

# NEW YORK PORTAL

## 2024 RECAP

May – Sept 2024



**FLATIRON  
NOMAD**



# FLATIRON NOMAD

Bridge to a United Planet.

Launched in early May 2024 and displayed on the Flatiron South Plaza through Labor Day, Portal was a groundbreaking public technology art sculpture that visually connected NYC with Dublin, Ireland.

Located near the iconic Flatiron Building and Dublin Spire, the Portals captivated visitors through a visual livestream and celebrated the power of art, science, and technology to bring communities together.





# NEW YORK PORTAL | QUICK STATS

**1.2M+**

total visitors

**9 BILLION+**

digital impressions

**46K+**

monthly visits

**8.8K+**

QR code scans at Portal

**435**

digital spin to win spins

**1**

concert mention by  
\*Mick Jagger\*

**2M**

messages sent thru  
Portal

**596K**

views across  
Flatiron NoMad Portal GIFs

**200K+**

social media impressions on  
@FlatironNY channels alone



# THE PORTAL ARRIVAL: A GLOBAL SENSATION

This Past May, Portal was a breathtaking cross-Atlantic sensation! Connecting NYC and Dublin, it featured an epic event where dancers grooved simultaneously in both cities, and people across the pond shared a magical moment of unity. With vibrant performances linking the two metropolises, it was a morning of artistic joy and global connection.





# MAKING IT HAPPEN

Active Dates: May 8<sup>th</sup>, 2024, | Sept 2, 2024

Hours of Operation: 8AM-3PM (daily)

Brand Ambassadors on-site: 10AM-3PM (daily)

24-Hour Security





# MARKETING | IN THE NEIGHBORHOOD

NYC Portal was promoted to international visitors and locals alike across physical and digital channels. Throughout the neighborhood, marketing collateral highlighted the technological art installation, educated visitors on how to engage with the Portal, and encouraged neighborhood engagement through district maps and digital experiences.

