

Time Passages Prove EJ Quality in Times Square



Grand opening of the Times Square refurb sees EJ centre stage.

It has been three years since EJ took centre stage in New York's Times Square, home to many theatres and attractions, and the world-famous illuminated billboards. This area is a major tourist hub and receives 45 million visitors each year.

The dramatic, historic transformation of the 2,800sqm public space was re-designated pedestrian only, and it now houses some 360 metres of ductile iron trench grates and frames by EJ. 300 pieces of EJ ductile iron trench grates were provided in 1.2 metre assemblies, along with 21 other custom-cut sections and 18 specially designed end-frame pieces.

Earlier this month, after years of refurbishment, the new 2.1 hectare Times Square was officially opened. Attending the opening ceremony was Craig Dykers from architecture firm Snøhetta whose team formulated the redesign, landscaped and literally doubled the pedestrian footprint of the world famous Square.

"Times Square's popularity over the years had made it somewhat unsafe, polluted and sometimes uninviting," Dykers told journalists at the opening event. "To some people it lost its authenticity."

"One of the things we realised very quickly was that fixing Times Square was less about adding things, and more about taking things away," said Dykers. "There was a great deal of obsolete and redundant infrastructure here when we started."

During the essential early infrastructure work, the same architects praised the quality of product and the efficiency in which the team at EJ handled the installation. More than 400,000 people pass through Times Square everyday. They probably won't even notice that EJ is responsible for making their journey safe and sure-footed. But that's the role we play worldwide, that of the unsung hero. For more information about landscaping and major capital works of the Times Square nature or scale, and how EJ can partner with your team, please have a chat with your nearest EJ branch or call 07 3216 5000.