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NEW TIMES SQUARE ART ATTRACTION: A CURATED DIGITAL BILLBOARD GALLERY

written by Karen LeBlanc | February 7, 2020



ZAZ10TS Brings Art and Nature to Times Square with “ZAZ Corner” as a Curated Digital Billboard Gallery

Visitors to Times Square in New York City can check out a new outdoor art exhibit, free and always open to the public. “ZAZ Corner” is a new digital gallery showcasing artwork on an office building at 10 Times Square. The new LED billboard gallery presents rotating images that show a variety of stunning digital artwork. The “Zaz Corner” billboard, located at the corner of 41st Street and 7th Avenue, is a new cultural initiative from ZAZ10TS that works to bring art to the area.



ZAZ Corner will feature different artists and motifs on a monthly basis. ZAZ10TS kicks off the program in February with new media digital work based on a stylistic “nature” theme curated by Lightbox. The February program brings artistic greenery into the neighborhood and is designed to juxtapose the calming nature images with the surrounding concrete structures and hustle-bustle of Times Square.

“The sounds and sights of Times Square can sometimes be overwhelming to the senses,” says Tzili Charney, founder of ZAZ10TS. “We want to offer a bit of respite and serenity with beautiful artwork featuring nature and springtime colors in the middle of the often-dreary winter season.”

“Lightbox is thrilled partner with ZAZ10TS as we share a mutual interest in bringing our corner of the city to life and in turn, creating a space for talented digital artists to share their inspiring works,” adds Daphné Jouanneteau, CEO of Lightbox.

Lightbox, an experiential events venue with a digital art and tech programs, will draw upon its expertise to curate a unique editorial selection of new media digital artworks in collaboration with ZAZ10TS. Working with a mix of emerging and established digital artists, the captivating images will be brought to life on ZAZ Corner in a large LED screen.

With the launch of ZAZ corner, ZAZ10TS looks forward to working with artists, organizations, universities and cultural institutions to bring a wide selection artwork to the ZAZ corner Digital billboard and hopes to engage the public with visuals that are different from the urban environment in Times Square.

“Art brings people together and we are thrilled to work with artists and partners to bring strikingly beautiful digital artwork to a public space and see the impact on the community” continues Limei Wang, director of ZAZ10TS.

ZAZ10TS is the vision of Tzili Charney that creates gallery space on the building’s façade, lobby interior, and immediate environment to showcase talent ranging from established artists to young and emerging talent, as well as special needs artists, as part of its programming. In addition, ZAZ10TS partners with other organizations nationally and internationally to support art. For more information on partnerships and submissions, please visit zaz10ts.com/zaz-corner

0 comment

KAREN LEBLANC

Karen LeBlanc is a freelance writer living in Orlando, Florida with many published bylines in magazines, newspapers, and multimedia sites. As a professional lifestyle writer, Karen specializes in art, architecture, design, home interiors and personality profiles. Karen is the writer, producer and host of the streaming series, The Design Tourist (www.TheDesignTourist.com) that brings viewers a global dose of design inspiration with episodes featuring the latest looks and trends from the world’s premiere design events and shows. She also publishes a quarterly magazine on design travel that you can read by clicking the link: <https://thedesigntourist.com/the-magazine/> Her journalism background includes seven years on-air experience as a TV news reporter and anchor covering a range of issues from education to politics. Her educational credentials include a Master of Arts in Mass Communications from Northeast Louisiana University and a Bachelor of Arts in Communications from Louisiana State University. Throughout her career, Karen has written and produced dozens of documentaries and videos for educational, commercial, corporate, and governmental clients and appeared in many TV and video productions as a professional host.

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