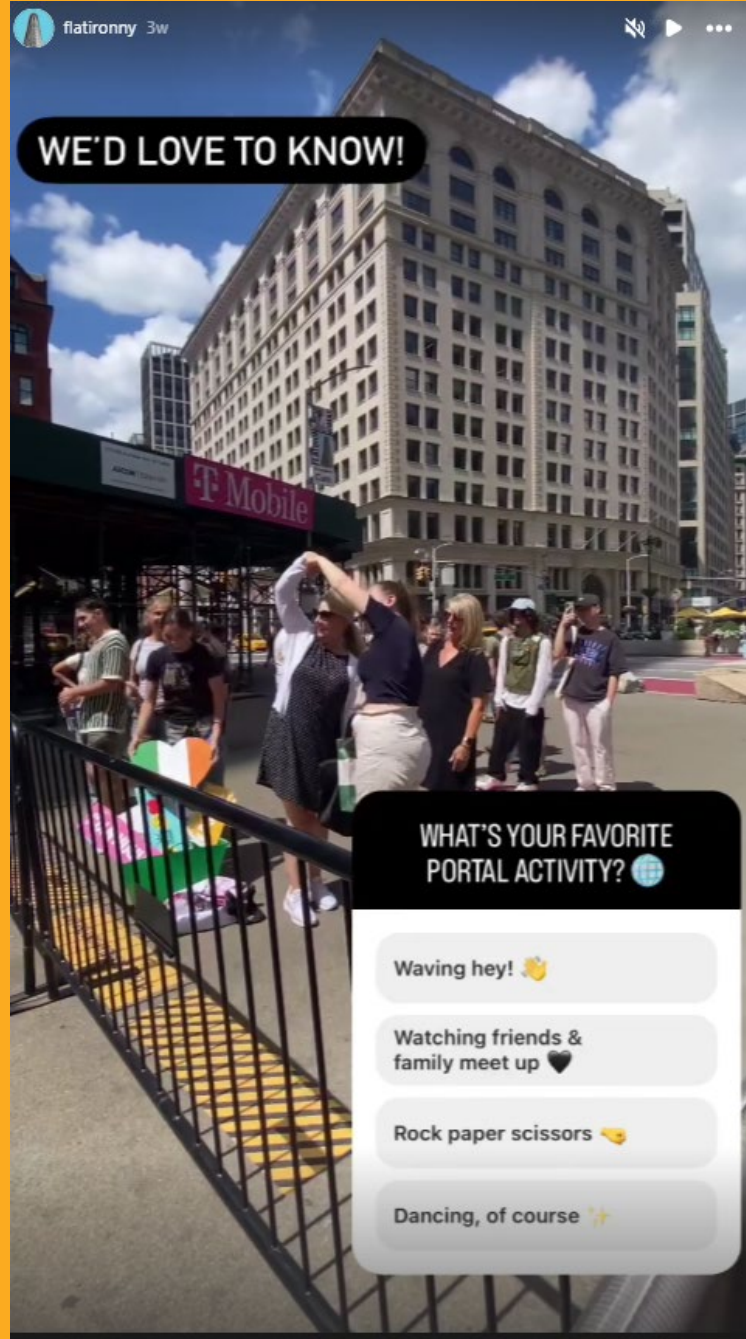
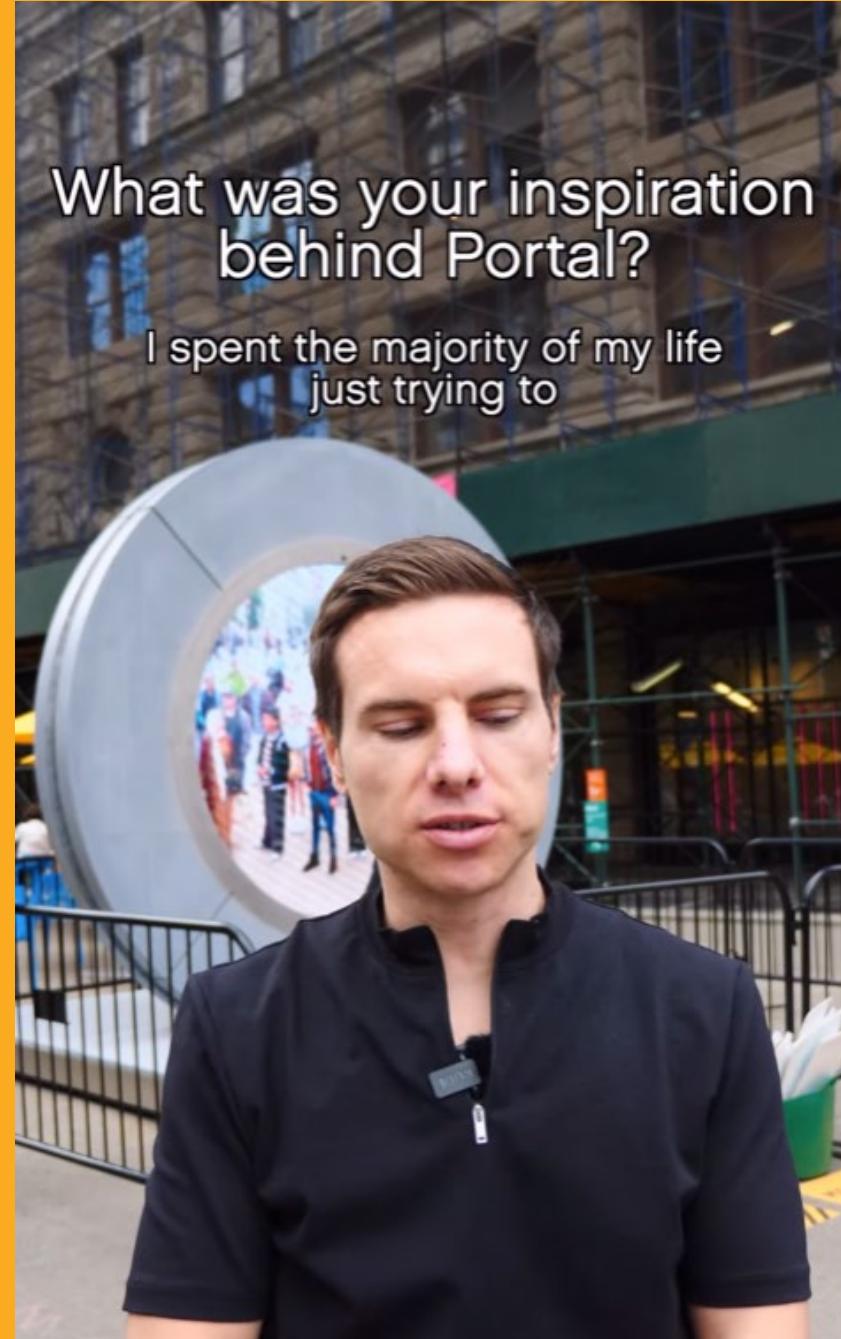
