

# THE APERTURE

120 EAST 23<sup>RD</sup> STREET  
NEW YORK, NEW YORK

# A CANVAS BUILT FOR NEW YORK'S MOST IMMERSIVE MOMENTS.

Designed to help clients capture a vision, The Aperture will be among the largest projection mapping venues in New York City, offering 270-degree projection mapping capabilities across 165 linear feet of digital canvas.



# A PIONEERING VISION

The venue name draws on the legacy of pioneering photographer Jessie Tarbox Beals, the first published female photojournalist in the U.S., who had a studio at the 120 East 23rd Street address in the early 20th century, before the current building was constructed.

# REIMAGINED FOR THE FUTURE

Just as a camera's aperture frames light and perspective, the venue itself becomes a lens, designed to spotlight experiences at their most immersive and impactful. A seamless projection surface defines the main room, allowing the environment to shift entirely through content and light.



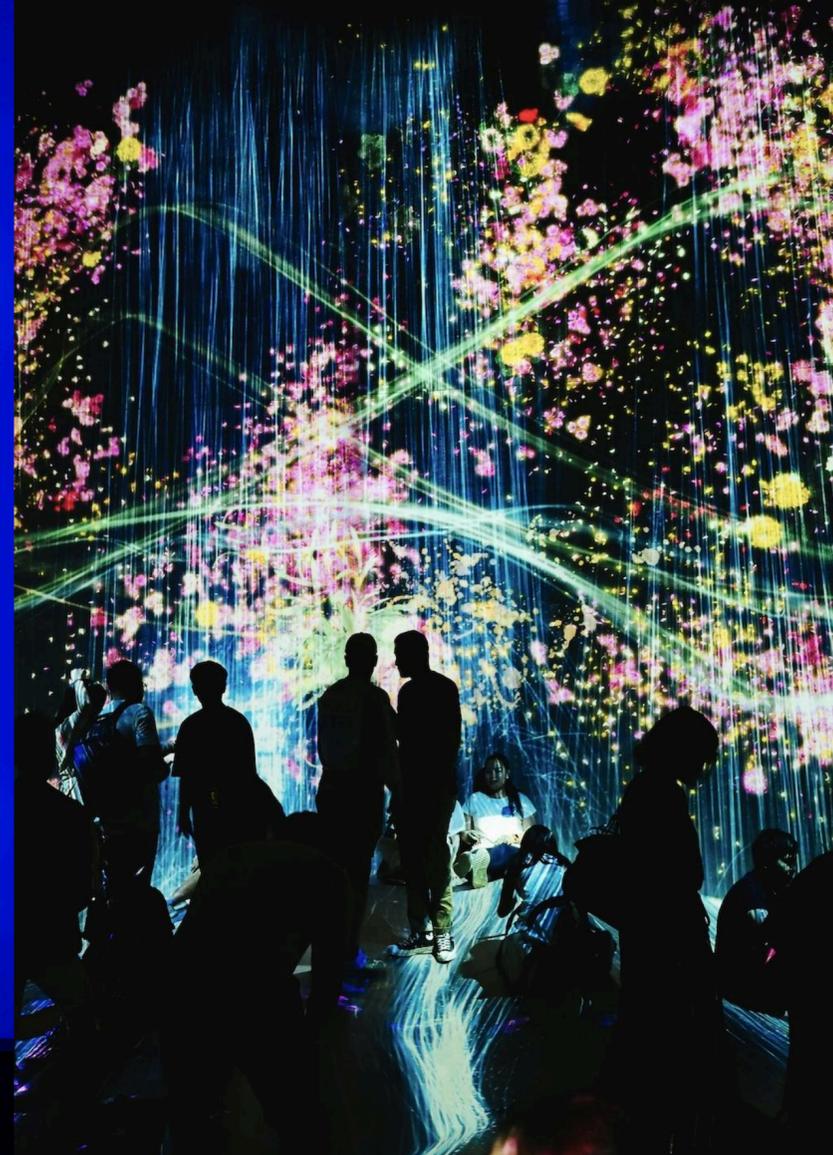
## BRAND ACTIVATIONS

Immersive, high-impact experiences that bring brands to life in bold, unforgettable ways.



## PRODUCT LAUNCHES

A cinematic stage for unveiling what's next, with full-scale production and immersion.



