

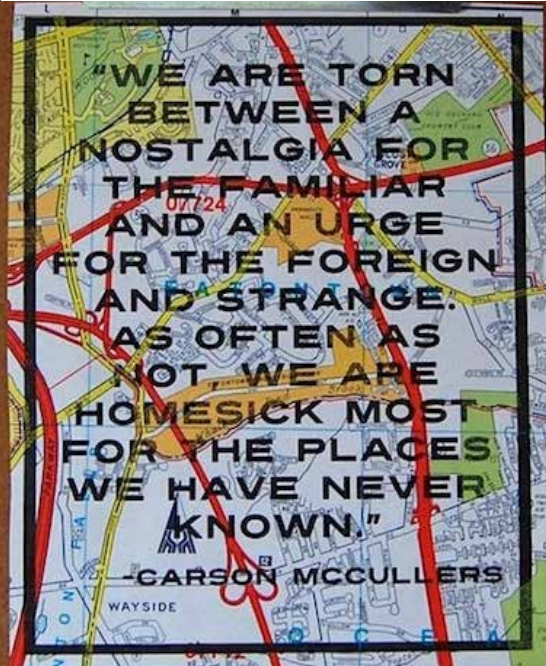
NYC TIMES SQUARE



NEW YORK ATTITUDE

NEW YORK
IS *ALWAYS*
A GOOD
IDEA.

“Manhattan.”



SURE, RENTS ARE INSANE, THERE'S NOWHERE TO PARTY, EVERYONE HATES EVERYONE, THE SUBWAYS A NIGHTMARE, IT'S WAY TOO HOT, IT'S WAY TOO COLD, THE KNICKS SUCK, AND SMOKES COST \$13 A PACK. BUT THE BIG APPLE IS STILL THE BEST DAMN CITY IN THE UNIVERSE, AND THE ONLY PLACE WHERE YOU CAN BE ANYTHING YOU WANT TO BE WHEN YOU WANT TO BE IT.



CONCEPT 2: LOCAL COLORS



PACKAGING INSPIRATIONS: STORY AND MAP OF THE NEIGHBORHOOD