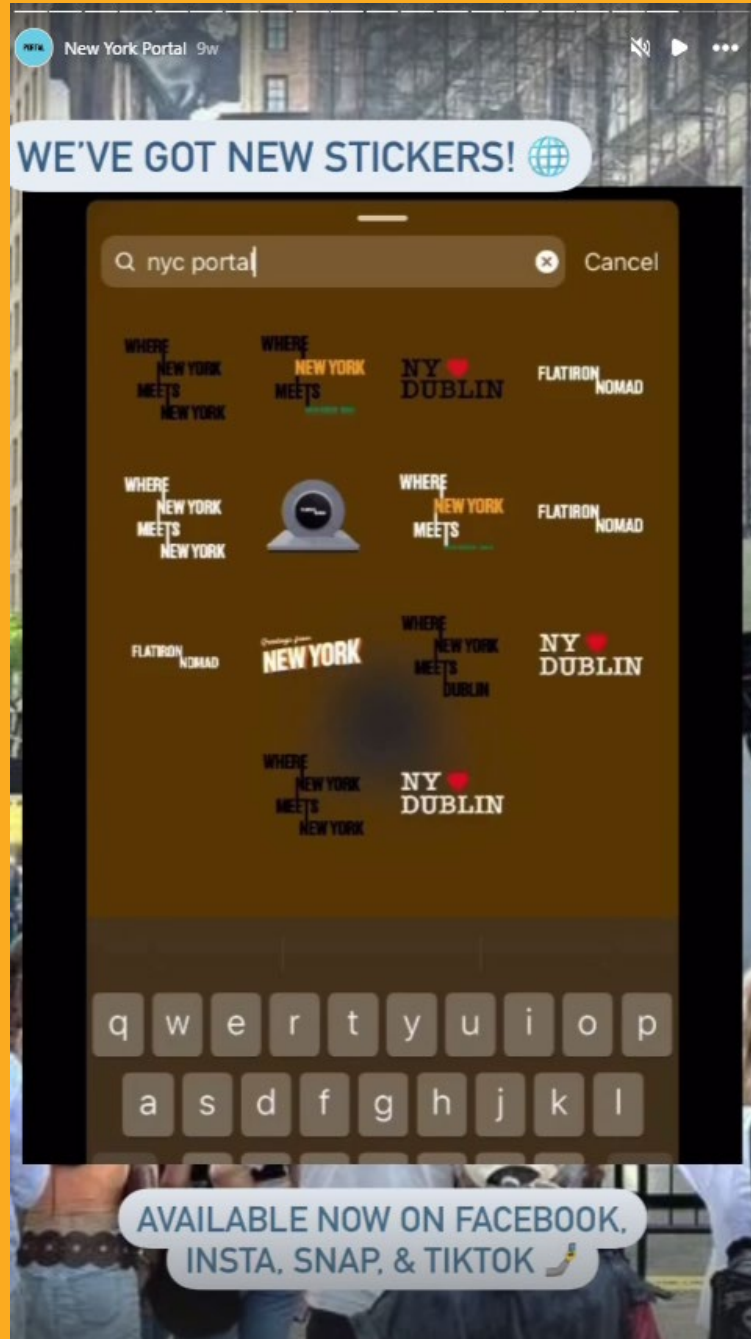




