

THE APERTURE

120 EAST 23RD 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.



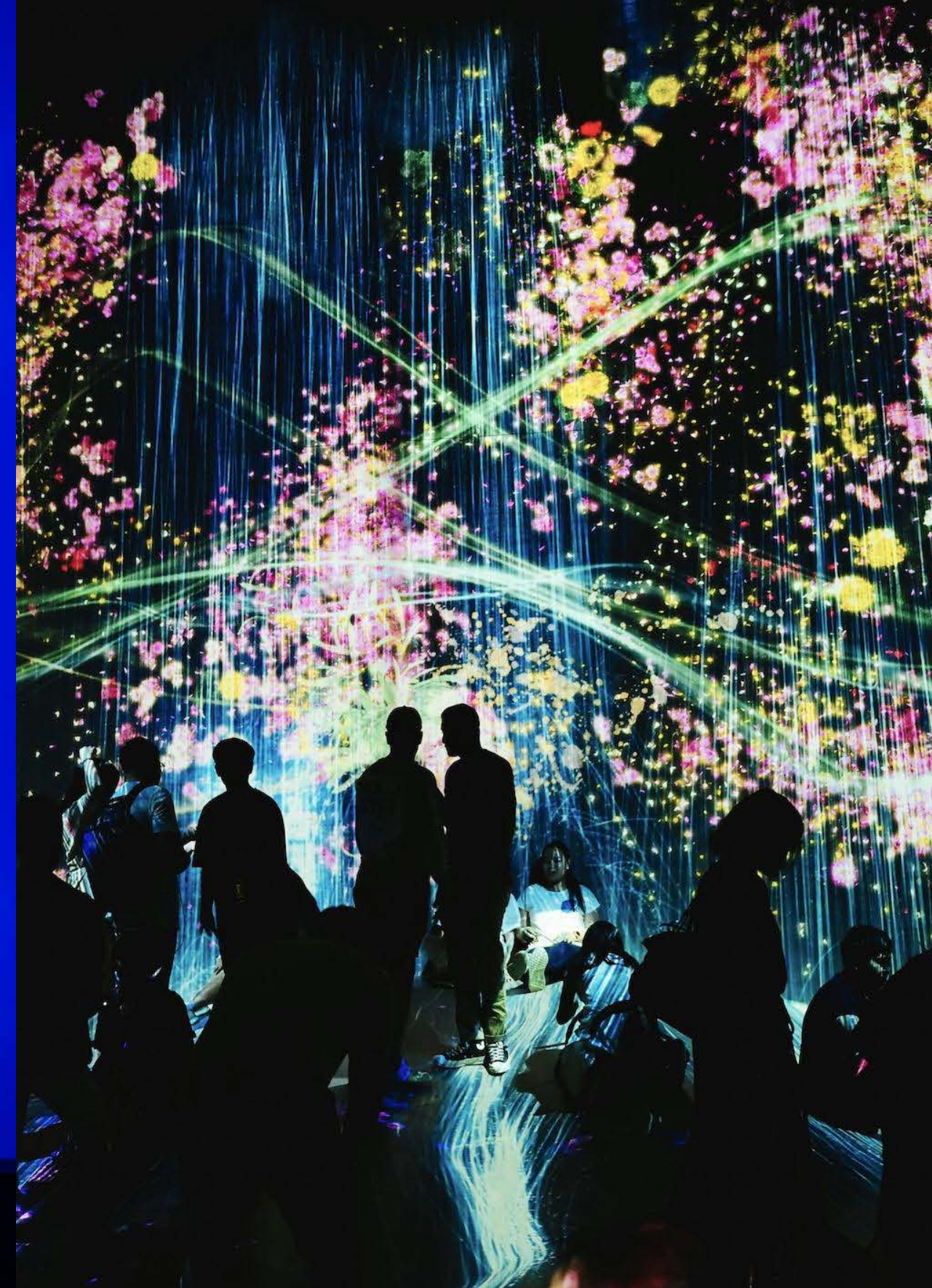
BRAND ACTIVATIONS

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 Spring 2027.

