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Manhattan Seaport Adspace Screens

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Adspace Digital Mall Network is now in Manhattan's famed South Street Seaport, marking the first time that the owner of the in-mall digital advertising network will have screens in Manhattan.



The Seaport Marketplace, owned and operated by the Howard Hughes Corporation, is a premier open-air/enclosed shopping and entertainment destination, located on the southern tip of Manhattan, adjacent to the financial district. The Adspace installation includes 10 traditional 65" HD plasma screens mounted in seven-and-a-half-foot, floor-standing kiosks as well as an 85" digital canvas mounted near the entrance to the Pier 17 building.

"The South Street Seaport is a shopping destination for many tourists as well as New York City dwellers and, as one of the only mixed use shopping centers in Manhattan, it is an important one to add to our portfolio of Class A malls," says Eric Steinert, executive vice-president business development, Adspace Networks. "It offers everything from premium retail stores to restaurants to entertainment, catering to millions of visitors and shoppers each month."

The South Street Seaport is a New York City landmark. As well as being a premier shopping destination, the 12-block area has historical significance. It is home to concerts, retail, harbor cruises, restaurants with views of East River and Brooklyn Bridge, museums and exhibition galleries and outdoor seasonal culinary market. In addition, it offers access to the largest fleet of privately-owned historic ships in the country, making it a 'must see' for tourists.