# MARKETING | THE SOCIAL EXPERIENCE

NYC Portal was promoted across various digital content types: Video Interviews, Timelapse Videos, UGC Reposts, Paid Social Ads, and more. This summer, we also introduced social stickers and filters for visitors to use!

Overall, NYC Portal saw an impressive reception - driving over 60K+ total pageviews on FlatironNoMad.nyc and 200K+ paid/organic social impressions. Stickers & gifs saw over 596K+ views via GIPHY.com.





# MARKETING | DIGITAL SPIN THE WHEEL

In celebration of this international sensation located in Flatiron NoMad, the Partnership introduced a digital spin wheel that was promoted exclusively at the NYC Portal.

Portal visitors were invited to scan a QR code at the Portal, which directed them to a digital spin wheel for a chance to win a prize from a local business. Kicked off in July, this welcomed over 400+ spins.

**GET YOUR CHANCE TO WIN A PRIZE!**

Enter your email address and spin the wheel. This is your chance to win amazing discounts!

E-mail

I have read and agreed to the Terms and Conditions: <https://bit.ly/FNSpinWheelTC>

I agree to receive marketing emails and special deals from FlatironNoMad.nyc

**TRY YOUR LUCK**

Our in-house rules:

- One game per user
- Cheaters will be disqualified.

The wheel segments include:

- AVEDA NOMAD: FREE CUSTOM MINI FACIAL
- SOUK YOGA STUDIO: 50% OFF SUSTAIN PACK (& CLASSES)
- SILVER MIRROR FACIAL BAR: 20% OFF FIRST FACIAL
- GRANDMAS HOME: 10% OFF LUNCH ORDER
- DAVIDE HAIR STUDIO: 10% OFF FIRST SERVICE
- ZAYTINYA: FREE MEZZE WITH ANY PURCHASE
- AVO: \$7 OFF YOUR FIRST BOWL
- EXHALESPR: 50% OFF 60 MIN SIGNATURE MASSAGE
- TWOB

**HURRAY! YOU'VE HIT ZAYTINYA: FREE MEZZE WITH ANY PURCHASE. LUCKY YOU!**

Nicely done! here are your instructions:

Congratulations! Enjoy a free Mezze with any entrée purchase at Zaytinya at The Ritz-Carlton New York, NoMad (1185 Broadway)

Redeem this offer in-person by mentioning promo code 'FLATIRONNOMAD.'

For more information, please contact: [nomad@joseandres.com](mailto:nomad@joseandres.com)

**ZAYTINYA**



# PORTAL, A CULTURAL MOMENT

The groundbreaking public technology art sculpture ignited a worldwide dialogue – sparking conversations and reactions from brands, celebrities, artists and more.

