

Rockefeller Center

2023 Media Recap

Prepared by Rubenstein

Overview

Following the success of the Center's revitalization, the Rubenstein team's strategic goal for 2023 was to continue to support the newest generation of customers, retailers, restaurants, and artists - while continuing to position the Center as a draw for new leasing.

A mainstage moment of the year was the opening of The Beam at Top of the Rock, which was covered by top tier national outlets including *The Today Show*, *People Magazine*, *Travel + Leisure*, *Forbes*, and *USA Today*, and international outlets including *The Guardian*, *CNN Brasil*, and *The Telegraph*. Notably, traditionally tough critics from *New York Magazine's Curbed* and *The New York Post* ran positive reviews of the new experience.

2023 also marked the 5th year of the Center's partnership with Art Production Fund to present the *Art in Focus* public art series. Coverage of this year's artists included a *WNBC* segment with artist Joel Gaitan, a feature on Dominique Fung's installation in *Surface's* highly coveted Design Dispatch newsletter, and consistent coverage by "things to do" sites as well as arts media.

Other core arts moments at the Center this year included the 4th annual *Flag Project*, which was featured in the *New York Times*; and the return of Robert Indiana's *LOVE* sculpture to New York, which received widespread attention following its debut on *The Today Show*. This year also featured "Celebrate Korea at Rockefeller Center" and the return of "Mexico Week: Día De Muertos," cementing the Center's legacy as a destination for global culture.

This year, we announced plans for a hotel at Rockefeller Center - the first ever on campus. We also supported retail, office customers, and brand partnerships through collaboration on strategic media moments with the partners' communications teams. Throughout the year, retail at the Center was continuously featured in our conversations with media, showcasing the depth and breadth of Rockefeller Center as a destination. This culminated in the 2023 holiday season where we leveraged the Rockefeller Center Christmas Tree, The Beam, and The Rink to highlight the full scope of experiences, retail, and dining at the Center.

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Ticketed Experiences

Our team developed the media strategy for each experience with the intention to increase ticket sales for local, national and international audiences.

We leveraged popular activations on campus and paired ticketed experiences with those high visibility moments. We were also responsive to updates regarding ticket sales and reservations to avoid proactively pitching sold out experiences or high construction zones that might undermine the user experience.

The Beam

The opening of The Beam yielded major media placements in the first two weeks of operation, beginning with an unprecedented *Today Show* piece featuring all five anchors. *The Today* segment produced two teasers, popular social media posts, and a remarkable feature story, and was followed by coverage in *Travel + Leisure*, *Forbes*, and *The Guardian*.

The Beam was covered by major print publications, influential digital outlets, and broadcasters in every target audience segment, including international and domestic travelers, family and kids, and, Spanish language, and local New Yorkers.



Media Highlights



Em NY, atração recria famosa foto de operários do Rockefeller a 240 metros de altura

Imagem de 1932 de trabalhadores em viga no edifício 30 Rockefeller Plaza virou atração turística interativa no Top of the Rock, um dos observatórios mais disputados de Manhattan



A foto foi feita em setembro de 1932 e mostra 11 trabalhadores almoçando em uma viga no topo dos 69 andares do arranha-céu 30 Rockefeller Plaza, antigo RCA Building, no centro de Manhattan.

Agora, 91 anos depois, visitantes podem recriar a imagem a mais de 240 metros de altura acima do nível do chão com uma experiência fotográfica interativa no 69º andar do prédio.

Os turistas são presos nos assentos com um cinto de segurança em uma viga que se eleva a 3,6 metros acima da área do deque de observação. A atração gira 180 graus, proporcionando vistas privilegiadas inclusive para o Central Park.

The Beam



Media Highlights

TRAVEL+ LEISURE

This New NYC Experience Recreates an Iconic 1930s Photo — Taking You 800 Feet in the Air and Rotating You Over the City

Rockefeller Center recreated the "Lunch Atop a Skyscraper" photo.

By [Alison Fox](#) | Published on December 5, 2023



New Rockefeller Center attraction lets visitors recreate iconic 1932 photo of men on the beam



[Saleen Martin](#)
USA TODAY

Published 12:33 p.m. ET Dec. 1, 2023 | Updated 8:36 a.m. ET Dec. 4, 2023



My Morning on the Beam

By [Zach Schiffman](#), a senior social media editor across New York Magazine



If you have ever dreamed of being a construction worker in the years before the National Labor Relations Act, here is your chance. The Beam is a new “experience” at Top of the Rock, where, for an additional \$25 on top of the \$40 it costs to get to the observation deck, you can sit on a metal beam for 90 seconds to replicate the 1932 photo *Lunch Atop a Skyscraper*. The Beam is Tishman Speyer’s latest effort to make Rockefeller Center cool, and there’s a certain kind of historical symmetry in the stunt of it all: The original photo itself was totally staged, a promotional image for the then-newly built Rockefeller Center. Naturally, I went.

The Beam

Media Highlights

People

Today Show Hosts Recreate Famous 1932 Photo Almost 1,000 Feet Above New York City

Al Roker, Hoda Kotb, Savannah Guthrie, Craig Melvin and Carson Daly sat atop Rockefeller Center's "The Beam" experience

By [Brenton Blanchet](#) | Published on December 7, 2023 05:15PM EST



NEW YORK POST

Here's what it's like on the Beam, Top of the Rock's 'frightening but fun' new ride

By [Alex Mitchell](#)

Published Dec. 1, 2023, 4:51 p.m. ET

Try not to scream on the Beam.

On Friday, Top of the Rock unveiled a brand-new attraction on the 69th-floor outdoor observation deck in which guests seated on a steel girder get lifted into the open air and spun around to experience unparalleled views of the Big Apple.

Aptly called the Beam, it's a **nod to Rockefeller Center's storied history** and the iconic, black-and-white 1932 photo "Lunch Atop a Skyscraper," which famously features 11 steelworkers hanging off a construction beam on their break while building 30 Rock — then known as the RCA Building.

And despite the rain, many lined up to ride the Beam on Friday afternoon.

"When the Beam turned around, I was literally white-knuckling with my grip," Trebba Putnam, a 67-year-old tourist from Rome, Georgia, told The Post after the dramatic moment she shared with her two granddaughters.

Gothamist

Rockefeller Center gets a new ride, 'The Beam,' honoring an iconic NYC photo



Rockefeller Center is taking people to new heights.

A new, immersive experience called "The Beam" gives visitors the chance to recreate the iconic "[Lunch atop a Skyscraper](#)" picture that was taken in 1932.

The original photo featured 11 ironworkers eating their lunch on a steel beam hundreds of feet above the ground, during construction of what is now 30 Rockefeller Plaza.

The Beam

Flipper's Roller Boogie Palace

Flipper's Roller Boogie Palace returned for its second year to celebrate the resurgence of skate culture in New York City.

Rubenstein's objective was to highlight Flipper's as one of many incredible experiences visitors can enjoy at Rockefeller Center. We pursued opening day features and supported their PR and operations teams with managing media onsite. Notable coverage included feature pieces by the *New York Post*, *NBC*, and a special feature called "Close to Home" from *News12*.



Media Highlights



A disco-inspired roller rink returns to Rockefeller Center on Friday

By Hannah Frishberg

Published April 11, 2023 | Updated April 11, 2023, 7:04 p.m. ET



Midtown is getting its groove back.

Following a winter hiatus, Flipper's Roller Boogie Palace is returning to the iconic Lower Plaza in front of 30 Rock this Friday, April 14.

This will be the pop-up venue's second year in the 34,000-square-foot space, which is better known for hosting the winter ice rink that has operated there since 1936.

Before Flipper's, the last time the plaza was used for wheels instead of blades was in 1940, before both the birth of disco and the first Flipper's Roller Boogie Palace, a beloved — if brief — Los Angeles haunt.

The original space, founded by Ian "Flipper" Ross, existed only from 1979 to 1981 but gained a great deal of cultural clout for having a long list of celebrity attendees (Elton John and Cher among them) and a memorable gold dome.



Lenny Kravitz Spends a Night Out in London, Plus Tan France, Nicky Hilton, Emma Roberts and More

From Hollywood to New York and everywhere in between, see what your favorite stars are up to

50 Main Event



Mary J. Blige and WanMor. PHOTO: CRAIG BARRITT FOR FLIPPER'S ROLLER BOOGIE PALACE

Mary J. Blige poses with members of WanMor at Flipper's Roller Boogie Palace at Rockefeller Center in NYC on July 21.

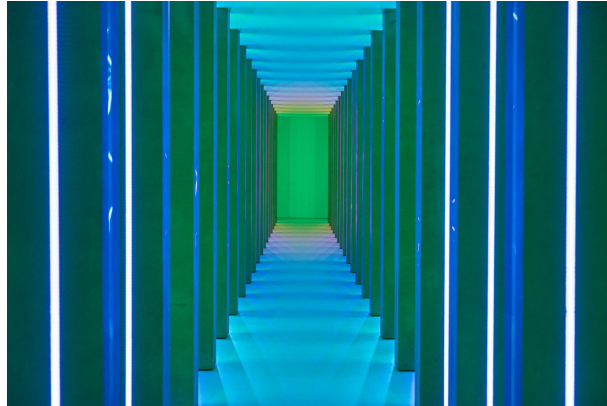


Flipper's Roller Boogie Palace

HERO

Collective and MATTE partnered with Rockefeller Center to create HERO, a new immersive entertainment experience, featuring a ticketed exhibition of sound, light, and future-forward technology during the day, and an exclusive event space and canvas for programming in the evening.

Our goal was to support MATTE and Collective with their publicity efforts, while navigating the soft opening of the new space during the holiday season. Feature pieces were run by *Time Out New York* and *Untapped New York*. HERO was also featured in a piece about the creator Maz Pollack in *Crain's New York Business*.



Media Highlights

CRAIN'S NEW YORK BUSINESS

Digital marketing exec blends music, visual arts to help brands tell stories

MARIO MARROQUIN



The company teamed with Manhattan-based marketing firm Collective to open Hero NYC, a venue tricked out to host a series of digital arts exhibits, in late October. Staged in a 17,000-square-foot venue that used to be the Rockefeller Center Finance Station post office just two years ago, the exhibition space showcases some of Pollack's favorite works as art installations, across LED screens and through sound systems. The aim is to deliver an immersive experience. Clients can rent the space to host events, while the venue's sound systems and screens can be programmed for a tailored experience. Pollack says approximately 40%, or nearly 5,000 square feet, of the Hero NYC space will be fully customizable. Although Pollack declined to specify how much money it took to build out the venue, he did note the entire process took about two months.

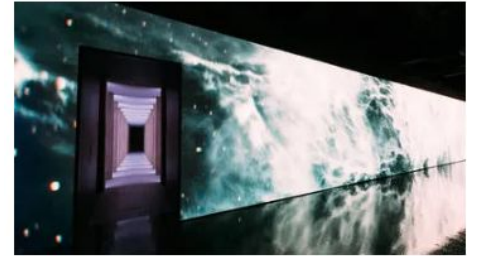
untapped new york.

HERO, A NEW IMMERSIVE EXHIBIT OPENS BELOW ROCKEFELLER CENTER



When thinking about [Rockefeller Center](#), we don't normally picture eclectic sounds of outer space, a drum that can play itself, and psychedelic visuals. However, all of these elements are part of New York City's new immersive experience venue, HERO, located in a former post office below the Channel Gardens. [Untapped New York Insiders](#) can get 10% off tickets!

