their special guests, press and influencers like Top of the Rock, The Rink or suggested dining options. Press and publicity strategy for the brands was three-fold: focused on real estate press for lease announcements, business of fashion and New York trends, and things to do in New York.

The RUBENSTEIN team also created talking points for CEOs, founders and designers to use for press interviews, advised on meaningful relationships they could develop with fellow retailers, and identified key events taking place at Rockefeller Center that might affect foot traffic or in-store displays.

TODD SNYDER
NEW YORK

HILL
HOUSE
HOME

OF THE CLOTH

BEMBIEN

ARMANDO CABRAL

Another Tomorrow

alo
yoga



McNALLY JACKSON
INDEPENDENT BOOKSELLERS

APOTHEKE

Tar ChaiMS

Media Highlights

The New York Times

Online Brands Try a Traditional Marketing Strategy: Physical Stores

As digital advertising costs rise, more direct-to-consumer retailers are opening shops, leasing turnkey options or securing short-term spaces in other stores.

The same held true for [Todd Snyder](#), a men's wear designer who started his namesake line in 2012. He opened his first store near Madison Square Park in Manhattan in 2016. Rather than a quick rollout of subsequent stores, however, Mr. Snyder took a deliberate approach, choosing locations with special appeal. These included a former liquor store in TriBeCa, a century-old building in which he has retained the original fixtures.

He has also opened in stores in Rockefeller Center; East Hampton, N.Y.; and Greenwich, Conn. The rents vary, but there are no bargains. Rather, he said, the square-foot price is generally "more expensive than it was two years ago."

Mr. Snyder, whose company is now owned by American Eagle Outfitters, envisions running 20 stores nationwide, but he does not anticipate that in-store purchases will exceed more than 20 percent of his revenue.



McNally Jackson Books is opening in Rockefeller Center!



Rejoice, New Yorkers!

Beloved independent bookseller McNally Jackson just announced the opening of its fifth-ever location in New York—this one scheduled to launch at 1 Rockefeller Plaza this winter.

It's a good time to visit Rockefeller Center: developers have been trying to revitalize the area for a few months already, an effort that involves the arrival of a slew of retail destinations, including [Goodies](#), [bom record shop](#), [Rough Trade](#) and cult favorite local fashion brand [Lingua Franca](#) and more.

Popular restaurants have also staked a claim in Rockefeller Center recently, starting with the much-talked-about reincarnation of [Pubble Bar](#). [Umami](#), [City Winery](#), [Del Frisco's Grille](#) and more.



Hill House Home Opens Store in Rockefeller Center



Nap Dress maker Hill House Home opened a 1,300-square-foot shop at Rockefeller Center on Friday morning, in time for the busy Christmas season.

A line formed outside the door before the 10 a.m. opening, with many eager shoppers wearing the brand. Currently, Hill House Home has two brick-and-mortar stores, the first on Nantucket, which started as a pop-up and is now a permanent location. The brand also opened a small store on Bleecker Street in New York, which opened in 2007, but outgrew the space and closed in January 2020. Last December, the brand had a holiday pop-up for one month in SoHo.



Independent bookstore McNally Jackson to open new flagship location at Rockefeller Center

Bookworms will soon have a new reason to visit Rockefeller Center. This December, beloved independent bookstore McNally Jackson will open a new flagship location at the iconic commercial complex in Midtown. Tishman Speyer announced this month. The new bookstore will measure 7,000 square feet and include McNally Jackson's stationary store, Goods For The Study.

McNally Jackson opened its first location on Prince Street in 2004. The shop faced a major rent hike in 2018 and almost had to close its Soho location. But not only did it manage to remain open, but the bookshop was also able to expand to Williamsburg, Downtown Brooklyn, and the South Street Seaport.

Expected to open in time for the holidays, the new Rockefeller Center flagship will be the largest of McNally Jackson's five stores. The location "pays homage to the rich history of bookselling in Manhattan's midtown and marks a reemergence of independent booksellers in the era of Amazon," according to a press release.

The new bookstore comes as part of an ongoing revitalization of Rockefeller Center, which includes improvements to the complex's public realm. New retailers include Brooklyn-based [Rough Trade](#), [Afro-centric](#) shoe and accessories designer [Armando Cabral](#), and clothing and flower shop [Lingua Franca](#).

"Many of our downtown neighbors are opening [there]; it has become a very recognizable homey place for us," founder and owner Sarah McNally said. "This is a chance to bring a grand bookstore back to Midtown, in the tradition of Brentano's and Scribner's."

Retail

Media Highlights

COMMERCIAL OBSERVER

McNally Jackson Plans Rockefeller Center Store

McNally Jackson is heading to Rockefeller Center.

The local independent bookstore chain inked a deal for 7,000 square feet at **Tishman Speyer's 1 Rockefeller Plaza**, according to the landlord.

The store, which will be McNally's fifth outpost in New York City, is set to open this winter. It will join McNally Jackson locations in Downtown Brooklyn, SoHo, Williamsburg and the South Street Seaport. Tishman didn't disclose details about the lease, including asking rent, or the brokers.

Originally founded on Prince Street in 2004, McNally Jackson has spread across the city in the past few years. Its two newest stores — at **City Point** in Downtown Brooklyn and the **Fulton Market Building** in the Seaport — both opened early in the pandemic in 2020.

Other recent retail additions to Rockefeller Center include record shop **Rough Trade**, shoe and accessories designer **Armando Cabral**, and clothing/paper flower shop **Lingua Franca**. The release from Tishman Speyer noted that the addition of McNally Jackson comes "on the heels of a push to revitalize the Center," which has included the opening of a public park on top of Radio City Music Hall and a roller rink on the site of the Rockefeller Center ice rink.

THE REAL DEAL NEW YORK REAL ESTATE NEWS

Alo Yoga inks lease on Fifth Avenue



UPDATED, Jan. 20, 12:30 p.m. — Fifth Avenue is set to welcome a new tenant come spring.

Fitness brand Alo Yoga has signed a lease at Rockefeller Center's 600 Fifth Avenue, replacing Ann Taylor, sources told *The Real Deal*.

The retailer, which carries fitness clothing, gear and accessories, will be taking over 5,000 square feet on the ground and 4,400 square feet on the lower level.

Alo Yoga will pay \$3 million each year for the space and its lease is for seven years. It will take possession of the space in May.

The building is owned by Tishman Speyer.

* SECRET NYC

A New 7,000-Square-Foot McNally Jackson Location Is Coming To Rockefeller Center



Here's some good independent bookstore news for NYC!

Tishman Speyer, the developer behind Rockefeller Center, just announced that beloved NYC bookstore McNally Jackson will be opening a giant new flagship location in the iconic Midtown location. The store will be located at 1 Rockefeller Plaza, and is expected to open in **winter 2022** — just in time for holiday shopping & cozying up with a seasonal read!

This will be McNally Jackson's fifth NYC location, along with SoHo, Williamsburg, Seaport, and downtown Brooklyn. Founded in 2004 by Sarah McNally, the bookstores quickly became beloved in the NYC literary scene and have been going strong for over 15 years.

The new store, which will take up about 7,000 square feet, will join other recent new retail openings in the Rockefeller space, like Brooklyn-born record shop **Rough Trade**, Afro-centric shoe and accessories designer **Armando Cabral**, and clothing/paper flower shop **Lingua Franca**.

Stay tuned for more exciting developments on this upcoming space!

hypebae

EMMA CHAMBERLAIN-APPROVED BRAND IAN CHARMS OPENS STORE IN ROCKEFELLER CENTER



Los Angeles-based jewelry brand Ian Charms is making its way to the East Coast as the celebrity loved brand is opening its doors in Rockefeller Center in New York City.