#TBT to when The Rolling Stones mentioned Portal at their concert



**DIRECT FROM DUBLIN VIA THE PORTAL**



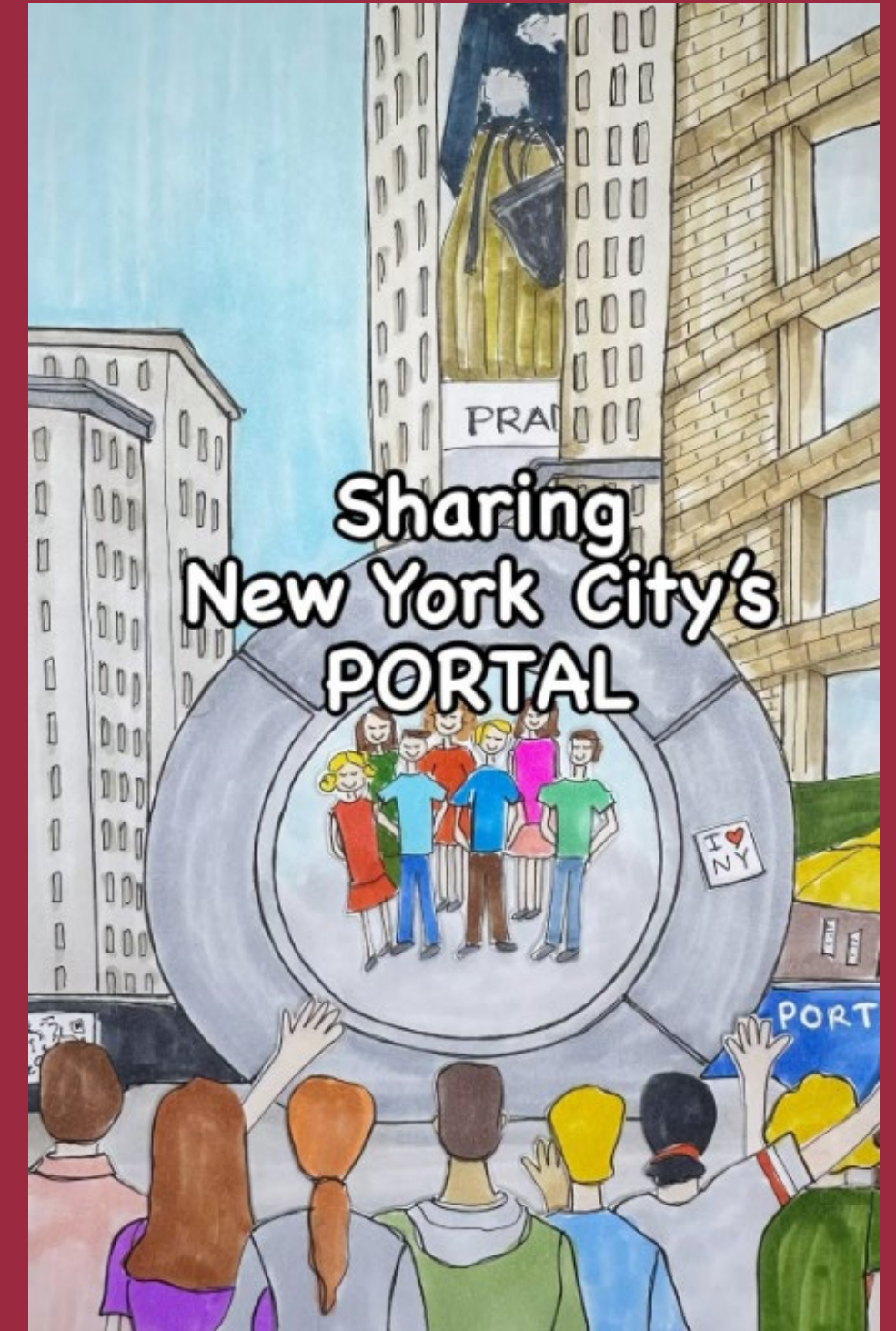
MICK JAGGER MENTION



@IKEAIE and @IKEAUSA



NYC DESIGN WEEK



[@coffeecakescafe](#)



# ALL EYES ON PORTAL

The Portal saw over 9 billion impressions across social and news media outlets – underlining the impact and influence of the installation for visitors and viewers alike.

**USA TODAY**  
**Mystical Portals now connect New York and Dublin, part of a bridge 'to a united planet'**  
Portals have been critical time and travel devices in 'Star Trek,' 'Stargate' and the video game 'Portal.' Now, there's livestream video Portals connecting cities around the world.  
Mike Snider  
USA TODAY  
Published 8:14 p.m. ET May 9, 2024 | Updated 4:37 p.m. ET May 13, 2024

Magical portals peek into cities across the world

**Video portals take a peek into cities across the globe**  
A company is using massive video portals that live stream 24/7 to connect more people across the globe.

