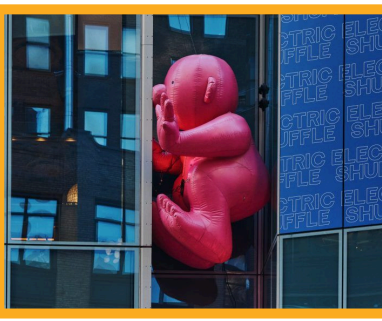




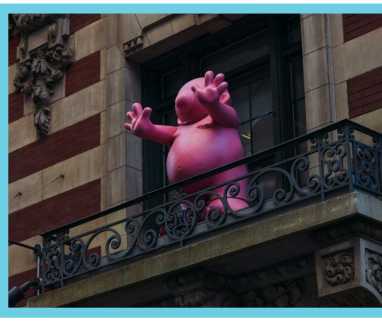
FLATIRON NOMAD



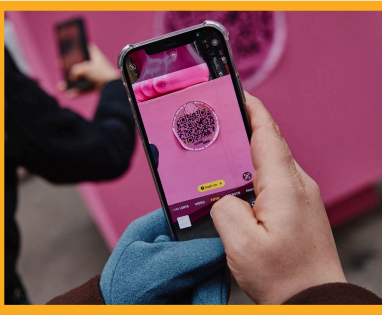
GLOWS PINK



IMPACT REPORT

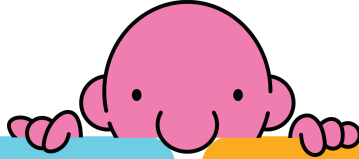


JAN-FEB 2026



FLATIRON NOMAD GLOWS PINK

Flatiron NoMad glowed pink—and the city showed up.