HERO



Photograph: Janine Lee

Look inside the new immersive exhibition space under Rockefeller Center

Hero is currently home to a visually stunning light show.



Written by [Anna Rahmanan](#) Friday November 3 2023



Although we're ready to move on from the immersive experience trend, there's something about the new space under Rockefeller Center set to officially open tomorrow, Saturday, November 4, that is just worth savoring.

Special Events

Rubenstein worked collaboratively with each of the partners throughout the planning stages of the events to determine and execute a customized media strategy. While the events ranged in size, length, and content, it was imperative that each of the partners felt supported.

Our team coordinated and staffed a variety of media moments to promote each event. This included photo calls, scheduled media tours, an opening ceremony, and curated media invitations to ticketed events.

Love at The Center

The annual “Love at the Center” celebration returned in 2023 and featured heart-warming activations, limited-edition items, and Lewis Miller’s Flower Flash.

Our objective was to encourage New Yorkers to visit Rockefeller Center, prompted by the Valentine’s Day themed activations, and to further engage our retail and dining partners.

We relied on our long held relationships with local media, and were able to get the activation listed in traditional news outlets and covered by select influencers. We also coordinated with Becca PR to ensure that dining offerings were listed alongside programming and retail activations.



Media Highlights



Más de 3,000 rosas cubrieron el Rockefeller Center en el Día de los enamorados



1/9

COMUNICATE



Rockefeller Center, famoso por sus decoraciones de lujo, se 'vistió' de más de 3,000 rosas en el Día de los Enamorados. Crédito: Tishman Speyer/Rockefeller Center



Valentine's Day 2023: Here are some great events to cozy up to around New York City



Rockefeller Center's Annual Love at the Center

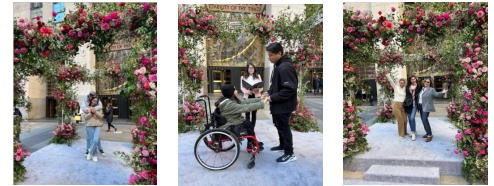
Rockefeller Center's annual Love at the Center celebration is returning to campus, offering heart-warming activations and giveaways, as well as limited-edition items and edible treats this February. Couples, families, and friends are invited to celebrate Love at the Center this February.

When: Wednesday, Feb. 1 – Tuesday, Feb. 28

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



Lewis Miller's Flower Flash Gave New Yorkers Love and Fun



Whether it was celebrating romance, friendship or self-love, New Yorkers got in the mood for love under a lush romantic rose arch that florist Lewis Miller generously created at Rockefeller Plaza.

Miller, who flowerpowerdaily.com dubbed the Pied Piper of Petals, has become famous for his spontaneous "Flower Flashes" where his team creates installations in surprising places to delight New Yorkers. "It's my gift to New York since the city has been so good to me," explains Miller, whose clients include Aerin Lauder, designer Kit Kemp, Serena Williams and even Meghan Markle. (Yes. It was Miller who created the Duchess or Sussex's flower-themed bridal shower).

Love at the Center

Celebrate Korea

“Celebrate Korea at Rockefeller Center” invited New Yorkers to experience Korean art, cuisine, fashion, and wellness in the heart of the city.

Rubenstein’s strategic goals were, first, to amplify Rockefeller Center’s continued presence as a cultural and global epicenter for visitors, both internationally and locally. Second, to encourage visitors to explore the full depth and breadth of campus beyond “Celebrate Korea.”

We worked collaboratively with KTO, the Johyun Gallery, Artue, and Lincoln Center to announce the festival and maintain media engagement throughout the duration of the programming.

Our team then organized and staffed pre-scheduled media tours in coordination with the partners. These tours offered a comprehensive look at the programming, and gave media the opportunity to interact with each spokesperson and activation.



Media Highlights

ARTnews

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Asante King Calls on British Museum to Return Objects, Tacoma Art Museum Gets New Director, and More: Morning Links for May 17, 2023

Related Articles



Writer and Translator Will File Legal Claim Against British Museum For Copyright Infringement

British Museum Removes Writer's Translations of Chinese Poetry After Being Accused of Copyright Infringement

THE BIG PICTURE. President Trump's portrait may not appear at the **National Portrait Gallery** in Washington, D.C., **anytime soon**, the *Washington Post* reports. The museum's policy is not to display pictures of former presidents if they are running for office. Trump's **Save America** political action committee donated \$650,000 to the museum for the commissioning of portraits of the former president and former **First Lady Melania Trump**, breaking with the precedent of having donors provide the funds. A *Post* investigation found that Trump's team **had suggested donors** before the PAC stepped in, though an anonymous individual did give \$100,000 to the effort. Who is painting the pieces? "We don't release artist names until the unveiling, although that may change in this case because so much time will go by," a museum spokesperson told the paper.

The Digest

Otumfuo Osei Tutu II, the leader of the Asante people in Ghana, met with the **British Museum's** director, **Hartwig Fischer**, and asked for the return of gold objects taken by British forces in 1874. The institution said that it is "exploring the possibility of lending

items" to the country. [\[BBC News\]](#)

A two-year project has begun at Auschwitz to conserve 8,000 shoes of children who were killed at the concentration camp in German-occupied Poland. [\[The Associated Press\]](#)

The cover of the forthcoming **ANOHHI** album will feature photographer **Alvin Baltrop's** indelible black-and-white portrait of gay-liberation activist **Marsha P. Johnson**. [\[Pitchfork\]](#)

South Korean artist **Lee Bae** will install a 26-foot-tall sculptural stack of charcoal at **Rockefeller Center** in Manhattan next month as part of an exhibition that Busan's **Johyun Gallery** is staging there. In July, Rock Center will host a celebration of Korean culture, from fashion to food. [\[Press Release\]](#)



Yun Lee (2023, charcoal) | Lee Bae's stacked charcoal sculpture at Rockefeller Center.

A 21-foot-tall charcoal sculpture is coming to Rockefeller Center

It's part of a celebration of Korean art, culture and heritage.

Written by [Christina Lee](#) Friday May 19 2023



You might notice **Rockefeller Center** looking a little different come summer. That's because the landmark will play host to a special exhibition spotlighting Korean art through June and July: the biggest piece of which—literally—will be a large-scale charcoal sculpture towering at 21 feet in the outdoor plaza.

VOGUE KOREA

An exhibition of Korean contemporary artists at Rockefeller Center in New York



Park Seo-Bo | Lee Bae | Jin Meyerson

The special exhibition <Origin, Emergence, Return> East Sea, which introduces contemporary Korean art that has come to life in the midst of a tumultuous history, will be held at the Channel Garden Square and Linklevel Gallery in Rockefeller Center, New York, until July 7rd. Park Seo-bo, Lee Bae, and Jean Meyerson were born in different generations, but they all had one thing in common: they studied abroad and returned to their home countries to work in Korea. In the exhibition, you can see the historical context of Korean contemporary art from the 23th century to the present.

Celebrate Korea

Media Highlights

* SECRET NYC

A Weeklong Festival Celebrating Korean Culture & Heritage Is Heading To Rockefeller Center

A week-long festival of programming is making its way to Rockefeller Center to celebrate and honor the vibrant culture and heritage of Korea.



If you've ever wanted to immerse yourself more in Korean culture, boy is it your lucky day! **Celebrate Korea is bringing a weeklong festival of programming** featuring Korean chefs, fashion, skincare, education, and artists to Rockefeller Center this July to honor Korea's culture and heritage.

UPI

Celebrate Korea underway at New York City's Rockefeller Center



Visitors view works of art, sample food, and tour the exhibits Wednesday at the Inaugural Celebrate Korea Festival which is being held to celebrate Korea's culture and heritage at Rockefeller Center in New York City. Photo by John Angello/UPI | License Photo

July 19 (UPI) -- The first-ever Celebrate Korea is underway at New York City's Rockefeller Center, where visitors can view works of art, sample food and tour exhibits celebrating Korea's culture and heritage.

This week's summer festival, which follows a successful second annual Mexico Week, celebrates Korean artists, authors, chefs, entertainers and fashion designers Wednesday through Saturday in conjunction with the Korea Tourism Organization.

WIDEWALLS

Works by Park Seo Bo, Lee Bae and Jin Meyerson on view Rockefeller Center

Origin, Emergence, Return exhibition will present over 70 works made by three generations of Korean artists.

SHARE THIS STORY    

Johyun Gallery from Busan, Korea, will organize a group show of works by three leading Korean artists. *Origin, Emergence, Return* exhibition will be on view between **June 8th and July 26th, 2023, at Rink Level Gallery at Rockefeller Center.** *Origin* segment will feature 40 works by [Park Seo Bo](#), the founder of the Dansaekhwa movement, who is seen as the origin of art in postwar Korea.

Emergence section explores charcoal as a medium frequently used in East Asian ink painting. Considering charcoal as a symbol of eternity [Lea Bae](#) also created a charcoal sculpture on view **at the Channel Gardens of Rockefeller Center.** The show will include [Lea Bae's *Issu du Feu \(from the fire\) series*](#), made from cut charcoal connected to the canvas, and his calligraphy-inspired *Brushstroke* series. Return will feature works of [Jin Meyerson](#), an artist adopted by a US family whose works deal with the loss of heritage, postcolonialism, and the diaspora.

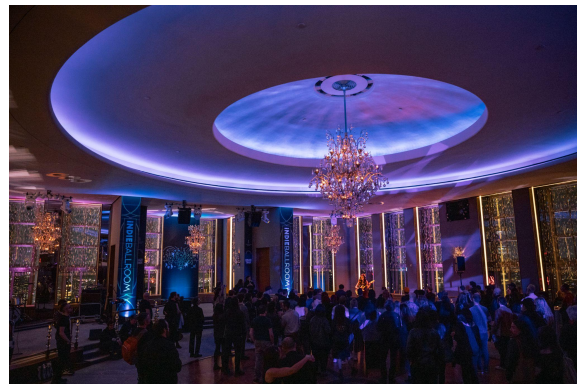
Celebrate Korea

indieballroom and indieplaza

Rockefeller Center partnered with Rough Trade for the second year in a row to host the “indieballroom” series.

To secure media coverage throughout the year, Rubenstein engaged in conversations with music outlets such as *Brooklyn Vegan* who cover artists with unique sounds and niche fanbases. We also worked collaboratively with the Rough Trade team to secure coverage of the “indieplaza” festival on Center Plaza while tying it into Band Shirt Day initiative which supports artists.

Notably, the “indieplaza” festival was mentioned in coverage of the participating bands by *Billboard* and *Stereogum*.



Media Highlights

Brooklyn VEGAN



f SHARE t TWEET

South London trio **PVA** released their debut album, **Blush**, which mixes serious techno and acid house with a little post-punk, indie rock and lots of attitude. Last year via Ninja Tune. If you like Model/Actriz or Mandy, Indiana or early-'90s industrial / electronica, you should give Blush a spin. Do that and watch a few videos below.

PVA will be heading across the Atlantic for their first US shows this fall, starting in NYC at Rockefeller Center's **Rainbow Room on October 22** as part of Rough Trade's indieballroom series with Hotline TNT and Wiki. From there, the band head to Los Angeles to play **Substance fest** on November 3 with Gilla Band, Crack Cloud, Special Interest and more.

