

# Walgreens at One Times Square

New York City NY

The transformation of the iconic One Times Square (where the New Year's Eve ball makes its annual descent) into the home of Walgreens' new flagship store required an agile and collaborative approach. The project demanded an audacious reconsideration of Walgreens' standard retail program: develop lighting solutions that celebrate a location in the heart of Manhattan's most vibrant neighborhood.



Architect: Lee Levine Architects  
 Photographers: Denis Finin & Bobby Lara  
 Completed: 2008



The team sought a unifying lighting approach across a three level store with vastly different architectural conditions. Customized luminaires were architecturally integrated within the gentle curvature of the finished dropped ceiling system,

while compact fluorescent pendants were suspended in open "raw" ceiling areas. Recessed adjustable and track-mounted ceramic metal halide fixtures were installed to deliver a flexible layer of merchandise accent light.



To bring the energy from Times Square deep into the store, as well as direct traffic to the upper floors, a kinetic lighting "spline" was conceived. The scintillating, curving shape draws customers through the store to the escalators, where they are swept up to the Pharmacy and higher end products. Through a series of mock-ups, a crescent shaped color changing light-box was custom designed and installed to complete the edge of the curved suspended ceiling. The spline constantly varies in rhythm and tempo, from momentary bursts of energy to more lyrical color movements. Programming of the color experience was done offsite with visualization software and then fine-tuned onsite to achieve the desired balance of color, movement, and aesthetic.