9

iconic locations

36

local & international partnerships

5.9M

district-wide visits to Flatiron NoMad

924

art trail participants

21

local business partners

604M

media impressions

362

walking tour RSVPs

4,397

art trail check-ins

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Flatiron NoMad Glows Pink

Visitor Impact

Digital and Media Impact

Business Impact

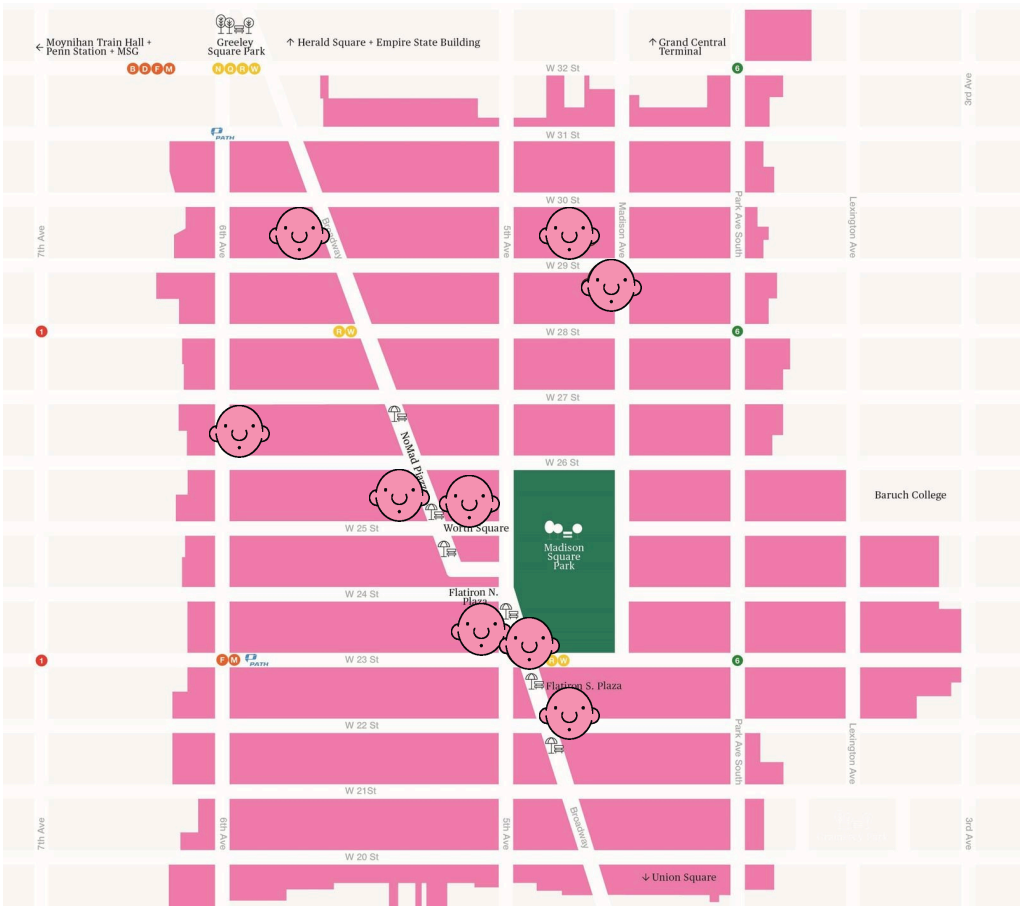
Community Feedback

What's Next for Flatiron NoMad

FLATIRON NOMAD GLOWS PINK

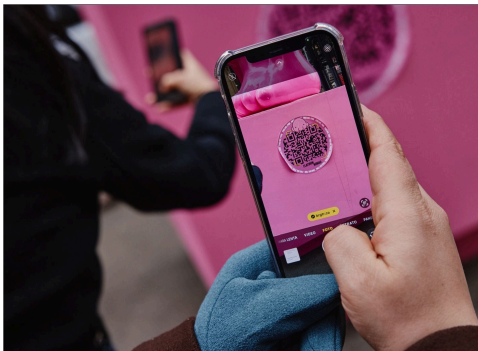
Flatiron NoMad Glows Pink was a vibrant free public art trail at 9 iconic locations across commercial buildings, local businesses and residential properties. Visitors had the chance to explore the neighborhood, engage in public art, and discover local businesses.

Click each Mr. Pink to see his location!



HOW THE NEIGHBORHOOD EXPERIENCED MR. PINK

Driving exploration, discovery, and foot traffic across the neighborhood.



SELF-GUIDED ART TRAIL



WEEKLY IN-PERSON TOURS



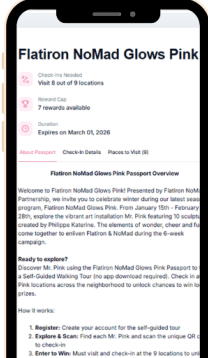
EVENTS & PROGRAMS



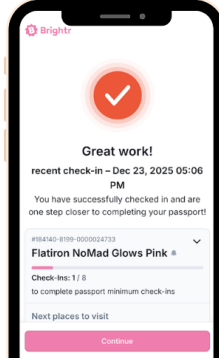
LOCAL PARTNERSHIPS

SELF-GUIDED ART TRAIL

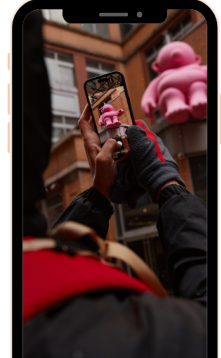
During the campaign, visitors were encouraged to follow a free, self-guided Mr. Pink art trail for a chance to explore and win local prizes.



REGISTER

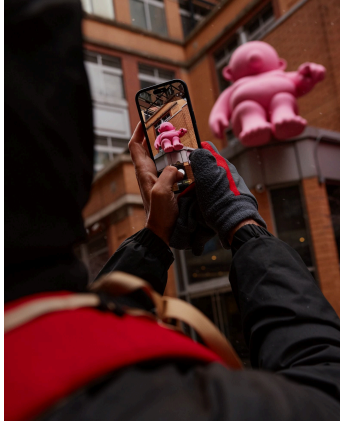


CHECK-IN



EXPLORE ✨

41.5%
completion
rate



4.3K+ total
QR check-ins

924
participants

ART TRAIL BY THE NUMBERS

9

iconic locations

5

NYC boroughs represented

326

ZIP codes

29

states

4,397

art trail check-ins

924

art trail participants

1,475

scans on Saturday (highest day)