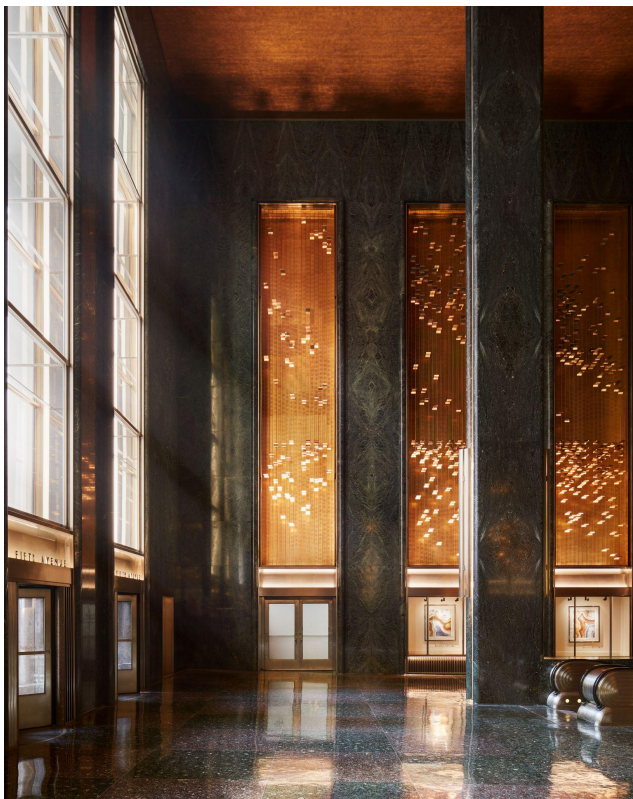
Retail

Office Customers

Customer Announcements

Leasing is the ‘why’ for so much of Rockefeller Center’s decision-making around what it offers to New Yorkers. Especially in the RTO era, it’s strategically imperative that news is shared when blue-chip companies and organizations elect to move to the Center.

In 2022, RUBENSTEIN worked with customers to highlight leasing announcements and what it’s like to have an office at Rock Center, tying it back to the concurrent news of major improvements that have made the Center the greatest place in the city to go to work.



Media Highlights

COMMERCIAL OBSERVER

World Monuments Fund Leaves Empire State Building for Rockefeller Center

BY REBECCA BAIRD-REMBIA APRIL 21, 2022 2:16 PM [REPRINTS](#)



World Monuments Fund (WMF), a nonprofit dedicated to preservation of historic sites around the globe, is relocating from the Empire State Building to Rockefeller Center, Commercial Observer has learned.

The organization will leave the 24th floor of the Empire State Building for 7,981 square feet on the entire 25th floor of Tishman Speyer's 600 Fifth Avenue, according to the landlord. A Tishman Speyer spokesperson declined to comment on the asking rent of the 10-year lease.

WMF has raised hundreds of millions to preserve more than 700 historic sites in 112 countries, including Angkor Wat in Cambodia, the moai statues on Easter Island, and Bears Ears National Monument in Utah.

JRT Realty Group represented the tenant in the lease negotiations, while Tishman Speyer handled negotiations in-house. JRT didn't immediately respond to a request for comment.

"As an organization dedicated to safeguarding heritage sites, we are excited to be moving to Rockefeller Center, a campus with incredible history and one of the most vibrant areas of New York City," said WMF's president and CEO, **Bénédictte de Montlaur**. "The amenities for all those who work at the center, the carefully considered retail and dining offerings, and of course the artworks and architecture make this a perfect home for WMF."

CoStar

World Monuments Fund Is Relocating to New York's Rockefeller Center From Empire State Building


Decision Comes After Search for 'Culturally Significant' Locations, Organization Says



citybiz

World Monuments Fund Moves to Rockefeller Center's 600 Fifth Avenue

APRIL 24, 2022



After 12 years at the Empire State Building, WMF's Global Headquarters Move from One Iconic Building to Another

World Monuments Fund (WMF) announced the relocation of its global headquarters to **Rockefeller Center's 600 Fifth Avenue**.

Since 2010, WMF, the world's leading independent organization dedicated to cultural heritage preservation, has been headquartered on the 24th floor of Empire State Building.

After a thorough search for a new space at culturally significant locations across the city, WMF signed a 10-year lease for a 7,981 square foot space which spans the entire 25th floor of Rockefeller Center's 600 Fifth Avenue. An equally iconic Art Deco building, Rockefeller Center, owned by Tishman Speyer, will open a new chapter in WMF's history.

"As an organization dedicated to safeguarding heritage sites, we are excited to be moving to Rockefeller Center, a campus with incredible history and one of the most vibrant areas of New York City. The amenities for all those who work at the Center, the carefully considered retail and dining offerings, and of course the artworks and architecture make this a perfect home for WMF," said WMF President and CEO, **Bénédictte de Montlaur**.

World Monuments Fund

Media Highlights

COMMERCIAL OBSERVER

How One Manhattan Firm's Office Reflects Big Changes in the Legal Industry

Firms have more work and are locked in a war for talent. Not everyone's coming in every day anymore either. What to do?

BY DAVID M. LEVITT NOVEMBER 22, 2022 9:00 AM

REPRINTS



One could be forgiven for thinking the workplace of Katten Muchin Rosenman LLP was a restaurant rather than a law office.

The 140,000-square-foot space — all of the fifth, sixth, seventh, eighth and 10th floors, and about two-thirds of the ninth at 50 Rockefeller Plaza — boasts a warming kitchen, where one can get everything from a cup of coffee to a full meal, not to mention plenty of places to sit down and eat with your food, both inside and out, plus grab-and-go pantries on each practice floor. The offices, designed to serve the needs of some 160 attorneys as well as staff, represent corporate legal representation at its most up to date. The Chicago-based firm moved in April from offices on East 57th Street and Madison Avenue, where it had been for more than 50 years.

"We still don't know — we, the industry, not just this firm — what the future of Manhattan office work is going to be," said Chris DiAngelo, managing partner of Katten's New York office who was instrumental in placing the firm at 50 Rockefeller.

For the legal industry, one of Manhattan's historically largest users of office space, it's been one thing after another, the sleepy transition from one 15- or 20-year lease to the next being anything but in the past several years. First there was the technological revolution, which made spacious law libraries a thing of the past, and then computers, including laptops, that made dragging small mountains of briefs into court obsolete. Then, as soon as the industry got used to that new normal, along came COVID-19, thus making even coming to work something that couldn't be 100 percent assured.

Row upon row of attorney offices in the Katten space offer mute testimony to the uncertain world law offices now live in. Lawyers, unlike other professionals, demand their own offices — some things don't change — but at 50 Rock, every office is the same size. Some are strewn with paper awaiting someone who is in every day. Others are clean and neat, assigned to an attorney who might come in once a week, if that often.

At Katten's new offices, there's an emphasis on conference space, where the firm can conduct panels for audiences to listen in on, and conference rooms where attorneys can gather around big tables to strategize, or to negotiate with outsiders.

The legal industry is up against some rapid wholesale changes, according to brokerage Cushman & Wakefield's latest Bright Insight report on the industry, issued in June. One change is due to the industry's own success. Many firms are trying to get bigger and take on even more work, even as they are trying to reduce their space per attorney and take advantage of less need for space. Every firm on American Lawyer's annual ranking of the 100 highest-grossing firms reported increased revenue in 2021, and 14 percent reported revenue jumps of at least 31 percent.

Among firms surveyed, 37 percent said they didn't anticipate things getting back to normal until the second half of this year, and another 26 percent said it wouldn't happen until the first half of next year. And normalization doesn't mean everyone returning to the office every day. It means what staffers decide to do on an individual case-by-case basis.