## MULTI-SENSORY CONFERENCES

Next-generation gatherings that engage sight, sound, and space to captivate every audience.



## FASHION SHOWS

A runway presentation designed to spotlight any collection in a dramatic, gallery-like setting.

Located in a terra cotta and limestone building constructed in 1913 by architecture firm Schwartz & Gross, The Aperture boasts prime, brandable street level presence on one of Manhattan's most prominent two-way thoroughfares. The venue juxtaposes Gilded Age design elements, geometric patterns, and raw materiality with advanced technology to create immersive event experiences for brand activations, product launches, and multi-sensory conferences for up to 1,000 people; it is set to open Fall 2026.

## KEY FEATURES

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Flexible entry allowing for oversized items

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270-degree Projection Mapping

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LED Media Wall

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Fully Motorized Theatrical Truss & Lighting

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Flexible & Customizable Space

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High Touch Hospitality

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Elevated & Personalized Planning

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Commercial-Grade Catering Kitchen

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Preferred Vendor Partnerships

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In-House Bar Packages

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Furniture Inclusions

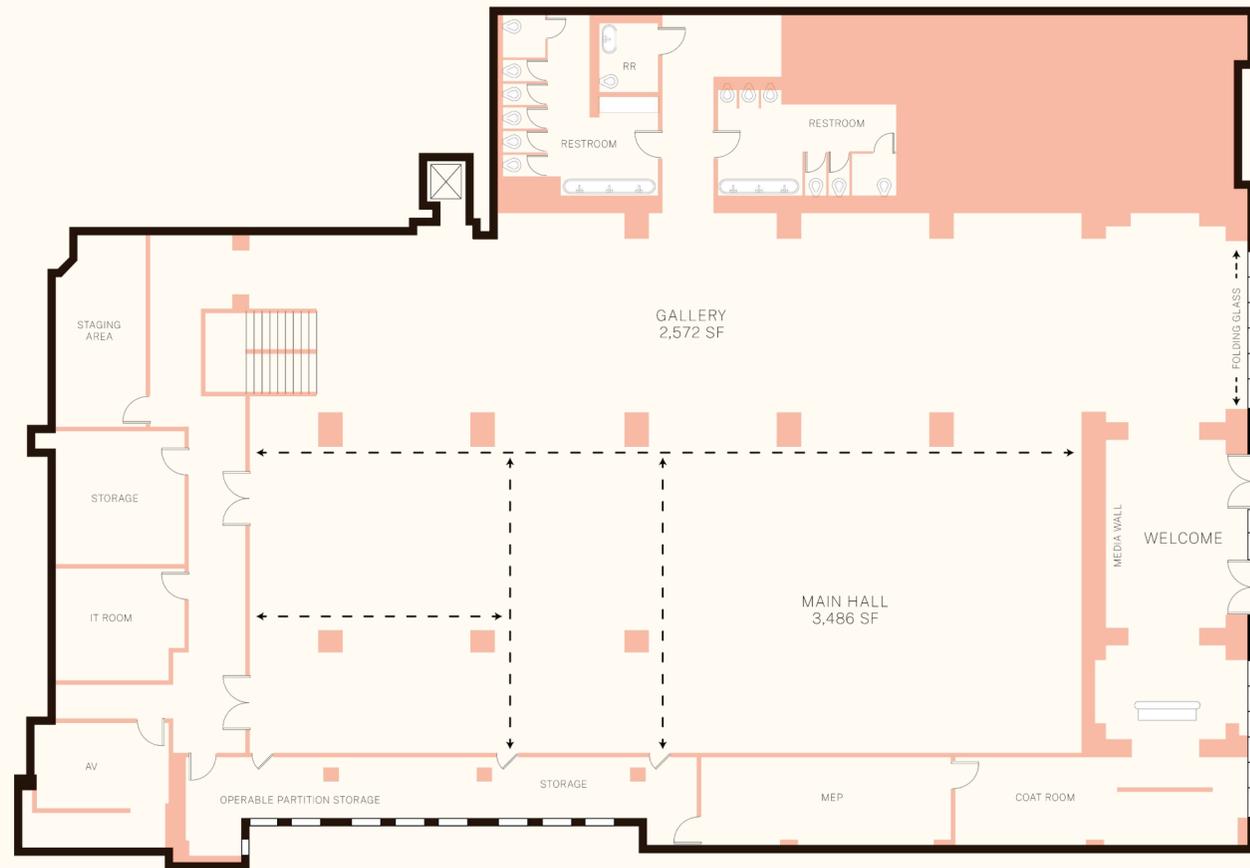
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Green Room & VIP Suite