After that, PVA will join Yard Act for shows in Philadelphia, Baltimore, Durham, Nashville, Atlanta, New Orleans, Austin, and Dallas. All dates are listed below.

* SECRET NYC

A Giant Outdoor Music Festival Is Coming To Rockefeller Center This Fall

The festival is part of a larger four-part concert series which kicks off this May.

By [Brooklyn Vegan](#) · [Leafy](#) · [Twitter](#) · [March 26, 2023](#)



Get ready to groove: the second annual **IndiePlaza** outdoor music festival is coming to Rockefeller Plaza this September.

In partnership with Rough Trade, the festival is part of a larger **four-part concert series** that includes quarterly indieballroom shows at the Rainbow Room, featuring three artists, two stages, one ballroom, and a full bar, all tied together with jaw-dropping views of NYC.

The first indieballroom show will kick off the music series on **Sunday, May 7 at 7p.m.**, featuring **SQURL**, **Bria**, and a special guest. (You can learn more about this show and snag tickets [here](#).)

Rough Trade first partnered with Rockefeller Center back in the summer of 2021, and was arguably one of NYC's most exciting partnerships. They're responsible for many record vinyl sales for the retailer along with hundreds of store events featuring artists such as Megan Thee Stallion, Mary J Blige, Father John Misty, and Japanese Breakfast.

billboard

Nation of Language's Married Bandmates Discuss Their New Album, Tour & Lineup

The band's upcoming 50-date trek will take them through the September release of third LP *Strange Disciple*.

By [Frank DiGiacomo](#) · [08/28/2023](#)



Devaney may want to talk to the Orkin people about a side hustle, but at the moment, he and Noell are a bit busy. On Sept. 7 they begin a nearly 50-date tour that will see them headline Rough Trade's **INDIEPLAZA** festival at Rockefeller Center in their hometown (Sept. 9) and perform in the United Kingdom, Europe and North America before the end of the year. The live run will coincide with the Sept. 15 release of the band's third album, *Strange Disciple* on the PIAS label.

indieballroom and indieplaza

Mexico Week: Día De Muertos

For the third consecutive year, Rockefeller Center and Tequila Casa Dragones presented “Mexico Week: Día De Muertos at Rockefeller Center” in celebration of Mexico’s heritage and contemporary culture.

Our objective was to promote Rockefeller Center as a presenter of the event while also inviting the public to participate in the Día De Muertos traditions.

Our team worked collaboratively with Casa Dragones and Becca PR to announce the event and coordinate the opening ceremony. Images of the *ofrenda* reached many audiences through coverage by broadcast outlets including *Telemundo*, *Univision 41*, *WPIX*, and *WNBC*.



Media Highlights

* SECRET NYC

Rockefeller Center Has Transformed Into A Beautiful 'Día De Muertos' Celebration

Just in time for Halloween, Rockefeller Center's "Mexico Week" will transform the plaza into a vibrant "Day of the Dead" extravaganza for a third year.

CLAIRE LEADEN - EDITOR - OCTOBER 27, 2023



From Friday, October 27 through Thursday, November 2, the iconic Plaza is hosting their third annual "Mexico Week" alongside Tequila Casa Dragones, which will include everything from musical performances to colorful art installations and cultural activities.

It's all to celebrate the "Day of the Dead" in NYC, a tradition in Mexico that allows people to mourn and then celebrate loved ones who have passed on by creating ofrendas (offerings) to them, sharing memories and spending time in their spiritual presence.



Mexico Week: Día De Muertos

Media Highlights

untapped new york.

CELEBRATE DÍA DE MUERTOS AT ROCKEFELLER CENTER'S GIANT OFRENDA



NICOLE DAMBERNO SHARE

The veil is thin this week and Rockefeller Center is ready to greet the spirits. Standing on Center Plaza at 20 Rockefeller Plaza is a brightly colored ofrenda, an altar traditionally created for the Mexican holiday of Día de Muertos that honors the lives of lost loved ones. The giant installation, titled "Los Dos Soles," was designed by Mexican artist, architect, and designer Daniel Valero. It is part of a multi-day celebration of Mexican culture and heritage featuring Mexican art.

JOIN OUR MAILING LIST!

Daily Weekly

SIGN UP



Beautiful 'ofrenda' on display at Rockefeller Center for Day of the Dead celebration

By Aaron Ginsburg | October 31, 2023



21

SHARE

THIS \$22.1M Chelsea townhome is like living in your own private modern museum

TAKE A TOUR

All photos courtesy of Iequila Casa cragones

Mexico Week has returned to Rockefeller Center for the third year in a row, giving New Yorkers an opportunity to honor Mexican heritage and Día de Los Muertos, or the Day of the Dead, over the course of a week-long celebration. As part of the annual celebration, guests can experience Mexican art, food, music, and culture across the Rockefeller Center campus through a series of free events. Mexico Week runs through November 2.



Mexico Week: Día De Muertos

Office Customers & ZO

We continued to provide support to incoming customers to determine the media strategy for lease announcements. Notably, the global fashion brand Puig relocated its Madison Avenue office to 45 Rockefeller Plaza at the end of the year, resulting in coverage by the highly coveted *WWD*.

2023 also marked the launch of ZO Global Access. Our team worked with the *New York Post* to exclusively announce ZO Global Access as part of a trend story about office owners providing portfolio-wide perks.

Media Highlights

COMMERCIAL OBSERVER

Fashion Brand Puig Relocating NYC Offices to 25K SF at 45 Rockefeller Plaza

BY MARK HALLUM JULY 21, 2023 10:46 AM

REPRINTS



45 ROCKEFELLER PLAZA

PHOTO: TISHMAN SPEYER



Barcelona-based fashion and fragrance company [Puig](#) is relocating its New York City offices to [45 Rockefeller Plaza](#) in an expansion that doubles its footprint stateside, according to landlord [Tishman Speyer](#).

WWD

FASHION / FASHION SCOOPS

Puig Relocates NYC Offices

The company is moving its U.S. offices to Rockefeller Center.

By [JENNY IL FINE](#) JULY 20, 2023, 9:00AM



Puig is relocating to Rockefeller Center. MARK WICKENS

- f** **A Puig Move:** Puig is betting big on the U.S. market.
- ✈** The Spanish fashion and beauty manufacturer is relocating its Stateside offices to 45 Rockefeller Plaza at Rockefeller Center, doubling its space to more than 25,000 square feet.
- 📍**
- +** The company will occupy the 32nd floor of the historic building, which overlooks Lee Lawrie's famed 15-foot bronze "Atlas" sculpture.

Puig

CRAIN'S

NEW YORK BUSINESS

Deals of the Day: July 20

C.J. HUGHES ✉ MARIO MARROQUIN ✉ EDDIE SMALL 🐦 in ✉

✉ EMAIL f SHARE 🐦 TWEET in SHARE



Leases

Beauty and fashion firm moving from Madison Avenue to Rockefeller Center

Address: 45 Rockefeller Plaza, Manhattan
Landlord: Tishman Speyer
Tenant: Puig
Lease size: Approx. 25,200 square feet
Asset type: Office

Media Highlights



REAL ESTATE COMMERCIAL REAL ESTATE

NYC's biggest office owners are giving portfolio-wide perks to tenants

By Lois Weiss
Published April 25, 2023, 11:46 a.m. ET



Sign a lease here, work over there. Landlords are offering tenants access to their entire portfolio.
Venetia Healy/Real

MORE ON: COMMERCIAL REAL ESTATE

Prada spree shrinks options for buyers along world's priciest-to-rent shopping corridor

Banks face \$160B in losses on commercial real estate loans: report

Prada buys Fifth Avenue flagship store building in NYC for \$425M

Bankrupt Chrysler Building co-owner ordered to sell stake

Work from home was supposed to be a death sentence for the sprawling, amenity-soaked office complexes. Instead, New York City office investors are doubling down and offering even more ways to play in hopes of putting bulls back into Aeron chairs.

Some are now allowing employees to utilize individual building amenities across their company's entire global office portfolio.

"One of the biggest shifts we've seen is from space-level marketing to campus-level marketing," said Nick Romito, Founder and CEO of VTS, a commercial listing service that provides data and office management technology. "If you are their tenant, you are now offered access to the rest of the portfolio — and it will be the norm."

The concept was started by Tishman Speyer at Rockefeller Center, which has a suite of amenities that are accessible to all tenants located throughout the complex, according to Bill

Montana, senior managing director of Savills.

Tishman Speyer is also among those that have layered on apps — theirs is called "ZO" — that allow workers to access amenities from yoga classes to meeting spaces.

NEW YORK YIMBY®

Tishman Speyer Expands ZO Amenity Program Across Its Global Portfolio



BY SEBASTIAN MORRIS 7:59 AM ON MAY 11, 2023

Tishman Speyer has launched ZO Global Access, an amenity access program spanning its global portfolio of commercial office properties. An expansion of its existing ZO amenity program, ZO Global Access opens available services and facilities to office workers in any of the company's 41 properties in the United States and abroad.

In New York City, this includes The Spiral, Rockefeller Center, the MetLife Building, 300 Park Avenue, 11 West 42nd Street, and six other Class A commercial properties.

ZO Global Access

GlobeSt

NYC Office Owners Offer Portfolio-Wide Amenities to Tenants

Some are extending the perks to global building "passports."

By Jack Rogers | April 28, 2023 at 06:46 AM

Office building owners in Manhattan are engaged in an arms race of amenities to attract and keep tenants who are demanding a "hospitality" vibe at workplaces in order to give workers an experiential treat every time they come in to the office.

"Amenities" have been redefined to include two-story-high, coliseum-style steps where hundreds of people can gather to watch two giant flat screens broadcasting global sporting events all day—on their way to work, or on their lunch breaks, of course.

According to a report this week in the *New York Post*, some landlords are reaching for the nuclear option in the tenant amenities war: tenants are being given access to the amenities in any building in the owner's global real estate portfolio.

The concept was started by Tishman Speyer, which established a suite of amenities at Rockefeller Center that are accessible to all tenants located throughout the complex. Tenants can schedule everything from yoga classes to meeting space using an app called ZO.

Tishman has now extended the concept to office workers in any of the real estate firm's 41 buildings around the world, granting them reciprocal access to clubhouses, amenities and co-working spaces in buildings from San Francisco to Paris, the *Post* reported.

Hotel Announcement

Rubenstein worked closely with Aspen Hospitality to develop the internal and external communications regarding the proposed hotel at 10 Rockefeller Plaza.

This included coordinating on comprehensive messaging and preparing a letter to top tier customers at the Center to alert them of the proposal.

We placed an exclusive story with *The Wall Street Journal* to announce the proposal, and provided behind-the-scenes support to the hotel operator when media inquiries came in following the *Journal* story and during sensitive stages of the public approval process.

Media Highlights

THE WALL STREET JOURNAL.

Rockefeller Center Strikes Deal for Luxury Hotel by Aspen Hospitality

Plan would convert 10 floors of vacant office space above NBC 'Today' studios into Little Nell Hotel



Rockefeller Center is preparing to open its first hotel, the latest sign that Midtown Manhattan's largest office landlords are leaning into hospitality and entertainment as remote work reduces demand for office space.

