

# 55 Water Street

Creating a beautiful yet functional space for tenants of one of the largest office towers in the United States



▲ Christie Velvet Apex LED tiles are right at home in 55 Water Street's classic marble & rich wood lobby

## Transforming office space with LED

Upon its completion in 1972, New York City's iconic 55 Water Street was the largest office building in the world, and at 3.5 million square feet, it's still the largest in the city in terms of floor area. Located in the financial district, the enormous office tower offers spectacular views of the Hudson and East Rivers.

Following an infrastructure upgrade, 55 Water Street's owners realized they had an opportunity to incorporate technology that would help position the skyscraper as an innovative space. They loved the idea of a massive video wall, and chose the main lobby as the ideal location to make a bold statement, as everyone entering or leaving the building moves through the space.

The building's owners reached out to engineering firm Jaros, Baum and Bolles (JB&B). As the building's engineering firm, JB&B already had a long history

with both owners and tenants and were well-positioned to take on the challenge of redesigning the lobby.

### Challenges

Home to a diverse group of tenants—from financial institutions and publishers to government offices—55 Water Street's new lobby display wall would need to display a variety of information, from graphics and photos to news. JB&B understood that any new system would need to be user-friendly, since people with minimal tech experience would access and update content. And with some folks located off-site, the content server and video wall processor would need to be accessed remotely.

Another challenge: Finding the best location for the video wall control room within the building. Realizing they

**Customer:**  
55 Water Street

**Location:**  
New York, NY

**Industry/Market:**  
Corporate

**Partners:**  
Jaros, Baum & Boles Consulting Engineers, LLP

**Requirements:**

- Bright, high-resolution LED display
- Ability to easily manage content both on-site and remotely

**Summary:**  
55 Water Street was looking for a visual display that would transform the lobby without overwhelming the space

**Products:**

- Christie® Velvet® Apex Series LED tiles (70)

**Results:**  
55 Water Street's video wall made of Christie LED tiles is an innovative focal point in their lobby, easy to maintain, displays valuable information and offers visual appeal to the building's tenants and visitors

could run control and signal lines just about anywhere in the building, JB&B decided that locating it one level below the lobby, adjacent to the building's communications systems, was ideal for maintenance and service.

The building's sheer size offered another challenge, as JB&B needed to work out cable pathways that not only kept cable lengths as short as possible but also secure and electronically isolated. Their solution: running cables through existing pathways where possible and only creating new paths as required, always ensuring that signal cables were well isolated from power lines and obstructions.

JB&B's final challenge? Determining the best way to integrate the massive high-tech video wall into the lobby without overwhelming the original marble and rich wood design.

## The Christie solution

JB&B's team designed an integrated system built around 2 x 4K LED displays, made up of an incredible 70 Christie® Velvet™ Apex Series 1.9mm LED tiles. The video wall stands 42' wide x 8' high.

## The result?

The unmistakable focal point of the lobby, the Christie LED video wall displays valuable information to visitors, tenants, and even pedestrians outside the building. Christie's bright, high-resolution LED tiles are visible even under bright afternoon sun, and especially appealing at night. When weather reports, train schedules and news aren't on display, the video wall glows with beautiful scenes, from natural landscapes to the NYC skyline.

The new video wall transforms the 55 Water Street lobby into a functional yet beautiful space, as innovative high-tech successfully merges with the lobby's original classic décor.

### Contact Christie

Contact us today to find out how your organization can benefit from Christie solutions.



▲ 55 Water Street's Christie LED walls displaying incredible city scenes



▲ The view from the street

Photo credits: Jaros, Baum & Boles

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