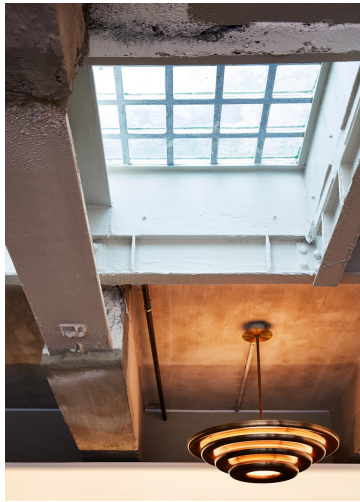


Katten Muchin Rosenman LLP

Redevelopment

Redevelopment

While Rockefeller Center's recent revitalization began before 2022, several elements saw completion during the year, including redone lobbies, the redeveloped Rink Level, and the opening of Flipper's Roller Boogie Palace. A separate document will capture the full breadth of RUBENSTEIN's strategic storytelling around revitalization leading into and including 2022; select key hits are presented in the following slides.



Media Highlights

AD

ARCHITECTURAL DIGEST



50 Rockefeller Plaza is Getting a Stylish New Makeover

Under the eye of designer Andre Mellone, the iconic Midtown Manhattan tower now pairs the contemporary with the classic.

With its striking façade that includes a ten-ton stainless panel by the celebrated American sculptor Isamu Noguchi, [50 Rockefeller Plaza](#) is one of Rockefeller Center's most notable buildings. Built in 1938, the 16-story Art Deco tower was originally the headquarters for the Associated Press and now counts the law firm Katten and CPA company Citrin Cooperman among its tenants. But even the most elegant grand dame can always use a freshening-up — and 50 Rock is no different. Over the past two and a half years, the building's interior spaces have been given an inviting new look.

Most of the recent transformation happened in the lobby and was led by the celebrated interior designer [Andre Mellone of Studio Mellone](#). The project is part of a larger hospitality initiative by [Tishman Speyer](#), the owner of Rockefeller Center, to make its commercial buildings more residential-feeling and welcoming. According to a spokesperson, the initiative started well before the pandemic as part of its portfolio-wide focus on hospitality. It seems particularly prescient at a time when landlords are trying to find creative ways to bring people back to the office. Their lobby re-imaginings, introducing designer furniture and music, are at the heart of the mission to make these spaces less functional and more user-friendly.

In its new iteration, walking into 50 Rockefeller Plaza is akin to entering a chic boutique hotel. A signature scent of white tea and thyme wafts through the lobby and eclectic pop music, in a playlist curated by the London-based NTS Radio, invites people to settle in. Stylish furniture by Green River Project and aged brass lighting fixtures by Apparatus Studio add to the stay-a-while feel as does the gold and dark green Art Deco-inspired rug.



Art is a feature, too, and gives the lobby a hip gallery vibe. Colorful pieces by prominent contemporary artists Florian Schmidt, Alexander Ross, and Axel Gris are all part of the display.

While the entrance to the lobby is the most visible to anyone who enters, Mellone also got creative in rethinking its rear area, set off by the elevators. This back-alley of sorts looks like a café with its sleek wood tables and chairs and mirror with brass rosettes. Already, according to a spokesperson, people are lounging and chatting in this space instead of simply hurrying through.



Redevelopment

Media Highlights

The New York Times

Midtown Manhattan Has a Pulse Again

Tourists, office workers and New Yorkers from other neighborhoods are returning to — and enjoying — the heart of the city.

Time Out New York

Here's how midtown has made a major bounce back

Rockefeller Center is having its own resurgence, too.

If you've walked through Times Square since changing tourist patterns opened at the New Year's ball or maybe through Times, dining outdoors and other major events you'll find a thriving community building its way to the heart of the city in a way that's different from the other areas nearby. Midtown Manhattan is, for the most part, as the nation goes.

If that's not in itself to draw attention to midtown, you're going to find it in the way that the city is being reimagined. It's where the city is being reimagined, and it's where the city is being reimagined. It's where the city is being reimagined, and it's where the city is being reimagined.

NEW YORK GRUB STREET

The Race to Finish Rockefeller Center's Restaurants

The tree lighting looms, and nobody wants to miss a bit on millions of potential customers.

SURFACE

1stDibs Spotlights Black Artist Fund Grant Recipients, and Other News

Black artists bring hospitality business to a revived Rockefeller Center building.

The 1stDibs Curator's Guide to the 2022 with a list of exciting new additions. If you're in the city, you'll find a lot of exciting new additions. If you're in the city, you'll find a lot of exciting new additions.

VOGUE

America's Most Anticipated Restaurant Openings of 2022

Rockefeller Center's dining transformation continues in 2022 with a list of exciting new additions. If you're in the city, you'll find a lot of exciting new additions.

The Telegraph

The ultimate guide to New York City's five boroughs

The Rockefeller Center is receiving a \$50 million (£32 million) makeover to make it somewhere visitors — and New Yorkers — might actually want to go. There is an outpost of Rough Trade records, which will host gigs; a group of hip businesses since Brooklyn and East, and a Italian cafe from star chef Ignacio Mattos. Food halls continue to crop up to great fanfare, such as Citizens Kitchen by Hudson Yards, and AlibiBistro.

The city doesn't come to New York just for the sights. "The energy is palpable," says acclaimed restaurateur Sabato Sgarbi of the so-called city. "It's like revisiting New York all over again, even if you live here."

6sqft

Independent bookstore McNally Jackson to open new flagship location at Rockefeller Center

The new bookstore comes as part of an ongoing revitalization of Rockefeller Center, which includes improvements to the complex's public realm. New visitors include Brooklyn-based Rough Trade, also coming to the area, and new arrivals American Express, and existing and new shops like Lingua Franca.

THE TIMES

25 reasons to visit New York right now

6. The return of Rockefeller

Midtown Manhattan's return to its former glory is a story, but not nearly everyone has paid for the cutting-edge food. For at least 10 years, it's been a story. This year the industry has been seeing an influx of property good restaurants, including a bunch of Brooklyn-based brands that have opened in Midtown. From the classic Italian restaurant to the new Italian restaurant, the return of Rockefeller is a story.

CRAIN'S

These are the most anticipated restaurants opening at Rockefeller Center this summer

They are coming to Rockefeller Center from downtown and Brooklyn, bringing their chef's knives, wine lists, seasonal ingredients and casual style with them to the center of Manhattan.

THE REAL DEAL

Forget offices: Young, hip New Yorkers bring Midtown back

More over, Williamsburg. Here comes... Midtown?

Residents and builders who specialize in the area — known for aging office buildings and executives — say it has been transforming during the city's recovery, getting younger, hipper and trendier.

thrillist

Where to Eat and Drink at the Revamped Rockefeller Center

Rockefeller Center is making good on its reputation as a vibrant midtown Manhattan restaurant scene. The center is making good on its reputation as a vibrant midtown Manhattan restaurant scene.

BROOKLYN BASED

The hottest new neighborhood is...Midtown?

It's another week with in Midtown, where a lot of energy and excitement are in the air. It's another week with in Midtown, where a lot of energy and excitement are in the air.