Aspen Hospitality plans to convert 10 floors of vacant office space above the NBC "Today" show studios into a luxury hotel, pending city approval. The hotel would be the second location for the company's Little Nell Hotel, which opened in Aspen, Colo., in 1989.

Rockefeller Center was a natural choice for Aspen Hospitality, because its owner, the Chicago-based Crown family, co-owns the complex with New York-based real-estate developer Tishman Speyer. The two family firms had discussed opening a hotel at Rockefeller Center for years, and even before the pandemic explored the possibility of repurposing some of its office space, said Paula Crown, a family member.

NEW YORK POST

Rockefeller Center to convert vacant office space into its first hotel

By Hannah Frishberg
Published April 17, 2023 | Updated April 17, 2023, 4:35 p.m. ET



The plan, while now formally announced, requires the city's blessing to move forward.

Although the real-estate development is revealing regarding the sorry situation many office landlords find themselves in, it is also the result of the fact that the Crown family, which owns Aspen Hospitality, also co-owns Rockefeller Center with developer Tishman Speyer.

The firms have been floating the idea of opening a Rock Center hotel since pre-pandemic, but were convinced by the rise of remote work to move forward with it, family member Paula Crown told the Journal.



Hotel Announcement

Media Highlights



New York's Landmarked Rockefeller Center Plans To Open Its First Hotel

Luxury Brand Little Nell Slated To Expand Outside Colorado



As New York's buzzing with tourists again after the fallout of the pandemic, the landmarked Rockefeller Center is planning to convert part of an office tower into the complex's first hotel.

Aspen Hospitality, which operates the Little Nell, billed as Aspen, Colorado's only five-star, five-diamond luxury boutique hotel, intends to open a 130-room hotel across 10 floors at the 16-story 10 Rockefeller Plaza, an Aspen Hospitality spokesperson told CoStar News. The location will expand the Little Nell brand for the first time outside the Colorado ski resort town since opening in 1989, the spokesperson said, adding the New York location will be a hybrid business and leisure hotel.

Forbes

Aspen Hospitality, Owner Of The Little Nell, Announces Plans For Luxury Hotel At Rockefeller Center

Who could have predicted that the recently beleaguered tourism industry, one of the most seriously wounded victims of the Covid-19 pandemic, would rise again at such speed, and literally come to the rescue of Manhattan's office space vacancy problem?



Pending city approval, Aspen Hospitality (which owns Little Nell Hotel in Aspen, CO, a Relais et Châteaux property) will start planning for the conversion of ten vacant commercial floors at 10 Rockefeller Center into a glittering 130-room property. No details have been released but based on the aesthetics at The Little Nell, the new property may feature a mix of cosmopolitan elegance and modern comfort.

TRAVEL+ LEISURE

One of the Best Resorts in Colorado Is Coming to NYC — and Opening in Rockefeller Plaza

Aspen, Colorado's The Little Nell will open its second outpost in 2026 — in a highly coveted NYC location.



A beloved [luxury hotel in Aspen, Colorado](#), is coming to New York City — and plans to open in one of the most iconic locations in the Big Apple.

The Little Nell, considered [one of the best resorts in Colorado](#), will open in what is currently vacant office space above the "Today Show" at 10 Rockefeller Plaza, a spokesperson for Aspen Hospitality shared with *Travel + Leisure*. The 130-room hotel, expected to open in 2026, will take up 10 floors of the building. In order to open, the project requires approval from the city, the spokesperson said.

Hotel Announcement

Retail

In 2023, Rockefeller Center continued to welcome a curated selection of new retailers to campus including Catbird, GSTQ, and Saturdays Football.

Rubenstein publicized Rockefeller Center retailers by coordinating lease announcements and working with the retailers' in-house communications teams to provide support throughout their opening processes.

We also supported cross-campus engagement and collaboration, including assisting the Becca team with a new "Shop 'n' Sip" initiative connecting retailers with campus food and beverage customers.

Media Highlights

* SECRET NYC

A 7,000-Square-Foot McNally Jackson Location Is Now Open At Rockefeller Center



Here's some good independent bookstore news for NYC!

Tishman Speyer, the developer behind Rockefeller Center, announced earlier this summer that beloved NYC bookstore, McNally Jackson, will be opening a giant new flagship location in the iconic Midtown location, and it's finally here! And it's officially the **largest McNally Jackson location in NYC**.

The new store, which takes up about 7,000 square feet, has joined 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. Inside the bookstore, Shoppers and bookworms alike can find a full section of Goods For The Study stationery.

WWD

GSTQ Opens Pop-up in Rockefeller Center for Holiday Season



GSTQ, the apparel brand founded by entrepreneur Dany Garcia, has opened a **pop-up** at **New York's** Rockefeller Center.

The 2,000-square-foot shop at 10 West 51st Street, follows two previous pop-ups that the brand opened in the spring in **New York's** SoHo and Atlanta. The Rockefeller Center shop will offer the brand's full fall and holiday collections of women's and menswear and remain open through the end of January.

Katie Mayne, chief executive officer of GSTQ, said the **pop-up** on Mercer Street in New York in March 2022 was "hugely successful" for the company, prompting it to open the Rockefeller Center unit for this holiday season.

CRAIN'S

NEW YORK BUSINESS

Deals of the Day: May 25



Jewelry brand opening up Rockefeller Center store

Address: 610 Fifth Ave., Manhattan

Landlord: Tishman Speyer

Tenant: Catbird

Lease size: Approx. 1,115 square feet

Lease length: Five years

Asset type: Retail

Retail

Media Highlights

WWD

Hill House Home's Nell Diamond Talks Fundraising, Expansion, and Leading an All-female Team



Nell Diamond, founder and chief executive officer of **Hill House Home**, didn't take parental leave when her twins were born because she didn't want to pass up the once-in-a-lifetime opportunity to build her fast-growing company.

But she wouldn't recommend others do that.

Since Diamond founded Hill House in 2016, she has had ups and downs in financing the company. At first, she was unsuccessful, and spent the next few years bootstrapping while she tried to build a profitable business. Then, in 2019, she introduced the Nap Dress (intended more for comfort than literal naps), and it went viral. Diamond told Booth Moore, executive editor, West Coast of WWD at the **WWD x FN x Beauty Inc Women in Power** event in New York earlier in September.

* SECRET NYC

10 Best Record Stores In NYC For Music Lovers

2. Rough Trade NYC, Midtown



Rough Trade NYC might be one of the most recognizable record store names in NYC (and even the entire country!), and their location in Rockefeller Center is a heaven for vinyl and music lovers. They have a mind-blowing assortment of new and older records to browse through and also carry exclusive album editions, memorabilia, posters, and more.

Why we love it in particular though is the different music events they also host. From live performances to album signings, Rough Trade brings in huge artists to create intimate experiences for music fans. Check out their website to see what events are coming up and to browse their vinyl inventory!

• 30 Rockefeller Plaza 6th Ave.

NEW YORK POST

NYC's best luxury holiday shops and pop-ups for 2023



15. **GSTQ**, 10 W. 51st St.

Founder Dany Garcia named her polished-to-performance brand GSTQ, short for God Save The Queen. Treat yourself like a royal at the company's majestic new pop-up in Rockefeller Center, full of luxury streetwear, knit tops, and signature stretch suiting. Scoop up a go-over-everything sheer bomber jacket in stately red or royal blue. Crown not included.

Retail

Brand Partnerships

Rubenstein worked with each partner's communications team to ensure that the brand activations not only ran smoothly but aligned with the messaging, culture, and aesthetic of Rockefeller Center.

While our involvement with each experience differed, our primary goals remained the same:

- Drive traffic to the Center and its businesses
- Secure media coverage that presents the success of each activation and encourages future brand partnerships

Corvette

Corvette launched their first-ever electrified and all-wheel-drive variant at The Rink, showing off an impressive “cyclone” maneuver that received national and international attention.

Our team advised GM’s marketing and communications team on messaging and target media. We also connected Corvette’s team with producers at *The Today Show* for a feature segment with Al Roker showcasing the car spinning out on the ice.



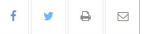
Media Highlights



Chevy's new Corvette is quick and electric

An electric battery helps the vehicles standard V8 boast more than 600 horsepower.

By Daniel J. Graeber



Jan. 17 (UPI) -- U.S. automaker Chevrolet said Tuesday it was marking the 70th anniversary of the debut of its Corvette line with the introduction of its first electrified version of the classic sports car.

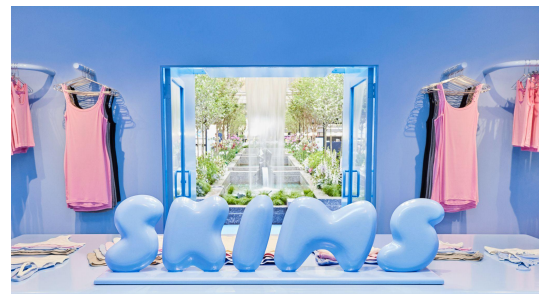
Chevy introduced the concept model of its Corvette in 1953. Marking the anniversary, the company [introduced](#) the 2024 E-Ray, a 6.2 liter, V8 model that's

Corvette

SKIMS

Kim Kardashian brought a SKIMS pop-up to the Channel Gardens, and the announcement received an estimated 852 million impressions.

Rubenstein advised SKIMS on their media plans, and relayed additional interest from media to their communications team who then sought Kim Kardashian's approval on all press and influencers. Coverage was overall positive, with initial reporting focused on the pop-up at Rockefeller Center and the announcement with the Rockettes.



Media Highlights

Elite **DAILY**

I WENT TO SKIMS' SUMMER POP-UP SHOP IN NYC & THE VIBES ARE BEACHY



No one knows how to turn up the heat quite like the Kardashians. Ahead of the hottest season of the year, Kim K's SKIMS just opened a pop-up in New York City inspired by SKIMS Swim, and it absolutely screams summer. From the outdoor diving board featuring a cascading waterfall in front of the entrance to the selection of bathing suits adorning the walls, it's a must-stop shop for K-dash fans in the NYC area, especially in the days leading up to Memorial Day (aka the day the shop closes).

Shortly after the fashion mogul made her Tuesday, May 16 appearance on *The Today Show* in front of the pop-up — wearing Barbiecore pink booties, a pair of slacks by her faves at Balenciaga, and an unzipped black SKIMS swimsuit (you know, to get that self-promo in there) — the shapewear and clothing brand's first-ever NYC space opened its doors to the public in Rockefeller Center. In the interim, I, along with influencers like Remi Bader, managed to sneak a peek at the activation on opening day so you, dear readers, know what to expect.

**TODAY**



Kim Kardashian on Skims shop, new episodes of 'The Kardashians'

See the show

Business mogul and reality star Kim Kardashian joins TODAY Live in Rockefeller Center for the opening of her Skims pop-up shop. The video shows how the brand has exceeded her expectations and previews the new episodes of the series "The Kardashians," saying this season was the most "emotional and controversial" yet.

Kim Kardashian explains why this season of reality show was her "most emotional and fulfilling"

marie claire

Kim Kardashian Got 100 Percent on a Law Midterm the Day Before Opening a SKIMS Pop-Up Shop



Kim Kardashian is literally killing it right now.

The businesswoman and reality star just revealed that she got 100 percent on a law midterm that she took the *day before* opening a SKIMS pop-up store in New York City's Rockefeller Center.

