

## **NASDAQ MARKET SITE**

**NEW YORK, NY**

**OWNER:**  
NASDAQ, Inc.

**SIZE:**  
25,000 SF

**CONSTRUCTION COST:**  
\$40 Million

**ARCHITECT:**  
Einhorn, Yafee, Prescott Partners  
/ C&J



Jeffery Stern, Vice President and Director of Construction Management, was the project executive for the NASDAQ Marketsite. This is a multifunctional state-of-the-art media center and public attraction. Located in the base of the new 4 Times Square office building the marketsite is NASDAQ's public face to the world. The work included a main commercial broadcast studio with six individual booths for multi studio operations, an interactive public exhibit space that entertains over one million visitors annually, an auditorium and meeting rooms to test market initial public offerings, and stock promotion. A 10-story, 11,000-SF animated exterior LED video display screen highlights the NASDAQ Marketsite project and provides live market data displays and advertising for NASDAQ listed companies. This is the largest sign in Times Square. The project goal to be operational before the millennium celebration in Times Square, a driver of the schedule, was met.



### **Project Highlights:**

- Main Broadcast Studio
- State of the Art Animated Sign
- Auditorium
- Exhibit Space
- Fast Track