

POP IN

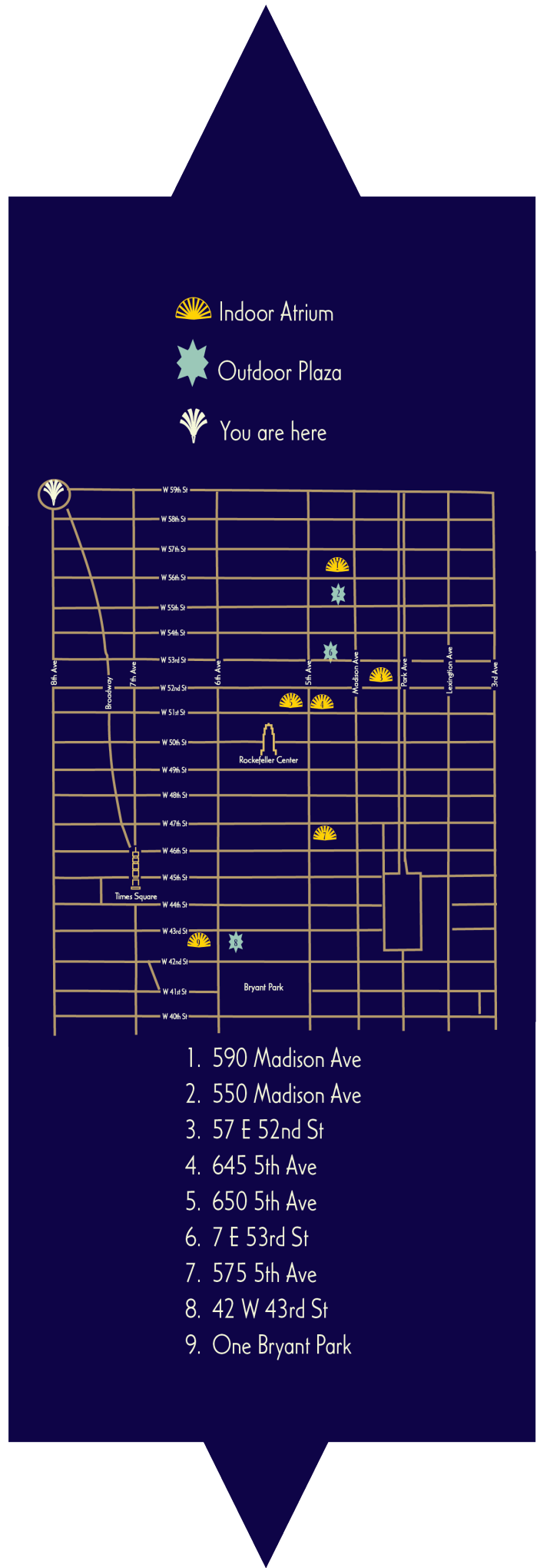
Privately Owned Public Spaces (POPS)

Travelers in Midtown Manhattan deserve to make full use of the rest and temporary shelter provided by Privately Owned Public Spaces (POPS).

When traveling on a budget, especially in New York City, it is often essential to have free places to sit and relax between engagements, eat street food or packed lunches, and meet up with others. Unfortunately, most people in the busy Midtown area end up spending a significant amount of their budget on bars and cafes just for the chance to sit down.

This is where Privately Owned Public Spaces (POPS) come in. POPS are privately owned spaces that are dedicated to public use and enjoyment in exchange for bonus floor area or waivers. Design principles mandate that POPS must be inviting, accessible, safe and comfortable, which makes them incredibly important amenities for both tourists and locals alike. Unfortunately, not many people know about their existence, and even fewer know their locations. With Pop In, it's time to (literally) put POPS on the map and give travelers the rest and peace of mind they deserve.

Not only does Pop In provide travelers with vital information about amenities available to them, it's design offers a look into the artistic history of Midtown's iconic architecture. Midtown contains the majority of NYC skyscrapers, most of which were designed in the 1920s-30s. Art Deco line work inspired by this era is brought to life in the neighborhood's signature warm metallics, which are a welcome compliment to its use of gray stone and marble. The geometric shapes that inspired the icons seen on the map can be found at the tops of building, above doorways and around almost every corner. The color palette has also been carefully chosen to reflect both the opulence of the Art Deco period and the rich energy of modern day Midtown.