On opening day, Kardashian sat down with *Today's* Savannah Guthrie and talked to her about the store, as well as updating her on season 3 of *The Kardashians* and her law school progress.

SKIMS

Saturdays Football

Saturdays Football opened a pop-up retail store in celebration of the Women's World Cup.

Our goal was to promote this limited-time retail location within the context of the Center's long-term retailers. Following the success of the pop-up, Saturdays Football opened a permanent store at Rockefeller Center.



Media Highlights



NEW YORK • EVENTS • EVENTS

Peak Summer Weekends in NYC Are All About Partying at 9 am

Fun things to do in NYC this weekend.

By Juliet Lopez

Updated on 7/27/2023 at 2:34 PM



Saturdays Football | Photo courtesy of Saturdays Football

Shopping & Style in NYC

Saturdays Football Pop-Up Shop

Weekend-long

Rockefeller Center; free

While we're still not totally sure why we call it soccer when everyone else calls it football, we do know that the jerseys are definitely the coolest of any sport. And, just in time for the Women's World Cup, soccer lifestyle brand Saturdays Football has opened a pop-up shop at Rockefeller Center, with over 1,000 vintage jerseys that will be restocked weekly. They'll also be hosting watch parties, jersey trading events, and quiz nights, making it a must-stop for any diehard soccer (or football) fan.



Celebrate the Women's World Cup at Rockefeller Center

Description

Saturdays Football, a soccer lifestyle brand with the largest collection of vintage soccer jerseys in the US, will host a celebration of the Women's World Cup at Rockefeller Center from **from July 28 through August 28** which will include activations as well as a pop-up retail location.

Special events and activations which will be held at Rockefeller Center throughout the next month will include watch parties, jersey trading, LEGO stadium build, and Quiz Nights.

Soccer fans will also have access to over 1,000 vintage jerseys as well as Saturdays Football merch, which will be available for purchase and will be restocked weekly.



Celebrate the Women's World Cup at Rockefeller Center with Saturdays Football

August 27 @ 12:00 PM - August 29 @ 7:00 PM

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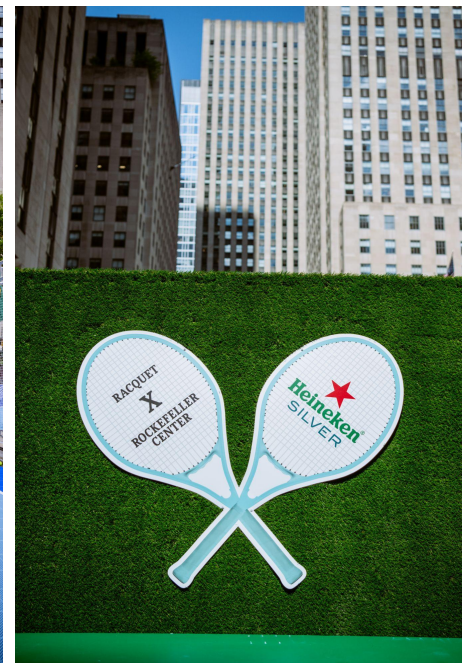


Saturdays Football

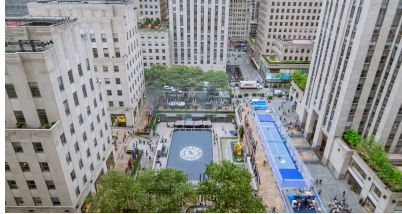
Racquet House

In celebration of the US Open, Racquet and Rockefeller Center hosted the second-annual “Racquet House at Rockefeller Center.”

Rubenstein worked with Racquet’s publicity team to coordinate a *Today Show* segment on the court with Al Roker, and collaborated on all additional coverage and events.



Media Highlights



NYC's Rockefeller Center will have its own tennis court during the U.S. Open

The city's most iconic location will allow tennis enthusiasts to play for free.

Written by [Melissa Kravitz Hoeffner](#) Monday August 21 2023



Tennis season is in full swing in New York City, and with the [U.S. Open Tennis Tournament](#) on its way to Flushing, even more courts, tennis shops and tennis events are popping up across the city.

This week, Rockefeller Center will get a public tennis court, located at Center Plaza (between 49th and 50th Streets and Fifth and Sixth Ave). Open from Thursday, August 24 through Friday, September 1, the court is open to the public starting the 28th, with pro tennis players making surprise appearances throughout the week. Spectators are welcome.



The Ultimate Guide to Attending the 2023 US Open in NYC

Terrific tennis, tasty bites, and tranquil hangouts.

By [Izzy Baskette](#)

Tennis court at Rockefeller Center

Think you're not good enough to participate in the US Open? Think again. A limited-time collab between [Rockefeller Center](#) and [Raquet House](#)

will allow locals to play on a world-famous court. Located at the famous Center Plaza from August 24–September 1, New Yorkers can book court time after signing up for the [Raquet newsletter](#). Also, players and spectators can keep an eye out for their favorite tennis stars who will intermittently drop by for a few rallies.

Racquet House

Organic Valley Pop-Up

Rockefeller Center partnered with Organic Valley to bring the farm to the Channel Gardens for a limited two-day activation during Climate Week.

Our goal was to encourage New Yorkers and visitors to interact with the pop-up while also creating a balance between the “farm life” aesthetic and the historic Channel Gardens.

In addition to a piece by *Adweek* on the larger brand campaign, the pop-up received a shoutout from *PIX11*, coverage by dairy trade outlets, and more than 200 outlets picked up the announcement that was distributed over the wire.

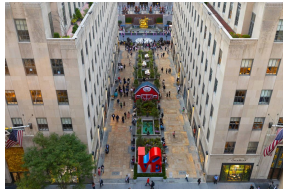


Media Highlights

* SECRET NYC

Rockefeller Center Has Transformed Into A Miniature Farm

Organic Valley has transformed Rockefeller Center's Channel Gardens into an immersive farm-scape for Climate Week!



Climate Week is here, bringing tons of events and pop-ups to NYC from September 17th through September 24th. Just this past Monday, the [Empire State Building was lit blue for the occasion](#), and today and tomorrow, New Yorkers can get a glimpse into farm life with Organic Valley's two-day activation the Rockefeller Campus.

From September 20th to September 21st, the Channel Gardens a Rockefeller Center has been entirely transformed into a small farm experience. Rockefeller Center's gardening team and landscape design firm, Manscapers, worked with Organic Valley to create the pastureland that currently covers the campus.

ADWEEK

Organic Valley Brings the Farm to the City as Part of Climate Week NYC

The premium brand launches new ads and a Rockefeller Center pop-up as part of a hefty marketing push



Organic Valley



Public Art

Rubenstein worked closely with the teams of each artist to develop a press strategy that aligned with the artist's goals while also continuing to bolster the Center's legacy as a commissioner, curator, and presenter of public art.

Our approach was to engage with arts and culture media to secure feature stories about the artwork, while also working with local broadcast, metro, and things to do outlets to promote the exhibitions as free activities for New Yorkers and visitors.

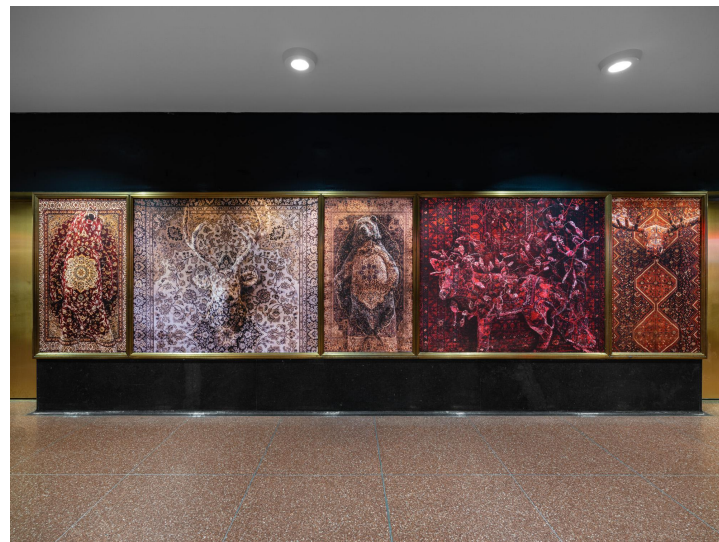
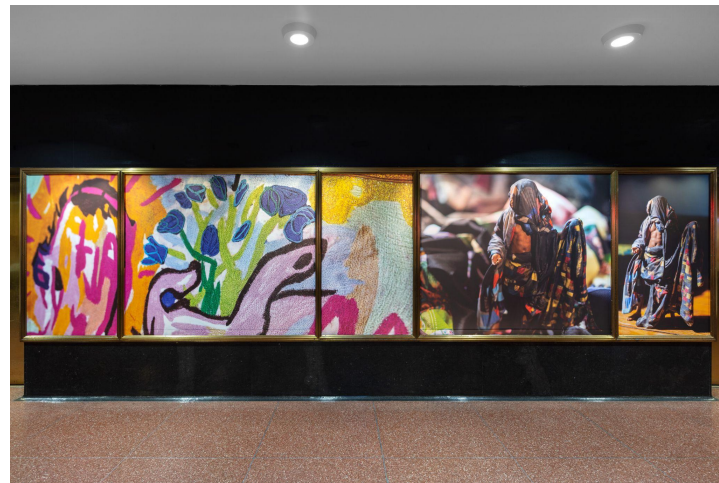
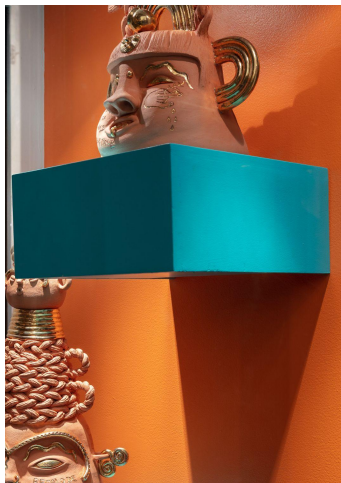
Art in Focus

Rockefeller Center partnered with Art Production Fund for the 5th consecutive year to present the *Art in Focus* public art program.

Rubenstein worked collaboratively with Art Production Fund to share the news of each installation throughout the year as each artist's installation was announced.

Highlights include a *WNBC* feature segment with artist Joel Gaitan, and the Dominique Fung installation was featured in the highly coveted Design Dispatch newsletter by *Surface*, which is regarded as the top newsletter in the art and design world. These installations were covered throughout the year by arts media including *Widewalls*, *Artnet News*, *Artdaily*, *Galerie*, and *Colossal*, and by metro and things to do media.

The Basil Kincaid installation was also mentioned in the announcement of Kincaid as *Artsy's* 2023 Vanguard and the Dominique Fung installation was mentioned in *Vogue's* coverage of the dinner held by Madewell to honor Art Production Fund.



Media Highlights



Art in Focus at Rockefeller Center



Time Out says

It's the fifth year for Art in Focus, the public art program at Rockefeller Center. This year's display will bring the work of three contemporary artists to spaces all around Rock Center. This iteration focuses on abstraction, celebrating subjectivity to embrace a sense of escapism and surrealism within dreamlike environments. Expect texture, bold color blocking and monochrome palettes.

