

I.D.

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Chuck Hoberman's
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How the Garden Grows *Madison Square Garden's presentation center sells skyboxes with a dazzling media barrage.*

Madison Square Garden's long-awaited renovation, slated for completion in 2011, will add 78 luxury suites to the arena. Eager to sell the big-ticket boxes, MSG commissioned a new presentation center from Hornall Anderson Design Works as an invite-only teaser for potential corporate clients: an environmental advertisement for a select audience of executive bigwigs.

"Say you're CEO of a major corporation," says Jamie Monberg, Hornall Anderson's interactive director, standing in the presentation center's blue-lit entrance rotunda. "I'd hand you this." With that, he produces an azure Lucite hockey puck and lays it atop a dais in the middle of the room. The walls come alive with images: the Knicks

drafting Patrick Ewing, Frazier vs. Ali, the Stones in concert. It's a slick promotional spectacle, and just one piece of the Presentation Center's media-rich puzzle.

Working with TPG Architects, Hornall Anderson crafted a sequence of rooms exploring the Garden's past and future through video and models—all of it activated by the visitor, using the magical blue disk. Besides the rotunda, the presentation center includes a lounge for private events, a detailed replica of the renovated Garden, and two full-scale mock-ups of the prospective suites, complete with digital projections that place the viewer anywhere in the arena.

Interactive showcases are a Hornall Anderson specialty; its new visitors' center for Microsoft's Redmond headquarters is a similarly user-driven installation, incorporating holographic projections and informational touch screens. The difference, says Monberg, is that the visitors' center "is like a choose-your-own-adventure story, while MSG is more like a guided tour with individual stops along the route."

www.thegarden.com —IAN VOLNER

PLAYTIME
IS
NOT
OVER



Display until
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The entrance rotunda of
Madison Square Garden's
Presentation Center