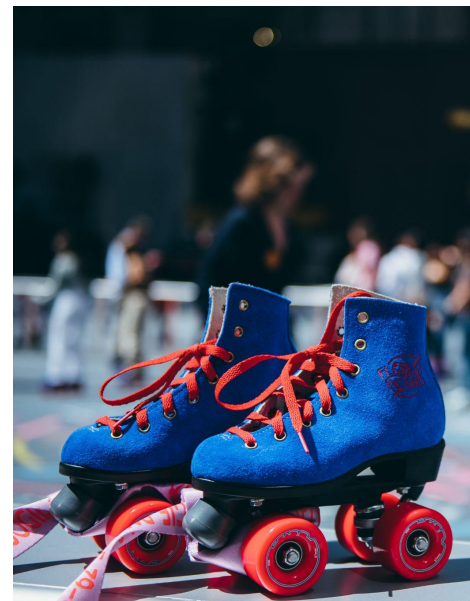
Flipper's Roller Boogie Palace

Flipper's Roller Boogie Palace at The Rink at Rockefeller Center opened on April 15, 2022, marking the first time that Rockefeller Center has offered roller skating in the warmer months since a short season in 1940.

To announce the opening of *Flipper's* to the world, the RUBENSTEIN team worked in collaboration with DLX (on behalf of *Flipper's*). The RUBENSTEIN team pitched New York metro reporters, in addition national reporters across broadcast, photo, arts and culture, travel, and things to do. RUBENSTEIN coordinated a targeted press preview ahead of opening day, as well as a day of media call targeting broadcast and photo. The news that *Flipper's* would open at Rockefeller Center broke through two exclusive feature articles: one by *The New York Times* and the other by *WSJ Magazine*. The announcement was then covered by nearly every major New York-based news outlet and broadcast station, with national coverage including articles by *Forbes*, *Vogue.com*, *People*, and *Conde Nast Traveler*.

Three events were held in the days leading up to the opening of *Flipper's*. There was a preview event for media, a high-profile opening celebration, and a media-call on the day of the opening which invited media to interact with skaters and share the excitement of the opening day with their audiences. In addition to media, the RUBENSTEIN team invited select influencers to the preview event to get a first-look at the new rink. The influencers invited were chosen due to their expertise in video content so they would be able to share the high energy of the new rink.

Notably, the RUBENSTEIN team coordinated segments with the hosts of the *TODAY Show* on opening day which included interviews with the co-founder of *Flipper's*, Liberty Ross. *Flipper's Roller Boogie Palace* has continued to grow in popularity, and was included in roundups of things to do in the city consistently while it was open.




Media Highlights

The New York Times

Who Needs Ice? Roller-Skating Comes to Rockefeller Center:

A wheel-friendly rink is opening in Midtown's famous sunken plaza, part of a rebrand of the Art Deco complex to attract more New Yorkers.

Give this article



WSJ. MAGAZINE

Rockefeller Center's Iconic Rink Flips to a Super-Luxe Roller-Skating Venue This Summer

ModelLiberty Ross turns entrepreneur to relaunch her family's historic roller skating rink as an ambitious new venture with locations in New York and London.



Flipper's is often described as the West Coast Studio 54 on roller skates. Like 54, it was open for less than three years (it closed when Ross was still a toddler), yet the imagery that it produced helps define the disco era: Cher reupland in a sheer, sparkling top (worn braless), Margaux Hemingway and Elton John crouched in a banquet wearing oversized sunglasses, Jane Fonda sliding in skintight pants with her lace-up roller skates in the air. The rink gets a shoutout in Quentin Tarantino's 1997 movie Jackie Brown. "I've always been like, 'Wow, what the hell was this place?'" says Ross, who put together a book on Flipper's that was released by IDEA last fall.

TODAY



WHEELS
TODAY

VOGUE

TRAVEL

A First Look at Flipper's Roller Boogie Palace, the New Rink at Rockefeller Center


BY ANNA HILLER
AUG 14, 2024



For the past few months, the Rockefeller Center's Lower Plaza has been under construction. Now, "Lower Plaza" probably doesn't spark much name recognition among New Yorkers or, well, anyone reading this article. No one calls it that. Everyone calls it the *ice skating rink*, because for a few months, that's what it is: a glorious place where New Yorkers and visitors alike glide under the Christmas tree all bundled up. Come March, however, it has historically switched to a space that is far less remarkable and accessible. (Previously, the Lower Plaza housed a reservation-recommended restaurant where entrees hovered in the 30 to 40-dollar range.)

Flipper's Roller Boogie Palace

Media Highlights



NATIONAL
New York's famous skating rink at Rockefeller Center has gone retro

April 21, 2022 | 6:18 AM ET
Heard on Morning Edition

1-Minute Listen


Skaters are ditching their blades — and putting on wheels. The last time the rink welcomed roller skaters was in the 1940s.

Transcript

A MARTINEZ, HOST:
New York's famous skating rink at Rockefeller Center has gone retro. Skaters are ditching their blades and putting on wheels.


(SOUNDBITE OF GLENN MILLER'S "AMERICAN PATROL")

STEVE INSKEEP, HOST:
I hope they're playing music like that if they do it. The last time the Rockefeller Center rink welcomed roller skaters was in the 1940s. Now they're back.




Eye / PARIS
Flipper's Roller Boogie Palace Opens in New York


Urbanc Mary J. Blige and more christened the new roller rink in New York.
By JESSICA HERSHBERGER | APRIL 15, 2022, 4:29PM



The spirit of the roller boogie has arrived in New York, with the opening of Flipper's Roller Boogie Palace at The Rink at Rockefeller Center. Thursday night a VIP crowd including Mary J. Blige, Dr. Dre, Usher, Gayle King, WILLIAM, Jimmy Iovine, Jon Batiste, Patti Smith, Meek Mill, Bethenny Frankel, Ella Emhoff, Jeffrey Deitch, Alexandre de Betak, Hailey Benton Gates, Ruby Aldridge, Coco Gordon Moore and more took to the rink — once the rain had stopped, finally — to welcome the roller rink. The party was hosted by Flipper's cofounders Liberty Ross and Kevin Wall, the original Flipper's was founded in Los Angeles in 1979 by Ross' father, Ian "Flipper" Ross.




Rockefeller Center will have a skating rink in the spring




Are you planning a trip to New York this spring or during the summer? For the first time since 1940, you can skate at Rockefeller Center without being so cold and do it on ice.

From April 15, and until October, the skating rink opens to the public with a fun and different proposal: Flipper's Roller Boogie Palace. The name of the new track refers to the mythical track of the famous skater, Ian "Flipper" Ross, whose headquarters were in Los Angeles, and which had great fame during the late 70's and early 80's.



Boogie nights: A disco-inspired roller rink opens at Rock Center today

By Hannah Pritenberg | April 15, 2022 | 11:02am | Updated



Midtown is swapping out its blades for wheels this weekend as the Rockefeller Center ice skating rink temporarily transforms into a roller disco for the first time in 80 years.

The last time you could rollerskate at the iconic Lower Plaza in front of 30 Rock was back in 1940. But this time the vibes are solidly disco.

Flipper's Roller Boogie Palace

Christmas at Rockefeller Center

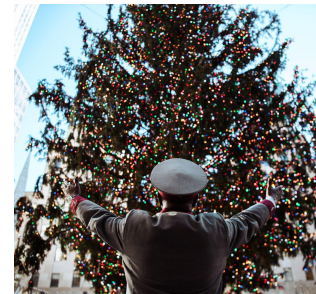
The 2022 Rockefeller Center Christmas Tree

The 2022 *Rockefeller Center Christmas Tree* from Queensbury, New York earned local, national, and international coverage from the day its location was announced through the lighting and beyond. On the days of the tree cutting, arrival, and lighting, the RUBENSTEIN team helped arrange media interviews for Neil Lebowitz and Erik Pauze.

The RUBENSTEIN team also worked to coordinate additional specialty interviews and experiences for outlets such as *NBC Nightly News*, *Insider*, and *Highlights for Children*.