The first installation, by Nicaraguan-American artist Joel Gaitan, is now on display at 10 Rockefeller Plaza, 30 Rockefeller Plaza, 50 Rockefeller Plaza and the street and concourse levels of 45 Rockefeller Plaza. Next up will be installations by fiber and collage artist Basil Kincaid, then from Brooklyn-based painter Dominique Fung.

WIDEWALLS

Rockefeller Center Announces 5th Annual Art in Focus Public Art Program



For the fifth year in a row, **The Rockefeller Center** in New York City organizes **Art in Focus** program, allowing contemporary artists to display site-specific works in public spaces throughout the Rockefeller Center campus.

Art in Focus: Joel Gaitan

Media Highlights

artnet® news

See Inside Basil Kincaid's St. Louis and Accra Studios, Where the Artist Constructs Intricate Textile Works From Upcycled Fabrics

Kincaid, whose work is currently on view in a public art installation at New York's Rockefeller Center, blocks out time to daydream.



Currently, Kincaid's work is on view in a current [public art installation](#) at New York's Rockefeller Center—which includes a 125-foot mural and a monumental sculptural quilt. Coinciding with the exhibition, Artnet News spoke to the artist about their intercontinenta practice and day-to-day life in the studio.



Art
The Artsy Vanguard 2023: Basil Kincaid

Jacqui Germain

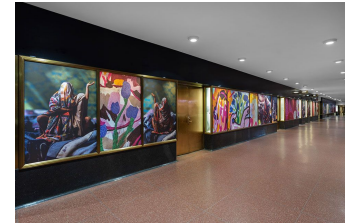


In the room next to Kincaid, who was still doodling while sipping his watermelon juice, hung a few of these embroidery paintings. He was working towards a deadline for an upcoming group show at the Southeastern Center for Contemporary Art, opening November 16th—his fourth this year. The artist kicked off 2023 with an eye-catching installation, *Dancing the Wind* (2023), at Frieze Los Angeles's Santa Monica Airport site, followed by a presentation of his works throughout Rockefeller Center as part of its Art in Focus public art partnership in April.

Art in Focus: Basil Kincaid

artdaily.com

Interdisciplinary artist Basil Kincaid now on view at the Rockefeller Center campus



NEW YORK, NY.- Rockefeller Center and Art Production Fund are now presenting work by interdisciplinary artist BASIL KINCAID throughout the Rockefeller Center campus, since April 24, 2023.

Basil Kincaid's artistic practice is actualized through various creative techniques such as quilting, collage, installation, and performance to construct new narratives of possibility. Kincaid's work incorporates found or donated materials, often sourced through social media, weaving together lived experiences while also reducing waste. The Art In Focus presentation underscores how each of the artist's mediums—fiber, collage, drawing, performance—informs the other and become nourishing environments: visions for a full, thoughtful existence. The installation features woven quilts, a 125-foot mural, and a monumental sculptural quilt.

The vitrine spaces at 45 Rockefeller Plaza act as capsules - they're earthly environments where quilted beings exist among picnicking friends. The quilts displayed were produced using cloth salvaged and gathered across St. Louis and Ghana, and address the sensations and creation process of integrating in a community, as well as the integration of potentially disparate parts of self.

In conversation with the vitrine spaces, the 125-foot mural in the concourse of 45 Rockefeller Plaza features photographs showcasing miniature resin figurines of the artist holding charged postures; they extend the energy of joy, wonder, tenacity, and ambition outwards onto viewers. Detailed imagery highlighting the physically and emotionally laborious task of constructing such intricate quilts and embroideries can be viewed at 10 Rockefeller Plaza, 30 Rockefeller Plaza, 50 Rockefeller Plaza, and Radio Park. As part of the Art Sundae installation, the artist also installed The River, a monumental sculptural quilt in the 10 Rockefeller Plaza window.

Media Highlights

VOGUE

Madewell Honored the Art Production Fund with an Intimate Raoul's Dinner



Casey Fremont, executive director of the Art Production Fund, spoke to the significance of the intricately designed gift. "Dominique Fung created these really special napkin designs that everyone has in their place settings this evening, which is obviously really special and we are so grateful to Dominique for doing that for us," said Fremont. "This recognizes Madewell's generosity and support and celebrates this evening and makes it a little special for everyone."

The napkins serve as a small token of the extraordinary work done by the female-founded non-profit organization. The fund has numerous public art installations across the country; however, Dominique Fung's work is currently on display at the Rockefeller Center.

AUG 24 2023

SURFACE

DESIGN DISPATCH

Dominique Fung: A Tale of Ancestral Memories

When: Until Nov. 17

Where: Rockefeller Center, New York

What: A second-generation Chinese-Canadian artist whose practice casts light on overlooked or forgotten stories, Dominique Fung creates alternative spaces of belonging through her work. On the Rink Level of Rockefeller Center, she imagined an all-encompassing 125-foot-long epic in which traditionally painted scrolls unfold to tell a story across abstracted landscapes and artifacts from the Shang and Tang dynasties. They join three sculptural installations and recent paintings, commissioned by the Art Production Fund, that narrate tales of voyaging through uncharted territories.

OCULA

Advisory Perspective

Dominique Fung's Historic Excavations at Massimo De Carlo



As one Dominique Fung show closes, another opens. Off the back of her major installation *A Tale of Ancestral Memories* (2023) at the Rockefeller Center in New York, the New York-based artist's first solo exhibition in Europe is now open at Massimo De Carlo in London.

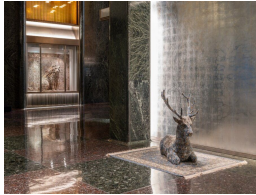
On the opening of *(Up)Rooted* (16 November–20 December 2023), Ocula Advisory sits down with Fung to discuss her start in illustration, the scholar's rocks that populate this London show, and the school field trip to New York that started it all.

Art in Focus: Dominique Fung

Media Highlights

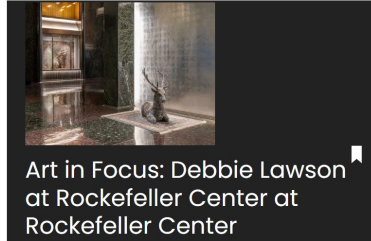


Art in Focus: Debbie Lawson at Rockefeller Center



Rockefeller Center and Art Production Fund continue their *Art in Focus* partnership with a public art presentation by United Kingdom based artist Debbie Lawson, Lawson's first exhibition in New York.

Lawson's work navigates the domestic interior, seamlessly intertwining popular narratives and personal histories. Her creations, often inspired by the cultural significance of everyday objects, challenge conventional perceptions of form. For Lawson's *Art in Focus* exhibition, she drew inspiration from the architecture of Rockefeller Center. Inspired by Lee Lawrie's *Arms of England*, the three gilded lions which appear above the 50th street entrance to 620 Fifth Avenue at Rockefeller Center, Lawson has created site specific works for the vitrines at 45 Rockefeller Plaza. In the vitrine spaces, the three royal lions become animated, creeping out from their carpets like animals in the woods.



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Art in Focus: Debbie Lawson at Rockefeller Center

Nov 22 at 9:00AM - Jan 19, 2024 at 10:00PM

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Art in Focus: Debbie Lawson

The Flag Project

Rockefeller Center partnered with City Harvest to present the 4th annual *Flag Project*, a crowd sourced public art installation which celebrated the cuisines and cultures of NYC.

We worked with City Harvest and Becca PR to announce the call for submissions and the opening of the installation. The objective was to highlight the new restaurants at Rockefeller Center through the installation's celebration of culinary memories.

Notably, we secured coverage of *The Flag Project* in James Barron's prestigious New York Today newsletter from *The New York Times* on the day of the installation's unveiling.



Media Highlights

The New York Times

NEWSLETTER

New York Today

Hail the Bagel: Rockefeller Center Flags Honor N.Y.C. Food

To celebrate the city's resilience, the flags salute New York's cornucopia of culinary delights.



Most of the time, there are at least two places in New York where the flags of the 193 United Nations member states splash color against the stone-and-glass background of the cityscape: Outside the United Nations headquarters building, and around the plaza at Rockefeller Center.



Tributes to iconic NYC food will be on display at Rockefeller Center this month

See them depicted on 193 different flags.



Written by [Anna Rahmanan](#) Monday April 3 2023

For the fourth year in a row, flags depicting some of New York's most iconic things will be flying high by Rockefeller Center.

Now through the end of the month, the free and open-to-the-public art display The Flag Project will take over the plaza in celebration of NYC eateries like Pebble Bar, Samea, Lodi and Jupiter's and the delicious dishes that each one of them serves.

HYPERALLERGIC

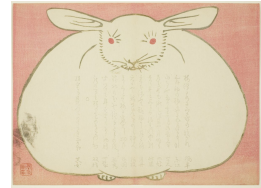
Opportunities

Opportunities in February 2023

From residencies, fellowships, and workshops to grants, open calls, and commissions, our monthly list of opportunities for artists, writers, and art workers.



Hyperallergic February 1, 2023



Rockefeller Center x City Harvest – The Flag Project 2023

Participants and artists of all skill levels can submit art inspired by their New York City food memories for the chance to have their work displayed on one of the flagpoles in Rockefeller Center's plaza.

Deadline: March 2, 2023 | rockefellercenter.com

The Flag Project

Media Highlights



February 2023 Opportunities: Open Calls, Residencies, and Grants for Artists

FEBRUARY 1, 2023



The Flag Project *(International)*

Artists of all skill levels can submit work inspired by their most memorable food memories in the city for the fourth annual Flag Project. The exhibition will display works on the 193 flagpoles that surround Rockefeller Plaza.

Deadline: March 2, 2023.



Pizza, Bagel & Pastrami Sandwich Flags Have Taken Over Rockefeller Center Plaza

Rockefeller Center has launched its fourth Flag Project, featuring publicly-submitted artworks celebrating the city's diverse culinary experience.

JUSTINE GOLATA - STAFF WRITER - APRIL 5, 2023



You'll surely get a hankering for some of the city's most iconic foods if you take a look at the flags currently flying at Rockefeller Plaza.

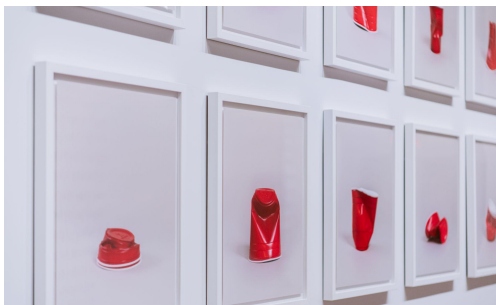
The Flag Project

Paula Crown's #solotogether

Artist Paula Crown presented the two part-exhibition project *#solotogether* at Rockefeller Center which featured the bronze sculpture *Resilience* at the Channel Gardens and *Solo Together* on view at the Rink Level Gallery.

Rubenstein worked with the artist's team to secure a steady beat of coverage and attention for the work. We began with a media preview featuring a speaking program in front of the *Resilience* sculpture, followed by a Q&A with the artist and curator at the Rink Level Gallery that was moderated by EB Kelly. Our goal was to attract a New York based audience to a notable exhibition that had been previously displayed around the world.

Later, we took over art trade outreach upon the artist's request and curated a list of top-tier arts media in the area to invite to a panel event held in the Rink Level Gallery in May, marking the end of the installation.



