

**FOR IMMEDIATE RELEASE**

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## **Flatiron Partnership Launches Fourth Annual “23 Days of Flatiron Cheer” Season, Unveils Dynamic Holiday Installation *Nova***

***-On tap for this holiday: a neighborhood scavenger hunt, “Holiday Happy” Hours, performances, social media contests-***

***-Season of giving includes a food drive to support the Food Bank For New York City, and a generous book donation by Flatiron-based Macmillan-***

**(New York, N.Y.)** – The Flatiron/23<sup>rd</sup> Street Partnership Business Improvement District today unveiled its fourth annual “23 Days of Flatiron Cheer” season, complete with a neighborhood-wide scavenger hunt, performances, contests, hot beverage giveaways, “Holiday Happys” happy hours and much more. The centerpiece of the festivities is a dynamic, interactive installation – *Nova* – set on the North Public Plaza in the shadow of the famed Flatiron building.

“23 Days of Flatiron Cheer,” which runs from December 1<sup>st</sup> to the 23<sup>rd</sup>, features free, holiday-themed events showcasing the intersection of shopping, dining, and culture in the neighborhood.

A kickoff event – held on Wednesday, November 18 - featured a performance from The Jazz Gallery, small bites from ilili BOX, hot chocolate sampling from Shake Shack, and a chance for attendees to spin to win on the popular Flatiron prize wheel filled with gifts from local businesses.

“Brighten your holidays with a visit to Flatiron this season,” said Jennifer Brown, Executive Director of the Flatiron/23<sup>rd</sup> Street Partnership. “The Flatiron Plazas and the entire neighborhood will be brimming with activity this season, with an inspirational star-shaped installation and many fun-filled activities for our office workers, residents, and visitors.”

Anchoring “23 Days” this year is *Nova*, which was selected through the annual Flatiron Plaza Holiday Design Competition in partnership with Van Alen Institute and NYC DOT Art, in which a curated list of designers and architects proposed concepts for the holiday season.

Situated at the intersection of 23<sup>rd</sup> Street, Broadway and Fifth Avenue, the crystalline *Nova* compels passersby to enter the structure and gaze onto surrounding landmarks, framed by apertures in the installation’s exterior. Its placement of scopes, or viewing

cones, is arranged to represent a centralized proverbial North Star for the Flatiron District, with each scope pointing to a distinct landmark. In effect, *Nova* acts as an observatory for the “constellation” of iconic sites in and around the neighborhood. LEDs within *Nova* react to sound and create a pulsating light effect when activated.

“Using a mix of optical materials, our design creates a human scale kaleidoscope, remixing the surrounding iconic buildings with color, light, and the reflections of pedestrians,” said Michael Szivos, Founder and Principal at SOFTlab. “Although our design reads as an iconic and festive figure from above, the experience at the pedestrian level is very different. The exterior gives way to a crystal-like, mirror-surfaced interior that looks different from all sides.”

### **“23 Days of Flatiron Cheer”**

This season will be one of philanthropy, fun, fitness, and finding things a la a neighborhood photo scavenger hunt. All activities are online at [www.FlatironDistrict.nyc/holiday2015](http://www.FlatironDistrict.nyc/holiday2015). Now in its fourth year, “23 Days of Flatiron Cheer” is made possible with generous support from Presenting Sponsors Tiffany & Co. and Meringoff Properties, and Contributing Sponsors Grey Group and Macmillan.

“23 Days of Flatiron Cheer” begins on Tuesday, December 1<sup>st</sup>, known as “Giving Tuesday.” In keeping with that philanthropic day, the Partnership is launching a 23-day-long food drive to support the Food Bank For New York City.

Already, a number of neighborhood businesses have signed up as partners and will be hosting food drives in their spaces. Among the participants to date are: Yelp, The Yard, qLabs, Regus, Select Office Suites, Rise New York, Carnegie Fabrics and others.

Additionally, Contributing Sponsor Macmillan will donate \$5,000 worth of books to First Book, a nonprofit organization connecting book publishers and community organizations to provide access to new books for children in need. The books from Macmillan’s donation will be distributed to children within the five boroughs.

Also on tap this season:

- A neighborhood scavenger hunt. Pick up a card at an event for “23 Days of Flatiron Cheer” or from the information kiosk on the North Public Plaza, photograph five (5) items on the card that form a straight line. Present the card and accompanying photos to a “23 Days of Flatiron Cheer” ambassador on the Public Plaza to be entered to win.
- A series of “Holiday Happys” happy hours – from 5:00 to 7:00 PM - at area venues: The Churchill (12/1); Millesime (12/3); Sarabeth’s (12/10); and Black Barn (12/17).
- Activities on the North Public Plaza every Friday from Noon to 4:00 PM, including free hot beverage distribution by Argo Tea (12/4), Eataly New York (12/5), DAVIDsTea (12/12), Cosme (12/11), Blue Smoke (12/18), and Brooklyn Roasting Company (12/19).
- Winter workouts - SIN Workouts (11:00 AM – 2:00 PM on 12/5 on the North Public Plaza); Athleta (from 7:00 to 8:00 PM on 12/11 at 126 Fifth Avenue); and, Bikram Yoga (from Noon to 1:30 PM on 12/12 at 182 Fifth Avenue).

- Fun performances on the North Public Plaza by The Peoples Improv Theater/North Coast (from Noon to 4:00 PM on 12/4 and 12/12) and TADA! Youth Theater (12/19).
- Walking Tours led by professional guides. The 90-minute journeys start at 11:00 AM every Sunday (12/6, 12/13, 12/20) at the southwest corner of Madison Square Park at 23<sup>rd</sup> Street and Broadway.

On Tuesday, December 22<sup>nd</sup>, the shortest day of the year – the Winter Solstice - the public is invited to create *Solstice Stars* on the North Public Plaza with the Flatiron Partnership and the National Museum of Mathematics (MoMath). To register to participate, <http://momath.org/home/winter-solstice-2015/>

The Flatiron Partnership is using the hashtag **#NovaFlatiron** throughout the season and encouraging visitors to use the hashtag when posting holiday images on social media platforms Twitter and Instagram to be entered into social media contests.

### **About the Flatiron/23rd Street Partnership**

The Flatiron/23rd Street Partnership Business Improvement District, formed in 2006, is a nonprofit organization whose mission is to enhance the area's reputation as one of New York's most vital and exciting neighborhoods. This is accomplished by maintaining a clean and safe environment for the district's businesses, residents and visitors; by spearheading area improvement projects; and by marketing the diverse business and retail options in this vibrant and historic neighborhood.

Learn more at [www.FlatironDistrict.nyc](http://www.FlatironDistrict.nyc)  
Facebook: FlatironDistrict.nyc/facebook  
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