

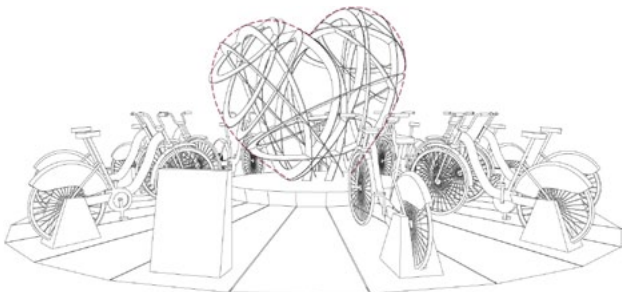


Rendering - Nighttime

HEART WARMING

a proposal for 2013 Times Square Valentine by
HOLLER architecture with Arup

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Rendering - Daytime

**Love that comes from the heart; Love that is good for the heart;
Love that warms you from the inside... Literally.
Together we can create something beautiful. Happy Valentine!**



Lighting Mockup - Nighttime



Lighting Mockup - Daytime

We are proposing a 10-foot tall lighting sculpture as the center of the Times Square Valentine's celebration. The sculpture consists of acrylic bands arranged into the shape of a heart, with interactively controlled edge-lighting providing a beat to the activity. 10 bicycles are radially aligned on a platform around the heart, and all lighting will be powered by nothing other than the visitor's pedaling. The sculpture is illuminated, highly interactive, collaborative and a healthy experience. It celebrates biking in New York City, alternative modes of energy generation, and of course Valentine's Day in Times Square.