For the first time, select content creators were invited to attend the lighting. Feedback on the experience was overwhelmingly positive from all who attended.

This year's holiday media coverage included 16,000+ media stories across TV, print, online and social media, with a potential audience reach of over 8.9 billion.



Media Highlights



Rockefeller Center has selected its 2022 Christmas tree – and it's huge!



The best time of the year is finally here!

On Tuesday, Nov. 1, Rockefeller Center unveiled its new Christmas tree, which will be sitting in the middle of the plaza above the iconic skating rink.

The Norway Spruce is 82 feet tall, 50 feet wide and weighs 14 tons. It's also approximately 85 to 90 years old. This year, the tree was found in Queensbury, New York. Last year, it hailed from Maryland and was a mere 79 feet tall.



Rockefeller Christmas Tree unveiled: 90-year-old Norway Spruce - standing 82-feet-tall - will be chopped down and transported 200 miles from upstate New York to Manhattan where it'll be adorned with 50,000 lights and topped with a Swarovski crystal star



In a return to tradition this year's Rockefeller Christmas tree will come from Queensbury in upstate New York, around 40 miles north of Albany.

The 90-year-old Norway Spruce stands 82-feet tall, 50 feet in diameter and weighs 14 tons, Rockefeller Center said.

The tree will be cut down in the coming days before being driven just over 200 miles south to Manhattan on a 125 foot telescoping trailer.



Holiday season kicking off in NYC with selection of Rockefeller Center Christmas Tree



The holiday season is getting into gear in New York City, and Rockefeller Center is ready to spruce up the square with a new tree.

On Nov. 1, Fishman Spicer announced that the 2022 Rockefeller Center Christmas Tree will come from New York State. The Norway Spruce that was chosen, hailing from Queensbury, New York, will be cut down on Nov. 10 and will arrive in New York City at Rockefeller Center on Nov. 12.

On Nov. 20, Rockefeller Center will host its annual tree lighting ceremony. The tree will be wrapped in more than 20,000 multi-colored, energy-efficient LED lights and topped with a Swarovski star, which will be lit up officially during a live broadcast. The tree will remain on display until mid-January.



Rockefeller Center Christmas Tree will come from upstate New York

Midtown Manhattan will soon be spruced up for the holidays.

This year's Rockefeller Center Christmas Tree will be a home-grown one, hailing from the town of Queensbury in upstate New York's Warren County. Fishman Spicer, the real estate company that owns the Midtown complex, announced Tuesday.

The Norway spruce, from an area that's about 200 miles north of Times Square, will be chopped down on Nov. 10 and roll into Rock Center two days later, where it'll be on display through mid-January.



Location Announcement

Media Highlights



Rockefeller Center Christmas tree set to begin its journey to NYC



This year's Rockefeller Center Christmas tree is being cut down in Queensbury, New York, on Thursday before making its way to New York City. The tree-lighting ceremony will take place on Nov. 30.



The 2022 Rockefeller Christmas Tree Has Been Cut Down and Is on Its Way to NYC



It's almost time to put up the Rockefeller Christmas tree — and kick off the holiday season in New York City!

The 2022 Rockefeller Center Christmas tree is on its way to NYC from Queensbury, NY. The 82-foot tall Norway Spruce will now travel 200 miles to its holiday home in Manhattan.

Rockefeller Center tweeted about the tree earlier this month. "Coming in at 82 feet, 14 tons, and hailing from Queensbury, New York, meet your 2022 Rockefeller Center Christmas Tree!" the tweet said.

"We're feeding it, we're watering it through the summer," Erik Pauze, the head gardener at Rockefeller Center told News 10.



Rockefeller Christmas tree cut down ahead of journey to NYC

"It's the season, already.

The massive Christmas tree that will light up TV screens across the country and draw gawking tourists to Rockefeller Center next month began its journey to the Big Apple Thursday.

The 82-foot-tall, 50-foot-wide Norway Spruce was cut down in upstate Queensbury and hoisted onto a large truck for the more than 200-mile drive down to Midtown Manhattan, according to WTEN-TV.

The 90-year-old tree has been preparing for the journey since it was donated by the Lebowitz family of Glens Falls, NY earlier this year, according to the station.

"We're feeding it, we're watering it through the summer. Then about a week and a half ago, we came up, we started felling the tree, wrapped each branch individually to tie it up. We have to get it down from 50 feet to 14 feet so we can travel on the Thruway," Erik Pauze, the head gardener at Rockefeller Center, said.



Owner of Rockefeller Christmas tree cut in Queensbury: 'It's our gift to everybody'



Thanksgiving is still a few weeks away, but the excitement of Christmas was in the air Thursday in Queensbury, where a 82-foot Norway Spruce selected as this year's Rockefeller Christmas tree in New York City was cut down.

Hundreds of thousands of people will travel to Manhattan to see the Rockefeller Center Christmas tree, but the tree itself has a journey of its own, and this year's journey began in this Warren County town.

On Thursday, all eyes were fixed 80 feet in the sky as a 90-year-old Norway spruce was cut down for shipment downstate. Even the tiniest town residents were filled with pride.

"I'm here because I like the tree, and I didn't want to miss it cause it's so cool and so tall," said Dhaney O'Brien, 6.

Owner Neil Lebowitz was approached in June about donating the tree, which comes from a piece of land that's been in his family for over two decades.

"It's something we can share with everybody else," Lebowitz said. "It's our gift to everybody. On the other hand, another thing that ran through my mind is this is a once-in-a-lifetime experience. Do it or it'll be a gas, and it has been!"


Tree Cutting

Media Highlights



AP ASSOCIATED PRESS

Holiday arrival: Rockefeller tree ushers in Christmas season



NEW YORK (AP) — An iconic sign of Christmas arrived in New York City on Saturday as a crane hoisted an 82-foot (25-meter) Norway spruce into place at Rockefeller Plaza, where the 14-ton tree will be festooned with thousands of lights and topped with a star encrusted with millions of crystals.

The Christmas tree will be officially lit on Nov. 30.


The approximately 90-year-old tree was cut Thursday, then lifted onto a flatbed truck for its 100-mile (160-kilometer) trip from Queensbury, New York, to New York City.

"We gave it with the expectation that everybody would enjoy it," said Neil Lebowitz, whose family donated the tree.


"For me, it was just a nice tree," Lebowitz was quoted as saying by the New York Post. "Now it's a special tree. Everybody around the world can enjoy it."

The tree, whose lower branches extend 20 feet (7 meters) in diameter, will be aglow with 20,000 multicolored lights and topped with a 900-pound (408-kilogram) star covered in 3 million crystals.

After the holidays, the tree will be milled into lumber for donation to Habitat for Humanity, officials said.



It's here! The 2022 Rockefeller Center Christmas tree has officially arrived



Manhattan is getting a little holiday cheer.

The 2022 Rockefeller Center Christmas tree has finally arrived at Rockefeller Plaza in New York City after it was cut down from its home in Queensbury, New York, and traveled 200 miles to the Big Apple.

Tree Arrival

Media Highlights

DAILY NEWS



AP ASSOCIATED PRESS

Rockefeller Center Tree



'Christmas in Rockefeller Center' live updates: See all the performances and best moments

Ho, ho, ho! It's the holidays and what better way to kick off the season than with the annual lighting of New York's very own Rockefeller Center Christmas tree?

This year marks the 90th anniversary of the beloved tradition and we've got the lowdown on all the festivities and show-stopping performances at NBC's "Christmas in Rockefeller Center," as they happen, including an appearance by Mother Nature, who has decided to cooperate just in the of Saint Nick of time.