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# GROUND FLOOR



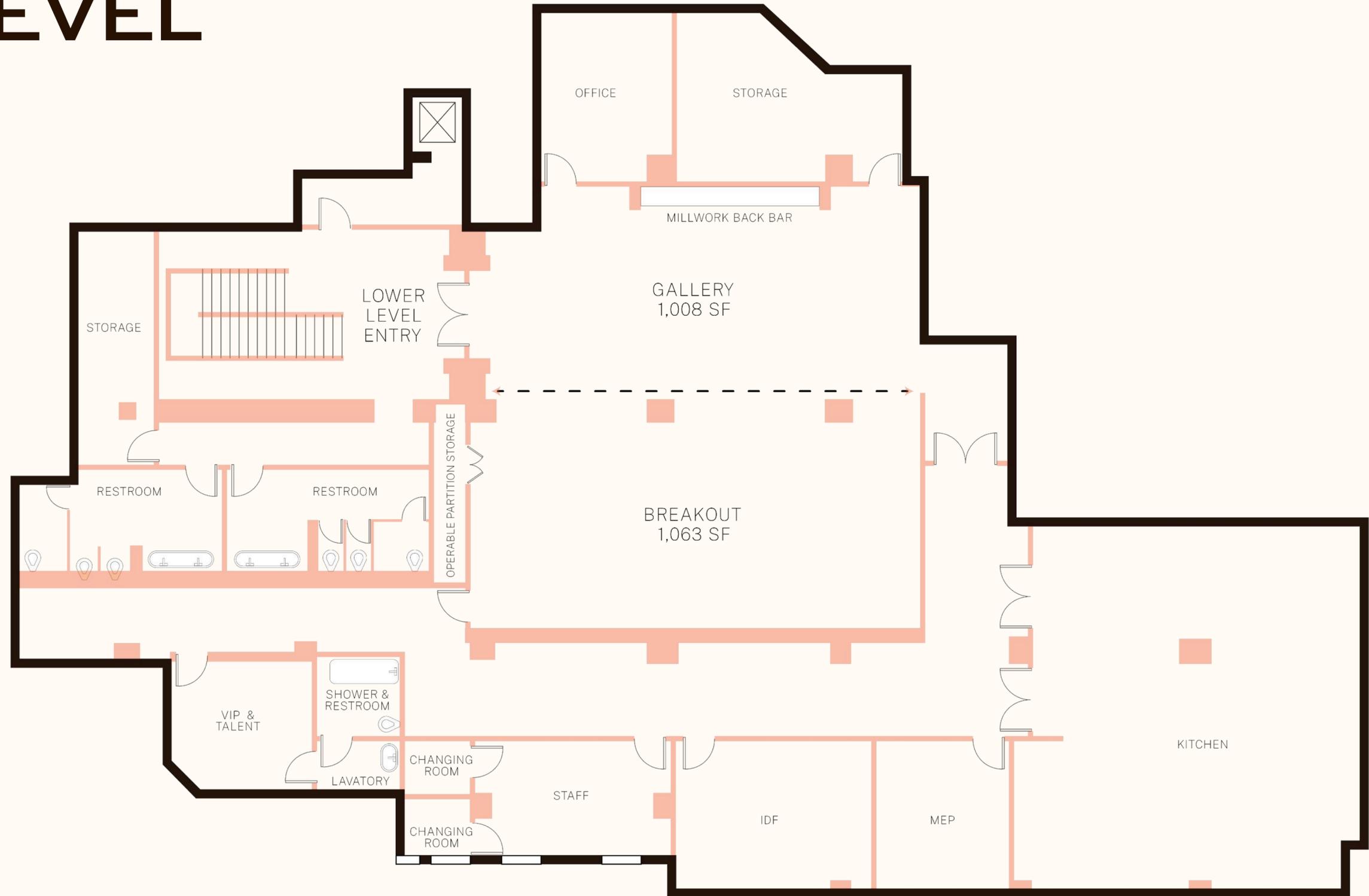
Area SF: 8,900 SF

Main Hall: 96' x 35'