4.76

average scans per participant

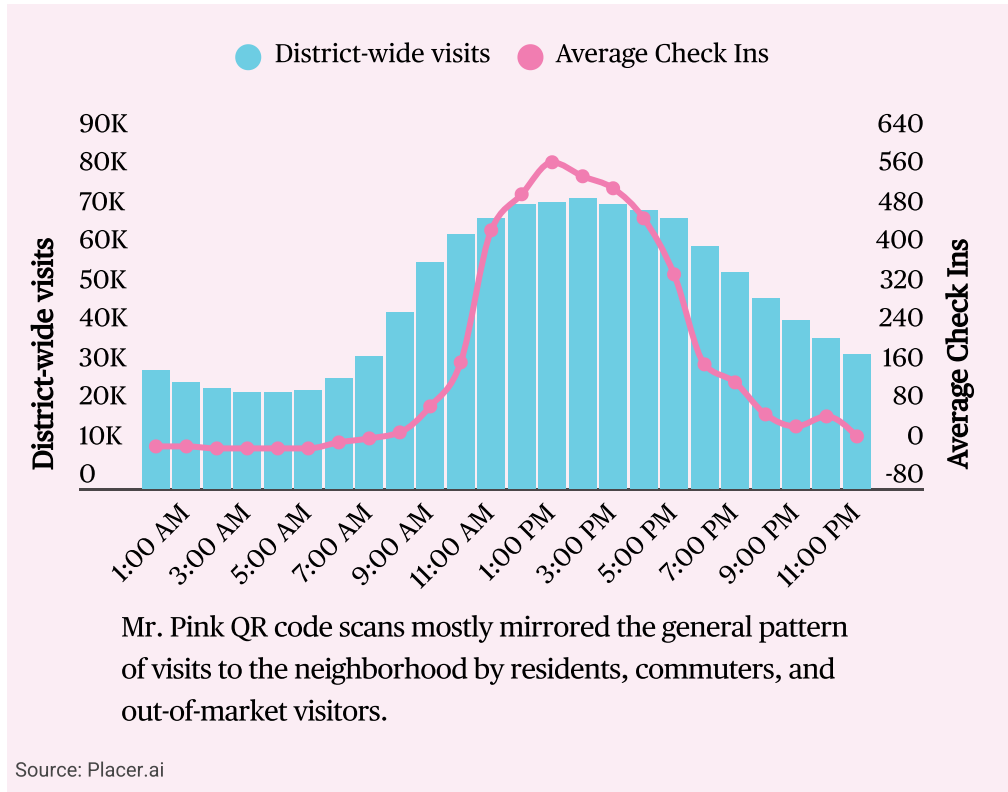
41.5%

art trail completion rate

"My niece and I did the self guided tour on a cold day in January during her college break. We both loved it so much... This will be a "core memory" for my art student niece."