Either way, not even a Grinch could steal our Christmas spirit this year because we're just full of dahoo doos as we eagerly await to see this year's Norway Spruce brought to light and crowned with the Swarovski star.

With more than 50,000 multi-colored LED bulbs strung on this year's tree, it promises to be the most, ahem, illuminating spectacle of the season.

Along with keeping you up to date on all of the night's events, we've also got the story behind this year's massive Norway spruce, the fascinating history behind the Rockefeller Center Christmas tree, and everything else you want to know about this iconic celebration.



All the Celebs Going to the 2022 Rockefeller Center Tree Lighting—Including Blake and Gwen

The 2022 Rockefeller Center Christmas tree lighting ceremony is airing Wednesday, November 30, and you won't want to miss out on one of the best ways to get into the holiday spirit! As part of the *Christmas at Rockefeller Center* special on NBC, the event will be hosted by NBC News' TODAY co-anchors Savannah Guthrie, Hoda Kotb, Craig Melvin, and ACCESS Hollywood's Mani Lopez. But they aren't the only ones set to be at the ceremony, as this year's lineup is stacked with A-listers. But who, exactly, should we expect to see at the 2022 Rockefeller Center tree lighting? Read on, below.

Which celebrities will be at the 2022 Rockefeller Center tree lighting?

Celebs set to make an appearance are as follows: Amma Allen, Andrea Bocelli, Matteo Bocelli, Virginia Bocelli, Brett Eldridge, David Foster and Katharine McPhee, Mickey Guyton, Alicia Keys, Amy Poehler, Radio City Rockettes, Maya Rudolph, the Muppets of Sesame Street, Dan + Shay, [Ella Shestern](#), The Chordettes, [Coco Stéfani](#), Louis Vuitton, and more will be there. Let the countdown begin!

And to make things even sweeter: [Kuband](#) and wife duo and fellow *The Voice* Coaches [Shelton](#) and [Stefani](#) will get together for a duet performance of their holiday single, "You Make It Feel Like Christmas." (The two [previously](#) performed the heartwarming song on *The Voice* back in Season 20.)

How do I watch the 2022 Rockefeller Center tree lighting?

The Rockefeller Center Christmas tree lighting will be broadcast during the *Christmas at Rockefeller Center* special, airing Wednesday, November 30 from 8-10 p.m. ET on NBC.

Tree Lighting

Media Highlights

DailyMail.com

Let there be lights! NYC kicks off the holiday season by flicking the switch on the Rockefeller Christmas tree lights.... All 50,000 of them



New York kicked off the holiday season at the Rockefeller Center by illuminating the city with a 50,000 Christmas tree light display.

People gathered around to watch the 90th annual Rockefeller Christmas Tree in the Big Apple on November 30.

Hundreds showed up around the area to watch the annual ceremony despite the heavy rain and wind.

Katherine McPhee and David Foster warmed up the crowd on the chilly evening during a live performance last night.

The 14-ton Norway spruce, whose lower branches extend 50 feet in diameter, is topped with a 300-pound star covered in three million crystals.

Actor and television host Mario Lopez gave a speech at the ceremony, which continued well into the night.

THE U.S.
Sun

LIGHT EM UP Rockefeller tree lighting



While celebrating the broadcast [Christmas](#) tradition in Midtown Manhattan, singer [Katherine McPhee](#) referred to her husband [David Foster](#) as "daddy" on stage.

Fans immediately took to [Twitter](#) to discuss the comment, with one [saying](#): "I find it amusing Katherine McPhee called David Foster, 'Daddy' on stage. Me thinks she left off 'Sugar' in front of Daddy."

Many other well-known performers graced the stage during the TV special, including [Andrea Bocelli](#), [Sven Stefani](#), [Alicia Keys](#), [Blake Shelton](#), and [The Rockettes](#).

NEW YORK POST

Moments from the Rockefeller Center Christmas tree lighting



DAILY NEWS

Rockefeller Center Christmas tree lights up in NYC



New York City kicked off the holiday season with the lighting of the Rockefeller Center Christmas tree on Wednesday night.

This year's tree is a mighty Norway spruce from Queensbury, N.Y. It stands 84 feet tall, spans 50 feet wide and weighs a whopping 14 tons. The specimen is 89 to 90 years old and was donated by the Lebowitz family of Glen Falls.

The tree is covered in over 50,000 lights, wrapped in around five miles of wire and topped with a star made of over three million Swarovski crystals that weigh 900 pounds on its own. Once the holiday season ends, the tree will be turned into timber for Habitat for Humanity.

Tree Lighting

Media Highlights

* SECRET NYC

The Iconic Rockefeller Center Christmas Tree Will Be Removed This Weekend



Another [holiday season](#) has come and gone in NYC, and with that comes the removal of all the [holiday lights](#), [window displays](#), and [Christmas trees](#).

This [Saturday, January 14](#), the Rockefeller Center Christmas Tree will go dark at 10p.m., and also, the removal process of the tree will begin.

But, the absence of the tree's 50,000 multi-colored LED lights [doesn't mark the end of the road](#) for the iconic Norway spruce!

Since 2007, retired Rockefeller Center Christmas Trees have been [milled into lumber](#) and [donated to Habitat for Humanity](#). And Rockefeller Center [joins with a good cause](#) from Habitat for Humanity International to find out exactly what happens to the tree once it's removed for the season.



Last chance to see 2022
Rockefeller Christmas Tree



ALBANY, N.Y. (NEWS 10) — The holiday season is officially over and if the date on the calendar doesn't indicate such, the last day to see the Rockefeller Christmas Tree is this weekend, January 14. At 10 p.m. the tree will go dark, and the removal process will begin.

If you didn't get a chance to see the famous Rockefeller Tree, now's your last chance until the 2023 holiday season! The beloved tree donated by local family, the Lebowitz's in Glens Falls, will be milled into lumber and donated to Habitat for Humanity which has happened to every tree after the holiday season since 2007.



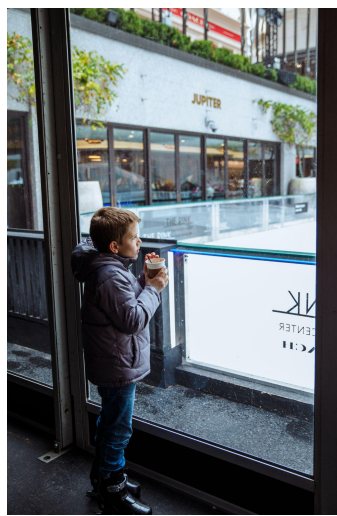
Tree Removal

The Rink



The Rink at Rockefeller Center Presented by Coach opened on November 5, 2022 to great fanfare and excitement. Information about the opening day, ticket sales and invitations to attend were sent to local and national media.

TODAY did a live hit from *The Rink* to celebrate its opening. Hoy Día (Telemundo National) also filmed a profile on Nelson Corporan, *The Rink's* longtime Olympia driver.

The Rink continued to make roundup lists from outlets across the metro area of the best things to do in New York City this winter!



Media Highlights



Rockefeller Center opens ice rink, ushering in the 2022 holidays

The Rockefeller Center ice rink in New York City is opening for the holiday season! NBC's Joe Fower there on his skates to share some tips and mark the occasion.

Nov. 6, 2022


Rockefeller Center has selected its 2022 Christmas tree — and it's huge!



Rockefeller Center ice rink opens as NYC starts glide into the holiday season — even in warm temps




It certainly doesn't feel like Christmastime, with temperatures soaring into the 70s, but one of the first signs the holidays are approaching slipped in Saturday anyway as the Rockefeller Plaza skating rink opened.




