

Easy Living

# New York City Information Center

**Location\_** 810 Seventh Avenue, Manhattan, New York, NY 10019, US

**Date\_** January 2009

**Design\_** WXY Architecture + Urban Design & Local Projects

**Founding sponsor\_** AT&T

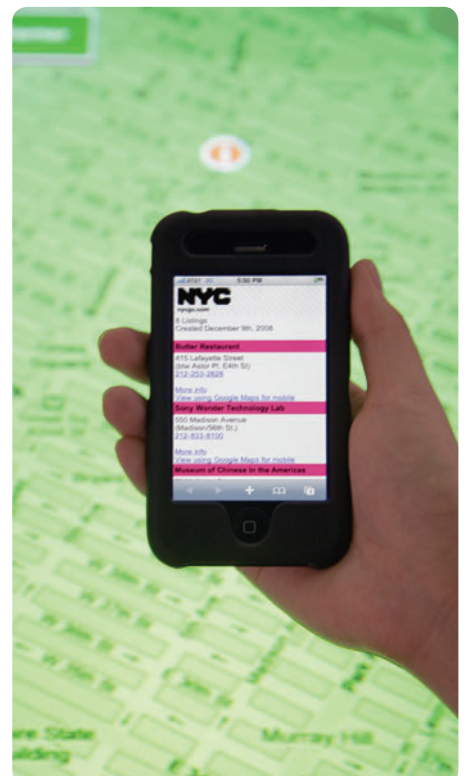
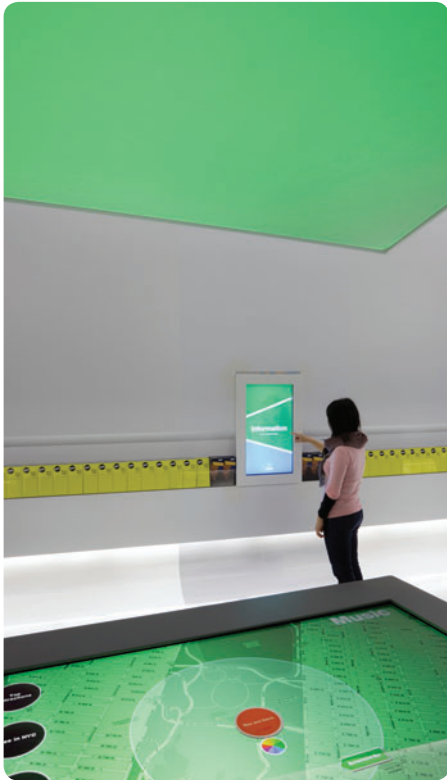
**Website\_** www.nycgo.com



View this movie in Global Trends presentation

**New York's new tourist information centre uses interactive technologies to help visitors create personalised guidebooks and itineraries to navigate the city. Five touchscreen tables each display digital maps on which users can place puck-like objects to mark destinations of interest. In addition, categories such as Museums & Dining or Free Attractions highlight the hotspots and can be selected to reveal useful information and images. Once planned, completed routes can be printed for \$1 or sent via SMS to a mobile phone. The centre also features four wall-mounted touchscreen monitors linking users to the tourist information website, which provides answers to common tourist queries, such as favourite attractions and efficient modes of transport.**





Photography by Alberto Vecerka/Esto (main, top left, bottom right) and Paul Warchoł (top right, bottom left)