- SURVEY RESPONDENT

ART TRAIL CHECK INS & DISTRICT VISITS



51%

scans between 12pm - 4pm

1PM

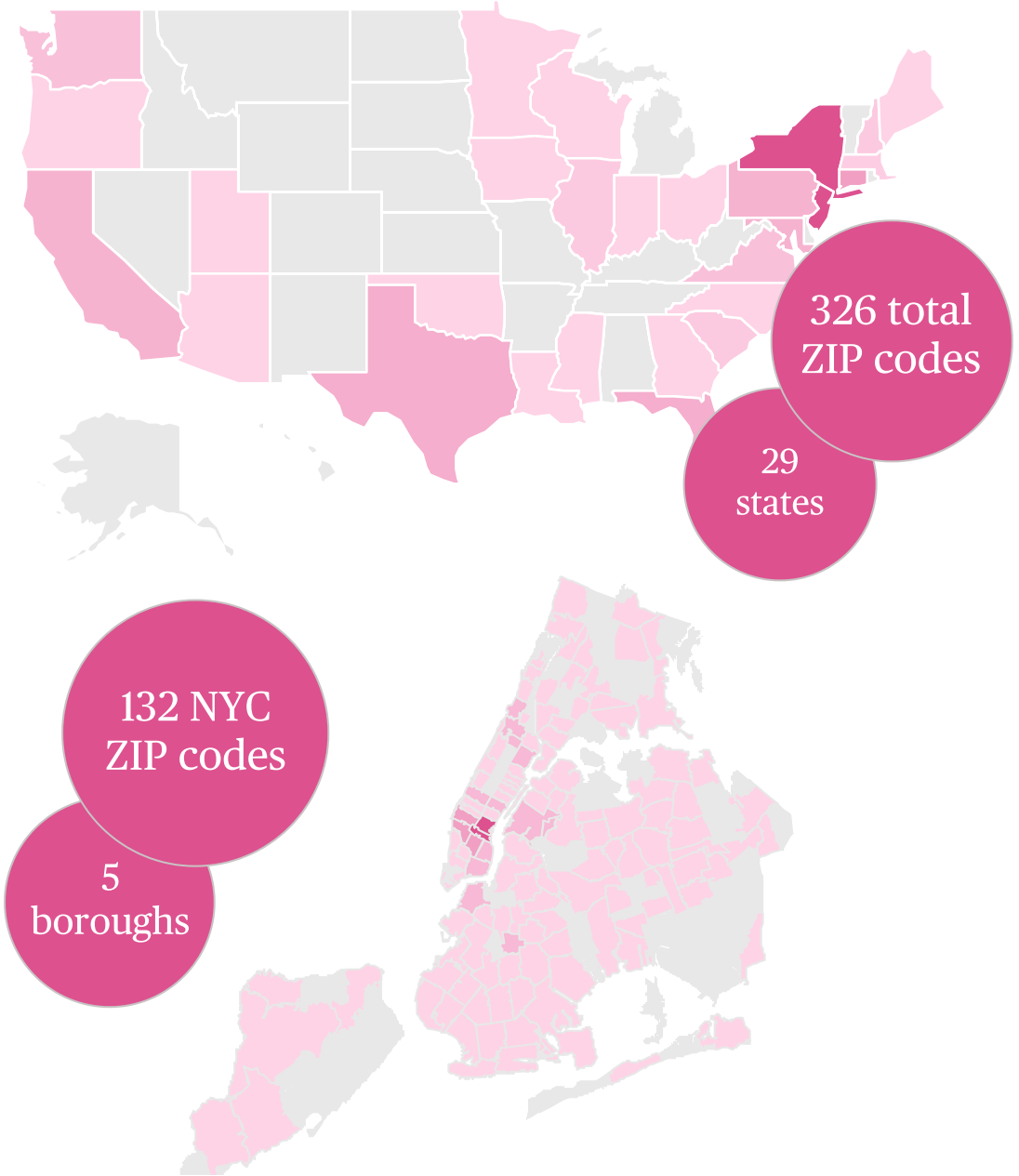
peak check-in hour

5.9M

district-wide visits to Flatiron NoMad

ART TRAIL ZIP CODES

Attendees from 65% of all NYC zip codes and 29 states came for Mr. Pink.



WEEKLY IN-PERSON TOURS

The community was invited to join a free weekly public guided tour every Saturday, in partnership with Like A Local tours.



29% attendees made purchases during the tour

362 tour RSVPs



EVENTS & PROGRAMS

A series of signature programs transformed the campaign into a season-long cultural moment celebrating Mr. Pink.



1/15 LAUNCH & UNVEILING



2/11 VALENTINE'S DAY POP-UP



2/13 - 2/17 MAISON 10 POP-UP



2/24 TOAST TO MR. PINK

DIGITAL & MEDIA EXPERIENCE

14

influencer partnerships

100+

outdoor displays

604M

total media impressions

21.9M

office & residential ad impressions

175

office buildings
displaying Mr. Pink ads

24

hours of ad placement in Times Square

25.7K+

FlatironNoMad.nyc pageviews

1K+

e-mail subscribers gained

263K

total social media impressions via @FlatironNY

MEDIA COVERAGE

Mr. Pink media coverage generated more than 604 million impressions - spanning local and national digital, television, and radio coverage.