The Rink at Rockefeller Center 2022 guide


Ice skating on The Rink at Rockefeller Center is the most iconic NYC tradition, here's are the details you should know



The iconic Rink at Rockefeller Center is open to skaters! [Ice skating](#) is not only one of the best [Christmas things to do](#), but it's one of the best things to do for fall and winter! Every year, The Rink at Rockefeller Center ushers in the holiday season by opening up to the public to skate under a golden Prometheus. Once peak season hits, there's going to be a bit of a wait to get on the slick stuff. Use our handy guide to navigate your way through one of the best [New York attractions](#).



Rockefeller Center's Iconic Ice Rink Is Open For The Season



Bring out the Zamboni! It's officially winter and that means it's time to head to all of NYC's ice skating rinks!

That said, [Evans Park's Famous Ice rink](#) and [Central Park's Wollman Rink](#), are open and ready for you to shred up some ice!

Though Rockefeller's iconic ice rink transformed into a [massive retro roller rink](#), for the summer, its world famous ice rink's 86th anniversary is in full swing, and will remain open daily through March, 2023!

Although the sporadic temperatures have been incredibly confusing, it is officially winter and we can't deny how gorgeous the city looks during the holiday season.

[Buy your ticket now!](#) They cost anywhere from \$20-73 depending on the day and time.

The Rink

Tuba Christmas

The 49th annual *Tuba Christmas* was held at Rockefeller Center and, per tradition, featured hundreds of tubists of all ages as they filled the Plaza with holiday classics while dressed festively for the occasion.

Despite inclement weather, there was a strong turnout by both the performers as well as media. The event was attended by several photographers and local camera crews, as well as content creators.

Several media attendees shared that they look forward to this annual event each holiday season, and already have plans to cover next year's 50th anniversary performance. The event was also pitched in advance to metro area media as well as event listing sites to boost attendance.



Media Highlights

untapped new york.

5 QUIRKY ROCKEFELLER CENTER HOLIDAY TRADITIONS

2. Annual Tuba Christmas



Ad Homin Photography

Every year, hundreds of tubists of all ages gather beneath the [Rockefeller Center Christmas Tree](#) for the Annual Rockefeller Center Tuba Christmas! The gathering fills Rockefeller Plaza with Christmas music played by student, amateur, and professional musicians playing tenor and bass tubas. Musicians are often dressed in festive outfits and even their tubas are decorated!

UPI

49th Annual Tuba Christmas at Rockefeller Center in New York



UPI

Tuba players assemble and perform holiday songs under the Rockefeller Center Christmas Tree at the 49th annual Tuba Christmas at Rockefeller Center on Sunday, December 11, 2022 in New York City. Photo by John Angelillo/UPI



EYEWITNESS NEWS



TUBAS AT ROCKEFELLER

11:15
33
abc 7
#abc7NY

PIX 11

NEW YORK'S VERY OWN



TUBA CHRISTMAS RETURNS TO ROCKEFELLER CENTER

PIX 11
6:30 AM

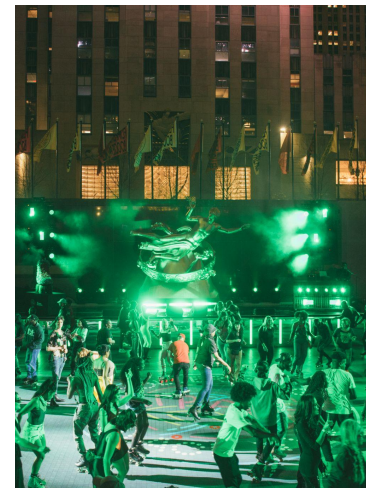
Tuba Christmas

Content Creators

Content Creators

As part of the effort to both open up coverage streams and and cultivate ongoing relationships, the RUBENSTEIN team began incorporating influencers into the media strategy this year at a larger scale than ever before. Influencers were chosen based on the event and their specific niche, with a focus on inviting influencers who create New York-centric content.

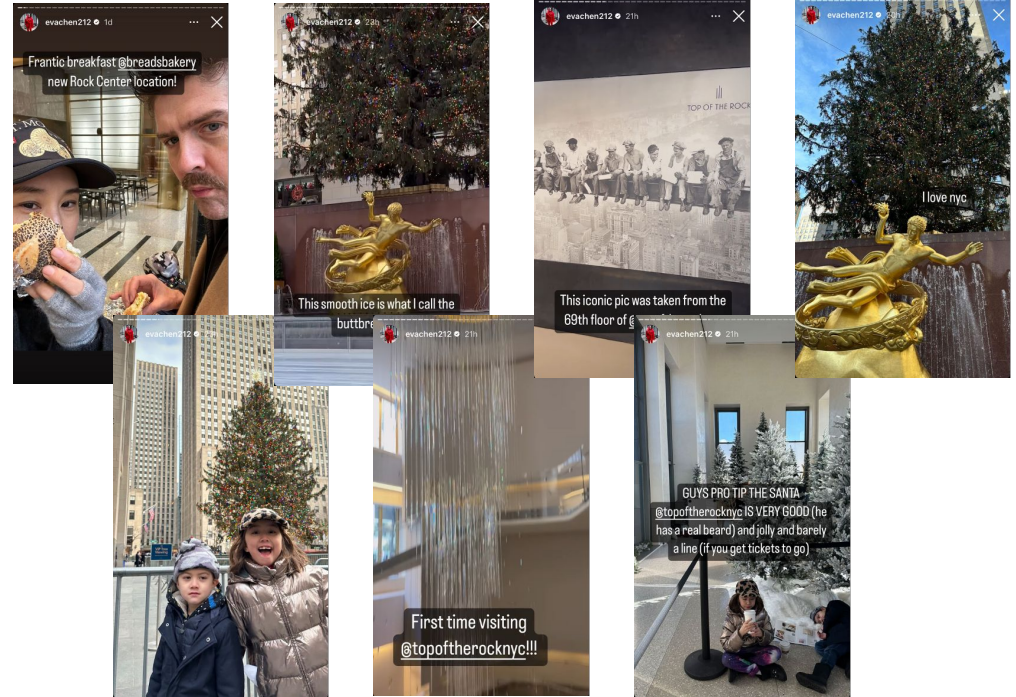
Select content creators were invited to events such as *Love at the Center*, *Philip Glass' Birthday Party at The Rink*, *Star Party*, the *Love Above All Ball*, and more. The culmination of influencer work this year was the *Rockefeller Center Christmas Tree Lighting*, where influencers we have built a relationship with throughout the year (Friends of Rockefeller Center) and new influencers were invited to watch the *Tree Lighting* and create content to share with their followers. We also began to coordinate curated experiences for influencers that incorporated all aspects of the campus, beginning with a specially customized experience for Eva Chen, Director of Fashion Partnerships at Instagram.



