NYC TIMES SQUARE















NEW YORK "ALWAYS A GOOD IDEA.





"WE ARE TORN
BETWEEN A
NOSTALGIA FOR
THE FAMILIAR
AND AN URGE
FOR THE FOREIGN
AND STRANGE.
AS OFTEN AS
NOT WE ARE
HOMESICK MOST
FOR THE PLACES
WE HAVE NEVER
KNOWN."

HERE WANTS TO

BE SOMEBODY.

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





