Capacity: 1,000



# LOWER LEVEL



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Area SF: 7,500 SF
Breakout: 45' x 22'
Gallery: 43' x 21'
Capacity: 240

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MAP

# LOCATION

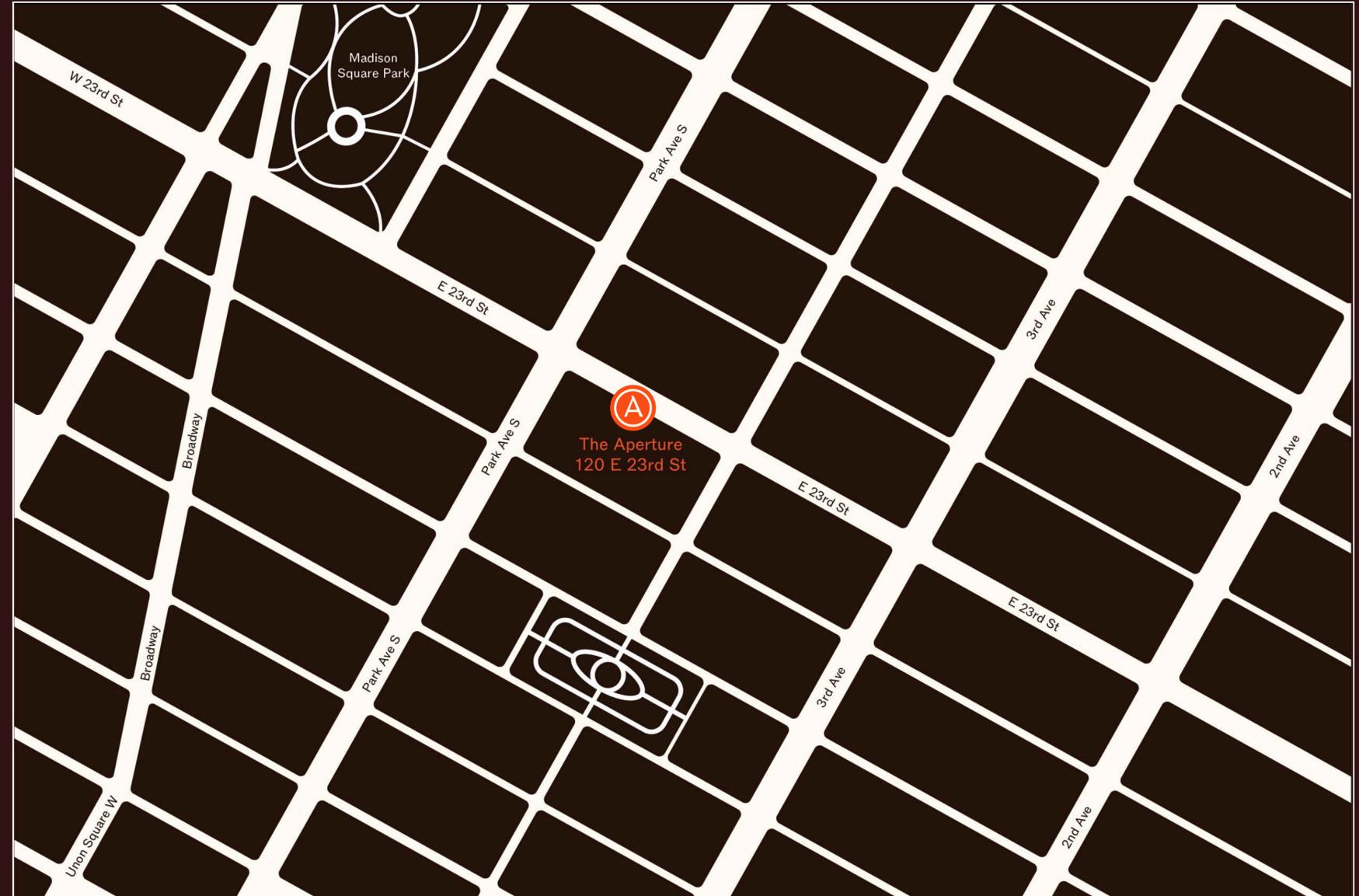
120 EAST 23RD ST  
NEW YORK, NY

## NEIGHBORHOOD

Flatiron Building  
Madison Square Park  
Gramercy Park

## SUBWAY

23rd STREET **N | Q | R | W** Train  
23rd STREET **6** Train



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