Best of Instagram



Eva Chen
Instagram: @evachen212
Followers: 2.2M



Instagram Stories

Best of Instagram



Mickey Blank

Instagram: @mickmicknyc

Instagram Followers: 124K



mickmicknyc
Rockefeller Center



Instagram Feed Post

mickmicknyc Happy Valentine's Day from @rockefellercenter ❤️ With a new gorgeous #flowerflash by @lewismillerdesign 🌸 Thank you @luv2travell for snapping our photo 💕 #rockefellercenter #topoftherock

Best of Instagram



Kiara Di Paola

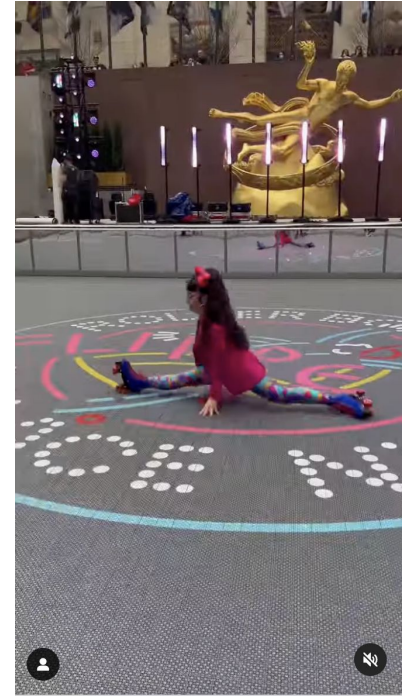
Instagram: @newyorkcity4all

Followers: 101K

Friend of Rockefeller Center



Instagram Reel



Instagram Reel

Best of Instagram



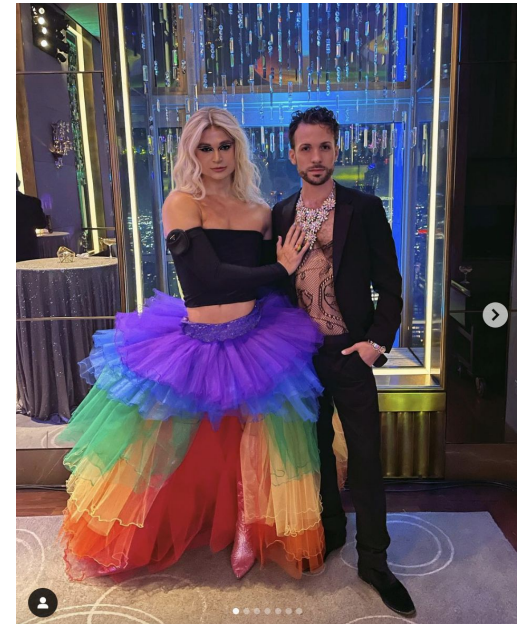
Conor McKenzie

Instagram: @conor_mckenzie

Followers: 298K



Instagram Reel



Instagram Feed Post

Best of Instagram



New York Bucket List
Instagram: @nybucketlist
Followers: 1.5M



nybucketlist It's the most wonderful time of the year in New York ✨
@rockefellercenter tree has officially been lit! #NYbucketlist #BucketListers

Reel

Best of Instagram



My Christmas in New York
Instagram: @mychristmasinnewyork
Followers: 194K



mychristmasinnewyork IT'S LIT ✨
2022 ROCKEFELLER CENTER TREE
LIGHTING 🎄 FOLLOW
@MyChristmasInNewYork FOR the
BEST CHRISTMAS TOURS in NYC 🎅

🗣️ I am Marco and I help you
planning your NYC trip: JOIN my
TOURS [Link in Bio] 📍

🙏 Thank you @rockefellercenter for
the invite

Reel

Best of TikTok



Mickey Blank
TikTok: @mickmicknyc
Followers: 803.7K
Friend of Rockefeller Center



2022 is in its place at Rockefeller Center 🥰🎄
#rockefellerchristmastree #christmastree #nyc

TikTok Video

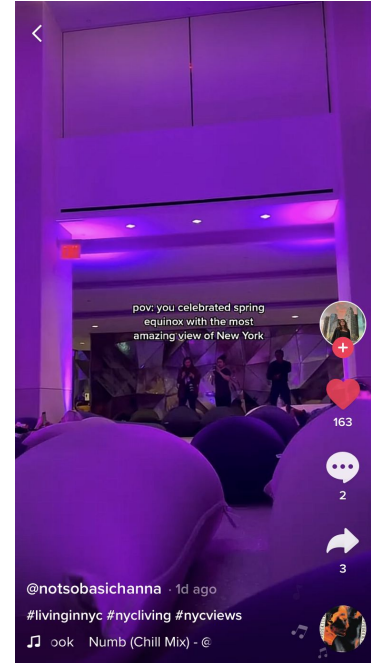
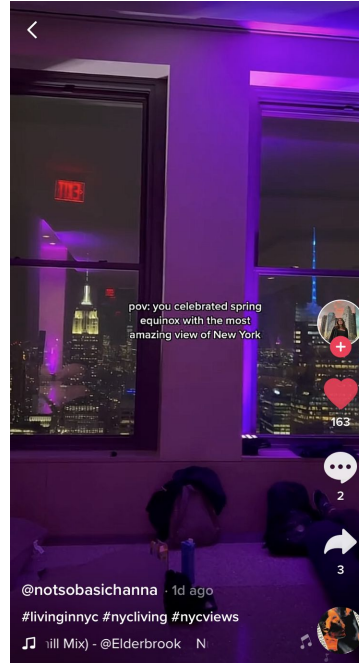
Best of TikTok



Hanna Nesterova

TikTok: @notsobasichanna

TikTok Followers: 18.6K



TikTok Video

Best of TikTok

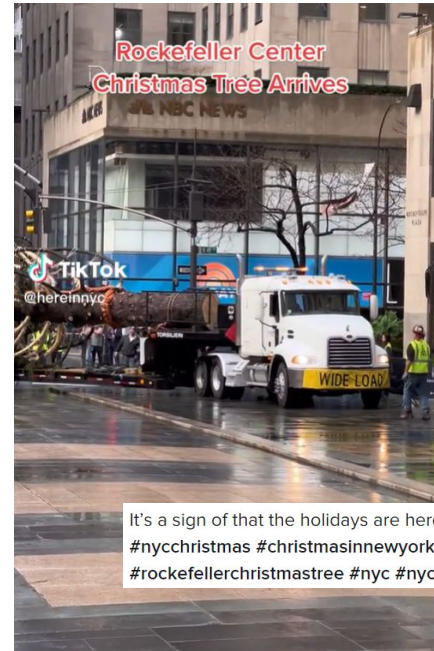


John Friia

TikTok: @hereinnyc

Followers: 204K

Friend of Rockefeller Center



TikTok Video

Best of TikTok



Megan Marod
TikTok: @themegandaily
Followers: 133.8K
Friend of Rockefeller Center



TikTok Video

Impressions Index

Title	Total Impressions
<i>Public Art</i>	
Art in Focus - Max Colby	3,789,141
Art in Focus - Hugo McCloud	12,758,111
Art in Focus - Emily Mullin	63,411
Art in Focus - Arghavan Khosravi	14,444,642
Art in Focus - Lorraine Nam	141,183,695
<i>Buildings and Blocks</i>	79,418,740
<i>Dawn Chorus and Speculations</i>	79,418,740
The Flag Project	40,587,386
MASA	60,357,731
<i>Plantoir, Blue</i>	61,389,298
Jeppe Hein's <i>Changing Spaces</i>	951,702,197
Derrick Adams' <i>Funtime Unicorns</i>	11,598,406
Jenny Holzer X PEN America	24,977,324
<i>Special Events</i>	
Love at the Center	9,826,337
Pride at Rockefeller Center	57,772,632
Mexico Week: Día De Muertos at Rockefeller Center	281,681,830
Star Party	95,393,525
Racquet House at Rockefeller Center	162,851,682
indieplaza	40,815,066
Glass: Reimagined	11,823,414

Title	Total Impressions
<i>Tenant Announcements</i>	
Ruane, Cunniff & Goldfarb	3,041,087
World Monuments Fund	771,965
<i>New Additions</i>	
Redevelopment	592,680,768
Flipper's Roller Boogie Palace	2,644,153,128
<i>Christmas at Rockefeller Center</i>	
Tree Announcement	375,172,197
Tree Cutting	463,794,101
Tree Arrival	912,226,488
Tree Lighting	1,187,383,329
Tree Removal	34,795,252
General Tree	4,310,504,672
The Rink	1,238,685,121
Tuba Christmas	7,849,627