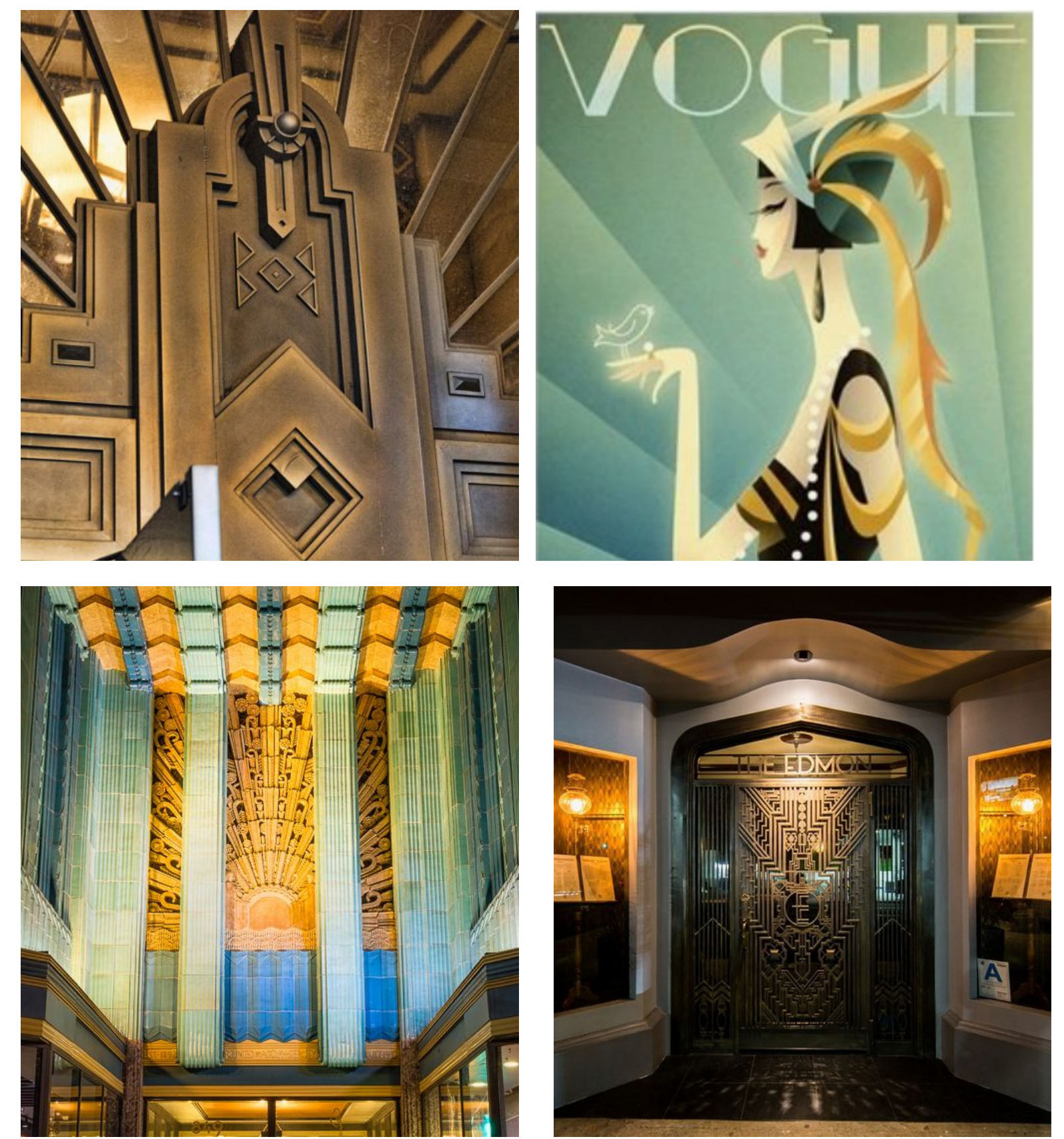
Parent Map



Location Images



Baby Map



Reference Images

