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



“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.”

ZAZ10TS, an ongoing cultural initiative that integrates art into the office building at 10 Times Square and works with a variety of organizations brings cultural enrichment to the Times Square area, presents “ZAZ Corner” a new digital gallery showcasing artwork.

Located at the corner of 41st Street and 7th Avenue in New York City, the billboard features a large LED, digitally activated screen that will be home to a new “ZAZ Corner” gallery.

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.

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“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”

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ZAZ10TS is an ongoing cultural initiative that integrates art into the office building at 10 Times Square. Conceived by Tzili Charney, the ZAZ10TS gallery space employs the building's façade, lobby interior, and immediate environment to bring art and culture to the building's community, visitors, and passersby. ZAZ10TS takes pride in scouting and showcasing the gamut of 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

About Lightbox

Lightbox is an experiential events venue located in Manhattan. In addition to working with Fortune 500 clients to produce immersive corporate events, Lightbox runs a Digital Art & Technology focused program, #LightboxLive, working internationally with New Media artists and creative technologists. Previous programming includes panel discussions with leaders of the experiential art and tech world, as well as artist showcases and residencies. #LightboxLive aims to provide physical and digital space for ground-breaking artwork and inspiring creativity.

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