Two massive circular livestream video "portals" now connect New York City and Dublin, Ireland – all part of an artist's plan to bring the world closer together.

This pair of portals, which became operational Wednesday, connects the two cities – separated by more than 3,000 miles – with a 24/7 live video link. The New York City Portal is in Manhattan's Flatiron District, while the Portal in Dublin is installed near O'Connell Street, the city's main street.

The organization behind the installations, [Portals.org](#), previously set up portals in Vilnius, Lithuania, and Lublin, Poland, in May 2021. Portals founder Benediktas

**flatironny** 3w

**IN THE NEWS: NEW YORK PORTAL**

**CBS NEWS**

NEW YORK | News Weather Sports Vic 75°

WE DUBLIN HELLO FROM NEW YORK! HELLO FROM NEW YORK!

**TIME OUT'S END OF SUMMER BUCKET LIST**

**NYC 'must do' events before summer ends**  
Time Out New York editor shares all the must do events across New York City to take part in before summer comes to a close  
1H AGO

WATCH FULL CLIP

STAND HERE FOR A FULL VIEWING

SEAS ANSEO CHUN CUAIRT A THARHAIRT

**WIRED** SECURITY POLITICS GEAR THE BIG STORY BUSINESS SCIENCE CULTURE IDEAS MERCH

SIGN IN | Q

BY LEAH FEIGER POLITICS MAY 23, 2024 1:06 PM

**Twitter Is Dead, Long Live the Portal**  
The NYC-Dublin portal gives us a peek into the future of online community building in the wake of Twitter's demise.

**MANHATTAN**

**'Portal' installation in NYC offers window to Dublin, Ireland**

by: [Finn Hoogensen](#)  
Posted: May 8, 2024 / 02:45 PM EDT  
Updated: May 13, 2024 / 10:01 AM EDT

across the globe. Now, the

**"THE PORTAL" IN THE FLATIRON DISTRICT CONNECTS NEW YORKERS TO DUBLIN**

4:44 82° PIX11.COM

**SOCIETY**

**New art installation near Flatiron Building provides live window between New York City and Dublin**

Wednesday, May 8, 2024

**PORTAL ART**

0:04 / 2:12

Kemberly Richardson has the story on the installation near Flatiron Building.

**The Architect's Newspaper**

SUBJECTS REGIONAL DIGITAL ISSUES AN INTERIOR AWARDS JOBS CALENDAR PRODUCTS CE STRONG EVENTS SUBSCRIBE SHOP

Hello From the Other Side

**The Portal is an art installation connecting New Yorkers and Dubliners through sculpture**

By Maria José Gutiérrez Chávez • March 27, 2024 • Art, International, News, Technology, Urbanism

The Portal is coming to New York City and Dublin, connecting the two cities through art. (Courtesy: The Flatiron NoMed Partnership)

It seems to be out of a movie to have a window looking out into distant locations to greet foreign social circles and cultures. *The Portal*, a public technology sculpture arriving in New York City and Dublin this spring, is

TECH



# MEMORABLE MOMENTS AT PORTAL

Over the course of five months, NYC Portal celebrated the magic of two iconic destinations by connecting people across the ocean, New Yorkers and Dubliners high-fived together, danced together, got engaged and shared heartfelt moments.

With twinkling lights and playful interactions, it was a whirlwind of joy that turned the Atlantic into a playground of creativity and connection.





# NEW YORK PORTAL

## 2024 Program Partners

Thank you to our partners whose collaborative efforts made “Portal” possible. Their support and dedication have been instrumental in bringing this visionary project to life.

Simons Foundation | NYC Department of Transportation’s Art Program (NYC DOT Art) | Dublin City Council | EU Capital of Smart Tourism | Portals.org | YoungBuk





# That's A Wrap!

## NYC PORTAL BRIDGE TO A UNITED PLANET

Portals exist in countries around the world and invite us to meet above borders and differences.

PORTALS.ORG



In collaboration with:



SIM NS  
FOUNDATION



FLATIRON  
NOMAD



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