“FROM ROOFTOPS AND PUBLIC PLAZAS, MR. PINK INVITES NEW YORKERS TO SEE THEIR CITY IN NEW WAYS, ENCOURAGING JOY AND CONNECTION WHILE ADDING A BURST OF COLOR TO THE STREETScape DURING THE COLDER MONTHS.”

6sqft, “‘Mr Pink’ is lurking around Flatiron and Nomad’s rooftops”



LOCAL MARKETING

Neighborhood marketing expanded beyond district boundaries - including a single-day Times Square placement, targeted office and residential advertising, and a cohesive campaign that brought Mr. Pink to life in Flatiron & NoMad.



DIGITAL MARKETING

A multi-channel digital campaign generated over 25K pageviews via FlatironNoMad.nyc and 263K @FlatironNY social media impressions.



25.7K+ FlatironNoMad.nyc Pageviews

1K+ email subscribers gained

10 email newsletter features



top social media post

BUSINESS PARTNERSHIPS

From special offers to a launch-day giveaways, local Flatiron & NoMad businesses played a central role in engaging with the community.

Take a look at our partners below.



BUSINESS PARTNERSHIPS

"A very charming experience. Thrilled to learn about Bear Donut, my new favorite spot."

TOUR PARTICIPANT

8

giveaway prizes

16

neighborhood deals & offers

21

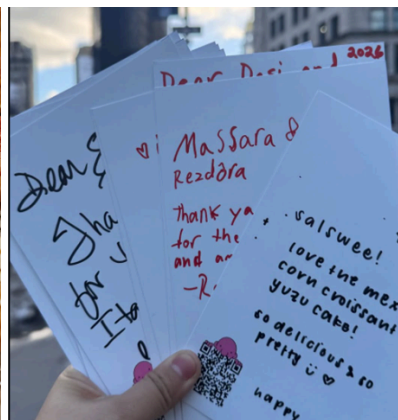
local business partners

100

Mr. Pink "love letters" written to local businesses

"Thank you for all the lovely memories. I've made with my friends on the rooftop!"

LOVE LETTER TO EATALY



BUSINESS EXPERIENCE

Participating local businesses told us about their experience working with the Partnership during the Flatiron NoMad Glows Pink season.

100%

positive impact on business

100%

businesses and host venues satisfied with partnership experience

100%

would participate in a similar campaign in the future

100%

host venues reporting noticeable neighborhood engagement

"The promotion created noticeable interest from both our participants and customers who learned about the Mr. Pink donut through the campaign. Overall, we were pleased with the exposure and the additional foot traffic it brought to our store."

PARTICIPATING BUSINESS OWNER

COMMUNITY FEEDBACK

In a post-campaign survey, the public shared their experience with Flatiron NoMad Glows Pink with 81 respondents.

How did you first hear about Flatiron NoMad Glows Pink?

TOP 5 RESPONSES

1. Walking through the neighborhood (45%)
2. Email newsletter (23.5%)
3. "Something pink is coming teasers (20%)
4. @FlatironNY social media channels (19%)
5. Social media influencer channels (18%)

How did you participate in Flatiron NoMad Glows Pink?

TOP 5 RESPONSES

1. Participated in self-guided tour giveaway (65%)
2. Attended a weekly in person tour (17%)
3. Attended 1/15 launch event (14%)
4. Visited 11th Mr. Pink Pop-Up (11%)
5. Purchased offer or product from local biz (7%)

12 respondents confirmed they purchased from local businesses, including: Bear Donut, Cha Cha, Lin&Daughters, Eataly, Shake Shack.

