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A NEWSLETTER FOR JAVITS CENTER CUSTOMERS



Transforming the Crystal Palace

November 2016

For so many of our customers and colleagues, the most interesting aspect of hosting Election Night at the Javits Center was where exactly it was held. For the first time in its history, a dramatic stage was constructed in the middle of the Crystal Palace, harnessing the unforgettable elegance of the glass-enclosed space.

The stage, in the shape of the United States of America, was carefully constructed from Level 2 – where the original Starbucks is located – up to Level 3 where thousands of guests could experience the Crystal Palace like never before. The glass guardrails on Level 3 were temporarily removed as giant media risers were constructed in the shadow of American Flags hanging from the building's iconic space frame – illuminated in blue.

“It was an amazing use of our space that unlocked the potential of the Crystal Palace,” said Senior Vice President of Sales and Marketing Doreen Guerin, who led the event coordination for the Javits Center. “We were thrilled to work with the campaign to build the stage, and we already have fielded inquiries from other

customers looking to construct something similar for future events.”

In the days leading up to Election Night, photographers from around the world worked with a team of Javits Center electricians to install their high-speed cameras on trusses as representatives from 100 television networks moved onto the media risers. In Hall 1E and on the South Concourse, 1,000 reporters, editors and producers watched the Election Night results as they produced up-to-date stories and sent live broadcasts around the world.

“It was an important night for the country, but also for the Javits Center,” said Mrs. Guerin. “We were given the opportunity to showcase the building in a new and exciting way to audiences around the world.”