Media Highlights



* SECRET NYC

Paula Crown's Provocative New Art Installation Litters Rockefeller Center

Rockefeller Center's newest art installation features a ginormous crushed solo cup made of bronze on display in the Channel Gardens from now until May 21st.

JUSTINE COLATA - MARCH 8, 2023



Courtesy of Rockefeller Center

New to the Rockefeller Center campus is a two-part installation from artist Paula Crown. Divided between a bronze sculpture in the Channel Gardens and a floor installation at the Rink Level Gallery, *#solotogether* explores "communication and accountability within the global collective consciousness."

WIDEWALLS

GALLERY EXHIBITIONS

2 months ago

Paula Crown's New, Two-Part Public Art Exhibition Opened at Rockefeller Center, NY

The show takes place at the Rink Level Gallery and the Channel Gardens simultaneously.

SHARE THIS STORY



In *#solotogether* - the two-part show by Paula Crown, the artist continues her exploration of the human desire to leave a mark on the world. The exhibition consists of a bronze sculpture titled *Resilience* on view at the Channel Gardens and an exhibition *Solo Together*. *Resilience* reflects on the disastrous negative impact of single-use plastic on the environment but also reminds us of human resilience and energy.

Displayed at Rink Level Gallery, *Solo Together* presents a new series of photographs, audio work, site-specific wall artwork, and crushed cup sculpture floor installation. *#solotogether* will be on display at the Rockefeller Center until May 21st, 2023.

Featured image: Paula Crown, Solo Together photo, Courtesy of Rockefeller Center

Paula Crown's #solotogether

Media Highlights

untapped
new york.

5 BEST PUBLIC ART INSTALLATIONS IN NYC
MARCH 2023

1. #solotogether at the Rockefeller Center



Resilience part of #solotogether. Courtesy of John Russo Photo

Beginning March 2nd, visitors to **Rockefeller Center** can view **#solotogether**, a two-part public art installation by **Paula Crown**. The first segment of the installation will feature the bronze sculpture *Resilience*. This sculpture alludes to the impact of single-use plastics on the environment. Standing at the start of the **Channel Gardens**, *Resilience* memorializes the collective suffering experienced under the COVID-19 pandemic in its reminder of humanity's resilience even during the darkest of times.



Photograph by Raquelina A. Cuzco. #solotogether at Rockefeller Center

A giant crushed Solo cup is on display at Rockefeller Center; here's why

It's a monument to an American icon.

Written by [Rosalynne Skiena Culpin](#) Thursday March 2 2023



The red Solo cup: A symbol of beer pong, parties, hyperconsumerism, America. The ubiquitous humble plastic cup is now cast in bronze in front of Rockefeller Center, crushed as if it endured a stomp from a frat bro's Nikes.

The artwork is a part of an exhibit by artist Paula Crown called "*Solo Together*," which alludes to the human urge to transfer energy onto inanimate objects and the environmental impacts of single-use plastic. You can see this new piece of free public art through May 21 near Rockefeller Center's Channel Gardens.

DAILY NEWS

Public art installations around NYC

By [Joanna Tavaros](#)
Mar 2nd, 2023 at 1:52 pm

Resilience by Paula Crown



The bronze sculpture *Resilience* by artist Paula Crown is seen during a media preview of the two-part art installation #solotogether held at the Rockefeller Center Channel Gardens in New York City on March 1, 2023. (TIMOTHY A. CLARY/AFP via Getty Images)

Paula Crown's #solotogether

Robert Indiana

Robert Indiana's famous *LOVE* sculpture made its return to New York City for a limited installation at Rockefeller Center.

Rubenstein worked to strategically link the iconography of the *LOVE* sculpture with that of Rockefeller Center, and welcomed the Robert Indiana Initiative and its retrospective exhibit as a fellow representative of art and culture in the the U.S.

The *LOVE* sculpture made a splash with national coverage by the *Today Show* and *The New York Times*, as well as coverage by metro and things-to-do media.



Media Highlights

The New York Times

Still Hooked on That Feeling

A 'Love' sculpture returns, this time at Rockefeller Center.

By JAMES BARRON
The LOVE is back in New York. A colorful sculpture of the word "love" with two letters on top of the other two and with a loopy, slanted O, has been refurbished and will reside in an album-themed display at Rockefeller Center for a few more weeks.

The numbers are "One Through Zero," eight-foot-tall wood images made by the same artist, Robert Indiana. The flags surrounding the skating rink will feature images from his "Peace Paintings," images with the peace sign as a motif. He created them after the Sept. 11, 2001, attacks, which he witnessed in New York City. For years, "Love," one of many incarnations of the original 1970 sculpture, was a fixture at the corner of the Avenue of the Americas at West 50th Street, in front of an office building. "It became such a popular place, if I can use that word, with people taking photographs and so forth," said Simon Salama-Caro of the Robert Indiana Legacy Initiative, which maintains an archive of Mr. Indiana's art and manages the website robertindiana.com.

"We had to take it away because it needed repainting and restoration," he said. "So many people climbed on the sculpture for photography and so forth that it was not in great condition."

Mr. Salama-Caro said that the pair had peddled it in places that they thought were undamaged. The refurbishing was completed during the pandemic, and, he said, "we kept it in storage."



ROBERT INDIANA/ROCKEFELLER PLAZA. PHOTO BY AP/WIDE WORLD

Robert Indiana's "Love," above in 2016, has been refurbished and moved to a new site in Manhattan.

"It was around eight and ready to be installed," he added, "and then I had second thoughts about the location."

The owner of the building it was in front of, St. Green, was "born to have a back," Mr. Salama-Caro said. "But I thought maybe there is another location in the city which could be perhaps more central."

That led to the installation at Rockefeller Center. "We thought Bob would have loved that place," he said, referring to Mr. Indiana. A spokesman for St. Green said that the company was in love with "Love" and that it had been "rent, and it was taken back."

Mr. Indiana's legacy figured in a legal fight that began around the time of his death in 2018 at age 93. Mr. Salama-Caro is a former galleryist and an adviser to the Morgan Art Foundation, a company that held the rights to make versions of several of Mr. Indiana's works, among them "Love." In 2021, the foundation — along with Indiana's estate and his former caretaker — settled the disputes. The terms were not made public.

Mr. Salama-Caro said that "Love" belonged in New York because it was in New York, that the artist "transferred himself from Robert Clark to Robert Indiana." Mr. Indiana grew up as Robert Clark in New Castle, Ind., and moved to Manhattan in the 1950s. He was painting a Matisse portrait in the window of the store where he was working when the painter, Elsworth Kelly, passed by and noticed it — and him. Mr. Kelly went inside, they struck up a conversation and later became lovers.

"Love" will be at Rockefeller Center until Oct. 23. "After that, I don't know," Mr. Salama-Caro said. "I was told one of the main reasons it could not stay there longer was because of the tree," he added, referring to the site's holiday centerpiece.



gothamist

Early Addition: LOVE comes back around to NYC



Here's what else is happening:

- A man nicknamed "Paddleball Paul," who says he is 97 years old, is [waging a war against pickleballers](#) in Central Park, staking his claim on handball courts that have become popular set up spaces for pickleball.
- After disappearing for four years, the iconic LOVE sculpture that used to sit in Midtown is [returning for a display at Rockefeller Center](#) because there was just no way that we would let Philadelphia have that over us.

Robert Indiana

Media Highlights



The beloved "LOVE" sculpture is returning to NYC after 4 years

Spread a little love!



Robert Indiana's *LOVE* sculpture was one of those [everyday sculptures](#) that you'd amazingly get to see right on the streets of midtown. However, the iconic art piece has been MIA from its usual corner of 55th Street and Sixth Avenue for the past few years, after the work was removed from its post for conservation in 2019. Now Rockefeller Center is bringing a little love—pun intended—back to New York with an installation of work from the American artist.



Robert Indiana

Family Programming

One of the overarching goals for 2023 was to enhance Rockefeller Center's brand as a family-friendly New York destination.

In order to create awareness of the Center's family programming and draw families to participate, our team pitched each of these events to parenting media in the area as well as broadcast media, things to do sites, and event listing sites.

Media Highlights

Gothamist

How to celebrate Earth Day in NYC: Events, outings and open streets

Celebrate nature at the center of the concrete jungle

Earth Day programming at Rockefeller Center is aimed squarely at kids and families. Tot-rock combo The Rock & Roll Playhouse provides the soundtrack for a late-morning session of book readings, face painting, a coloring station tied in with the Center's current art exhibitions and a recycled-materials crafting activity inspired by the center's mascot, Roxy the Owl. The program runs from 10 a.m. to 1 p.m., and you can learn more [here](#).

* SECRET NYC

13 Environmentally-Conscious Ways To Celebrate Earth Day In NYC

8. Experience an afternoon of fun at Rockefeller Center's Center Plaza



Rockefeller Center is honoring Earth Day with a day of fun, with live musical performances by The Rock & Roll Playhouse, face painting, arts and crafts, a coloring station, and more. The event is free and open to the public.

Where: Center Plaza at Rockefeller Center

When: Saturday, April 22, 10 a.m. – 1 p.m.



Roxy's Rock 'n' Read

Enjoy a full slate of family-friendly programming during Roxy's Rock 'n' Read on Rockefeller Center's famed center plaza. A wide range of activities are offered.

Register online in advance.

Activities include:

- **Roxy's Book Hunt:** Help Roxy find her misplaced book by retracing her steps through Rockefeller Center and collect a special prize in return
- **Live musical performances by The Rock & Roll Playhouse:** The largest and most popular provider of kid-friendly concerts in the nation
- **Book Readings:** Join Simon and Schuster authors on the Plaza for readings of their published works
- **Arts and Crafts:** Kids are invited to create their own bookmarks with artist Lu Ann Schnable Kaldor.
- **Roxy the Owl** is flying in for the event and makes another celebrated appearance.

Family Programming

Media Highlights



Tree Arrival Family Festivities Presented by Balsam Hill®



As the Rockefeller Center Christmas Tree makes its way to Center Plaza where it will stand for the season, Tree Arrival Family Festivities Presented by Balsam Hill® will offer a day of fun for kids of all ages, including music, arts and crafts, and story time on **Saturday**.

CITY GUIDE

 indieplaza Kids Brings Free Family Activities to Rockefeller Center®

Rockefeller Center invites families and children of all ages to join them for music and artistic experiences at Indieplaza Kids on Saturday, September 9 on Center Plaza from 10am to 12pm.

Indieplaza Kids will feature musical performances by The Rock and Roll Playhouse, arts and crafts with MerchFriends, DIY musical instruments, face painting, festival hair, and more.

This event is part of the second annual indieplaza, presented by Rough Trade and Rockefeller Center, in partnership with Dr. Martens.

A full list of programming includes:

- Performances by The Rock and Roll Playhouse: The largest performer of kid-friendly live concerts in the nation will be performing on the main stage on Center Plaza. Performances are 45 minutes and start at 10am and 11am.

- Superfan Crafts: Join MerchFriends to create your own "backstage pass," buttons, and 7" vinyl covers. Available from 10am to dark, or while supplies last.
- Festival Ready: Get your face painted, pick out a temporary tattoo and have your festival fairy hair put in to prepare for the show! Available from 10am to 12pm.
- Create Your Own Instrument: The Angels on my Tree author Lu Ann Kaldor will be creating DIY maracas with attendees which they can then use to jam out with the band! Available from 10am to 3pm.