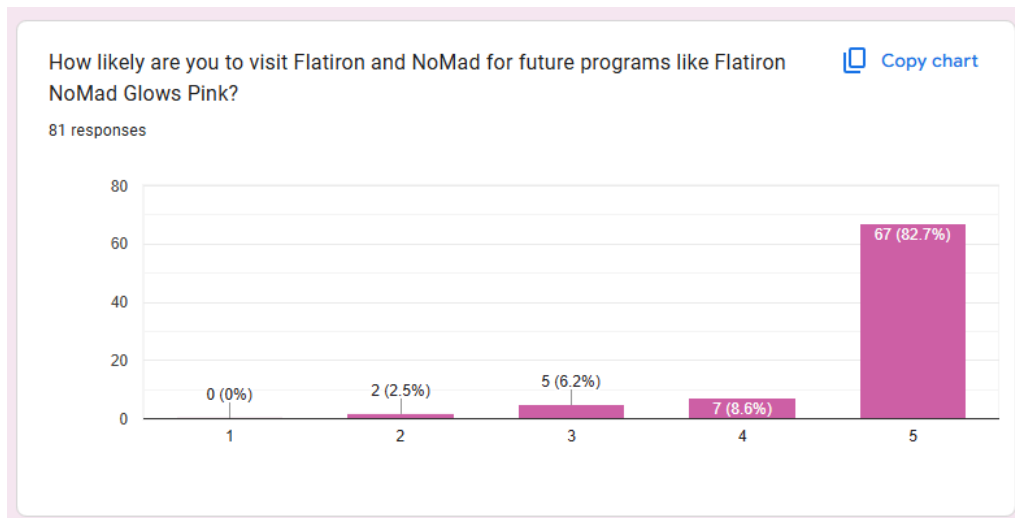
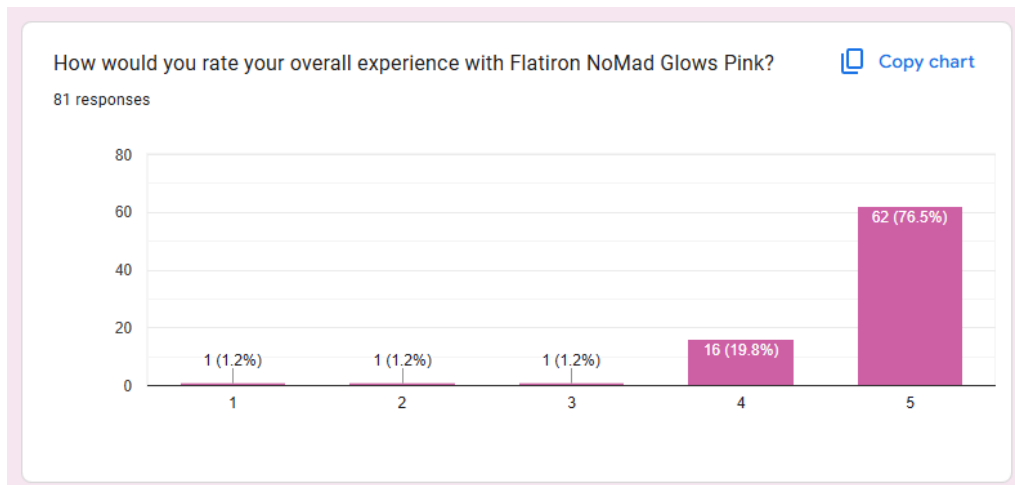
What types of neighborhood programming would you most like to see in the future?

TOP 5 RESPONSES

1. Public art installations and artist-led activations (87%)
2. Cultural celebrations and seasonal programs (68%)
3. Neighborhood deals and promotions (56%)
4. Markets (Flower, Food, Etc) (56%)
5. Giveaways and interactive campaigns (56%)

COMMUNITY FEEDBACK

In a post-campaign survey, the public shared their experience with Flatiron NoMad Glows Pink with 81 respondents.



WHAT'S NEXT FOR FLATIRON NOMAD

Flatiron NoMad Glows Pink was a true community effort. From installations and activations to promotions and on-the-ground support, your partnership helped transform the district into a dynamic and memorable experience. We are grateful for your continued collaboration and shared commitment to making Flatiron & NoMad shine.

Join us in shaping an even more vibrant Flatiron & NoMad. Partner, invest, or host with us for Flatiron NoMad Partnership's Winter Glow 2027 program.

Thank you to all of our partners for helping make Flatiron NoMad glow pink!

le mignonisme
philippe katherine

EX
MURO
ART PUBLIC

rentingART



bxp

THE
CAPITOL
CHELSEA

HOTEL SEVILLE
NOMAD



KEW
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PORCELANOSA

Virgin
HOTELS
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