- Caricature Artists: Get a caricature drawing done by one of our professional artists. Available from 10am to 6pm.

Indieplaza Kids is free and open to the public, but advance registration is encouraged. Food and drink will be available for purchase.

SPECTRUM NEWS



Family Programming

Holiday

While the Center is internationally recognized as a holiday hub due to the world-famous tree, Rubenstein's goal was to showcase the full Rockefeller Center holiday experience by highlighting the VIP Holiday Tours, the Chalets, and Tuba Christmas in addition to The Rink.

In response to the hundreds of inquiries related to the tree and The Rink, media received a comprehensive look at the Center's other experiences which resulted in mentions of these experiences in coverage of the tree. Our team also developed and implemented media plans for each of these experiences.

2023 Rockefeller Center Christmas Tree

The 2023 Rockefeller Center Christmas Tree from Vestal, New York earned local, national, and international coverage throughout the entire holiday season, starting with when its location was officially revealed live on *The Today Show*, and continuing through when the tree came down on January 13.

Throughout the 2023 tree season, Rubenstein coordinated interviews with Erik Pauze and the family that donated the tree, including on-site interviews at the tree cutting, tree arrival, and tree lighting.

For the second year, select content creators were invited to attend the lighting, and those in attendance expressed excitement over their access to a Chalet during the event, and the roof of Saks Fifth Avenue for additional content creation opportunities following the event.



Media Highlights



80-foot Norway spruce gets the nod as Rockefeller Center Christmas tree, will be cut down next week



NEW YORK (AP) — An 80-foot-tall (24-meter) Norway spruce from the Binghamton area has been selected as this year's Rockefeller Center Christmas tree and will be cut down and trucked to New York City next week, Rockefeller Center officials announced Wednesday.

The tree will be cut on Nov. 9 in Vestal, New York, and will arrive at Rockefeller Center in midtown Manhattan on Nov. 11, the officials said.



Photograph: Diane Bondareff/AP Images for Truman Speyer | Last year's Christmas tree.

The Rockefeller Center Christmas Tree has been selected!

It's a local tree this year.

As NYC turns the page from Halloween to the holidays, Rockefeller Center has announced that it has selected its Christmas tree.

The 80-foot-tall Norway Spruce hails from Vestal, New York in the Binghamton region—it's a local tree this year! Donated by the McGinley Family, the tree is about 85 years old and weighs about 12 tons. It's a whopping 43 feet in diameter!

Location Announcement

Media Highlights

DAILY NEWS



Daily Mail.com

Here comes Christmas! Rockefeller Center's 80-foot tall, 12-ton Norwegian Spruce is wrapped up and craned onto back of flatbed truck as it makes its way from upstate New York to the Big Apple



The 2023 Rockefeller Center **Christmas** tree is making its 200-mile journey from Vestal in upstate New York to the Big Apple.

The 80-year-old Norway Spruce was cut down Thursday morning and loaded onto the back of a flatbed truck for its trip to the Manhattan holiday hotspot.

The tree, donated by the McGinley family from Vestal, stands 80 feet tall, 43 feet wide and weighs 23 tons, according to Rockefeller Center.

FOX 5

The countdown begins: Rockefeller Christmas tree makes journey to NYC!



NEW YORK CITY - It's *almost* Christmastime in the city!

The Rockefeller Christmas tree has been cut down and is getting ready to make the journey to Manhattan.

This year's tree came from Vestal, New York, which is just outside of Binghamton.

It's 80 feet tall, 112 tons, and is believed to be between 80-85 years old.

It's set to arrive at Rockefeller Center on Saturday and will be lit up for the first time on Nov. 29.

Tree Cutting

Media Highlights

DAILY NEWS



Rockefeller Center Christmas tree arrives in New York City



MIDTOWN, Manhattan (WABC) -- This season's Rockefeller Center Christmas tree is now on display in Manhattan.

The 80-foot-tall Norway Spruce was selected from Vestal, New York. It was cut down on November 9.

The tree has a 43-foot diameter and weighs 12 tons. It was driven on Rockefeller Plaza, raised from a 115-foot ladder, and placed onto a crane.

The tree will be wrapped in over 50,000 lights and crowned with a star ahead of the tree lighting on November 29.

Tree Arrival

Media Highlights

The New York Times

How to Watch the Rockefeller Center Christmas Tree Lighting



The [Christmas tree at Rockefeller Center](#) will be illuminated by more than 50,000 multicolored lights on Wednesday, kicking off a Midtown Manhattan holiday tradition [that dates back to the 1930s](#).

Crews have been hard at work decorating and preparing the tree — a 12-ton Norway spruce — since it arrived in Rockefeller Plaza on Nov. 11 after being transported nearly 200 miles from Vestal in upstate New York.

The Weather Channel

Rockefeller Center Christmas Tree Lit In NYC Tradition



Five miles of LED lights brought the Rockefeller Center Christmas Tree to life in New York on Wednesday night. The 80-foot tall Norway spruce from upstate New York will be lit from 5 a.m. to midnight until Jan. 13.



Tree Lighting

The Rink

The opening of The Rink marked the start of the holiday season at Rockefeller Center.

Our goal was to increase ticket sales through media coverage and showcase The Rink as one of many components that make Rockefeller Center a must-see destination. We leveraged the popularity of The Rink in our conversations with media this holiday season to highlight more comprehensive site visits like the VIP Rock Pass - Holiday Edition and The Beam. We also encouraged calendar and events sites, as well as travel media, to include The Rink as a top NYC destination.

The Rink received a wide variety of local, national and international coverage including *The Today Show*, *The Weather Channel*, *Nippon TV*, and more.



Media Highlights



The Rink at Rockefeller Center 2023 guide

Ice skating on The Rink at Rockefeller Center is one of the most iconic NYC traditions. Here are all the details you should know.



Written by [Rosslyne Skena Culgan](#) Friday September 29 2023

The iconic Rink at Rockefeller Center will soon open again to ice 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!

The Rink

Tuba Christmas

More than 300 tubists performed holiday classics under the tree in celebration of the 50th Annual Tuba Christmas.

The Rubenstein team engaged in conversations with top tier media several months in advance of this year's milestone event to secure feature stories that would honor this beloved and historic holiday event. Notably, Tuba Christmas was featured in *The New York Times*' widely read New York Today newsletter, and we worked with producers at *PBS NewsHour* and *NBC Nightly News* to coordinate feature stories about the event.

We also invited a wide range of media to attend this year's event, including music media, metro outlets, local broadcast, and things to do media, resulting in very strong media turnout. In addition, we worked with event listing sites and parenting outlets to encourage event attendance.



Media Highlights



The New York Times

NEWSLETTER
New York Today



Michael Salzman was in junior high school in 1974 when one of his teachers said: "I went to this thing. You probably would have enjoyed it."

The "thing" was a noisy, once-a-year spectacle in Rockefeller Center that is known as Tuba Christmas. Salzman, a tuba player in the school band, went the following year, has gone every year since and is now the master of ceremonies. He expects to welcome more than 500 tuba players who will huff and puff their way through Christmas carols beginning at 3 p.m. on Sunday.

Tuba Christmas

Après Skate Chalets Presented by Balsam Hill

The Après Skate Chalets Presented by Balsam Hill featured eight log cabins and food and drinks from 21 Greenpoint and Other Half Brewery.

Rubenstein's goal was to encourage reservation bookings as well as position the Chalets as a partner to ice skating at The Rink. Reservations were filled almost immediately and our strategy pivoted to encourage grab and go options from the food and beverage partners in collaboration with Becca PR, while still highlighting the beautiful decor. The news of the return of the Chalets and the new partner was included in holiday activity roundups in both national and local press.

Once reservations were filled, we partnered with media to curate Rockefeller Center experiences that included the Chalets, without misleading the public about their availability. Notably, the Chalets were given a shoutout during *The Kelly Clarkson Show* and *Time Out New York* ended their VIP Rock Pass - Holiday Edition with a grab and go treat we arranged from the Chalets.



Media Highlights

THE KELLY CLARKSON SHOW



Credit: Rockefeller Center

* SECRET NYC

These Adorable Chalets Have The Best Views Of The Rockefeller Center Ice Rink

The Après Skate Chalets are returning to Rockefeller Center, offering up one of the best views of the glittering Rockefeller Center ice rink and Christmas tree!

CLARE LEADER - EDITION 7 - SEPTEMBER 28, 2023



Returning for a third year, Rockefeller Center is bringing back their custom-built chalets for the public to enjoy right under the Christmas tree, overlooking the iconic [ice rink](#).

They will return to Rockefeller Center in partnership with Balsam Hill from **November 4, 2023 through January 14, 2024**. However, you can reserve a chalet as soon as October 5th, 2023.



Après Skate Chalets Return to Rockefeller Center



Beginning November 1, Rockefeller Center's cozy Après Skate Chalets presented by Balsam Hill will return. Located Rink side with incredible views of the Rockefeller Center Christmas Tree, Balsam Hill designers will decorate each chalet in a different theme reflecting their wide breadth of holiday décor available this holiday season. This year will be the first in which guests can enjoy alcoholic beverages in the chalets, with a soon-to-be announced menu of drinks by Other Half Brewery, served alongside a warming menu of après-skate bites from 21 Greenpoint. **The Après Skate Chalets presented by Balsam Hill will be open from November 4 through January 14, visitors can begin reserving their chalets on October 5.**

Après Skate Chalets Presented by Balsam Hill

Impressions Appendix

Title	Impressions
<i>Ticketed Experiences</i>	
The Beam	1,148,247,011
Flipper's Roller Boogie Palace	1,044,036,654
HERO	87,699,575
<i>Special Events</i>	
“Love at the Center”	19,424,471
“Celebrate Korea”	277,844,864
“indieballroom” and “indieplaza”	261,543,309
“Mexico Week: Día De Muertos”	131,761,171
<i>Office Customers & ZO</i>	
Puig	412,409,863
ZO Global Access	68,742,252
<i>Hotel Announcement</i>	
Coverage of the hotel announcement	312,019,297
<i>Retail</i>	
Coverage of retailers at the Center	2,184,217,774
<i>Brand Partnerships</i>	
Corvette	19,249,814
SKIMS	846,437,238
Saturdays Football	51,663,701
Racquet House	172,635,151
Organic Valley	311,261,209

Title	Impressions
<i>Public Art</i>	
<i>Art in Focus</i> - Joel Gaitan	72,581,279
<i>Art in Focus</i> - Basil Kincaid	22,777,422
<i>Art in Focus</i> - Dominique Fung	94,072,655
<i>Art in Focus</i> - Debbie Lawson	36,424,078
<i>The Flag Project</i>	208,371,214
Paula Crown's <i>#solotogether</i>	119,319,230
Robert Indiana	725,616,277
<i>Family Programming</i>	
“Roxy's Sweetheart Sing-a-long”	241,382
“Earth Day”	6,504,220
“Roxy's Rock 'n' Read”	2,652,285
“indieplaza kids”	13,108,515
“Tree Arrival Family Festivities Presented by Balsam Hill”	4,659,059
<i>Holiday</i>	
2023 Rockefeller Center Christmas Tree	9,174,995,671
The Rink	483,898,732
“Tuba Christmas”	274,948,191
Après Skate Chalets Presented by Balsam Hill	10,378,400