KEY FEATURES

Flexible entry allowing for oversized items	Elevated & Personalized Planning
270-degree Projection Mapping	Commercial-Grade Catering Kitchen
LED Media Wall	Preferred Vendor Partnerships
High-Impact Street Level Visibility	In-House Bar Packages
Flexible & Customizable Space	Furniture Inclusions
High Touch Hospitality	Green Room & VIP Suite



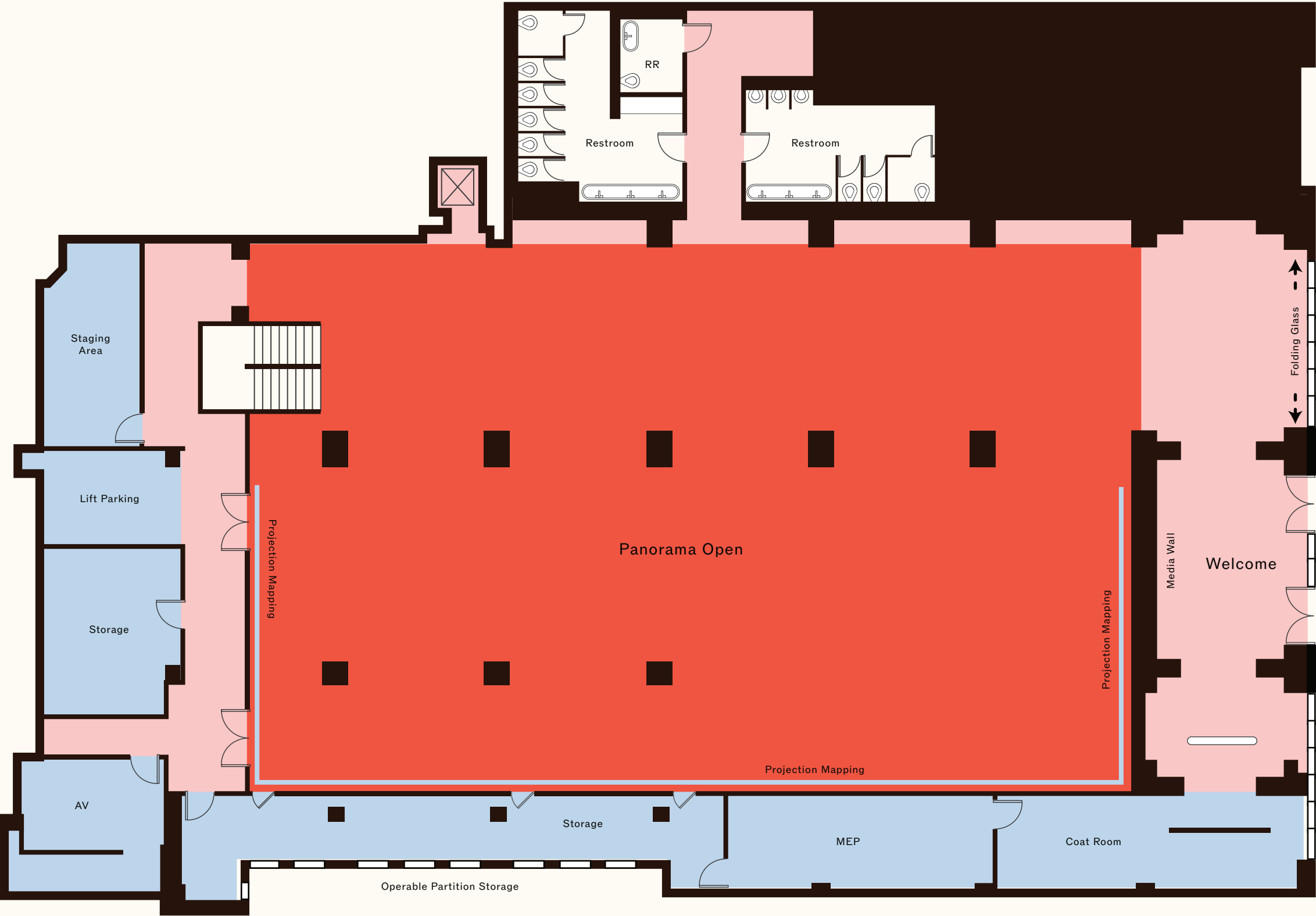
GROUND FLOOR



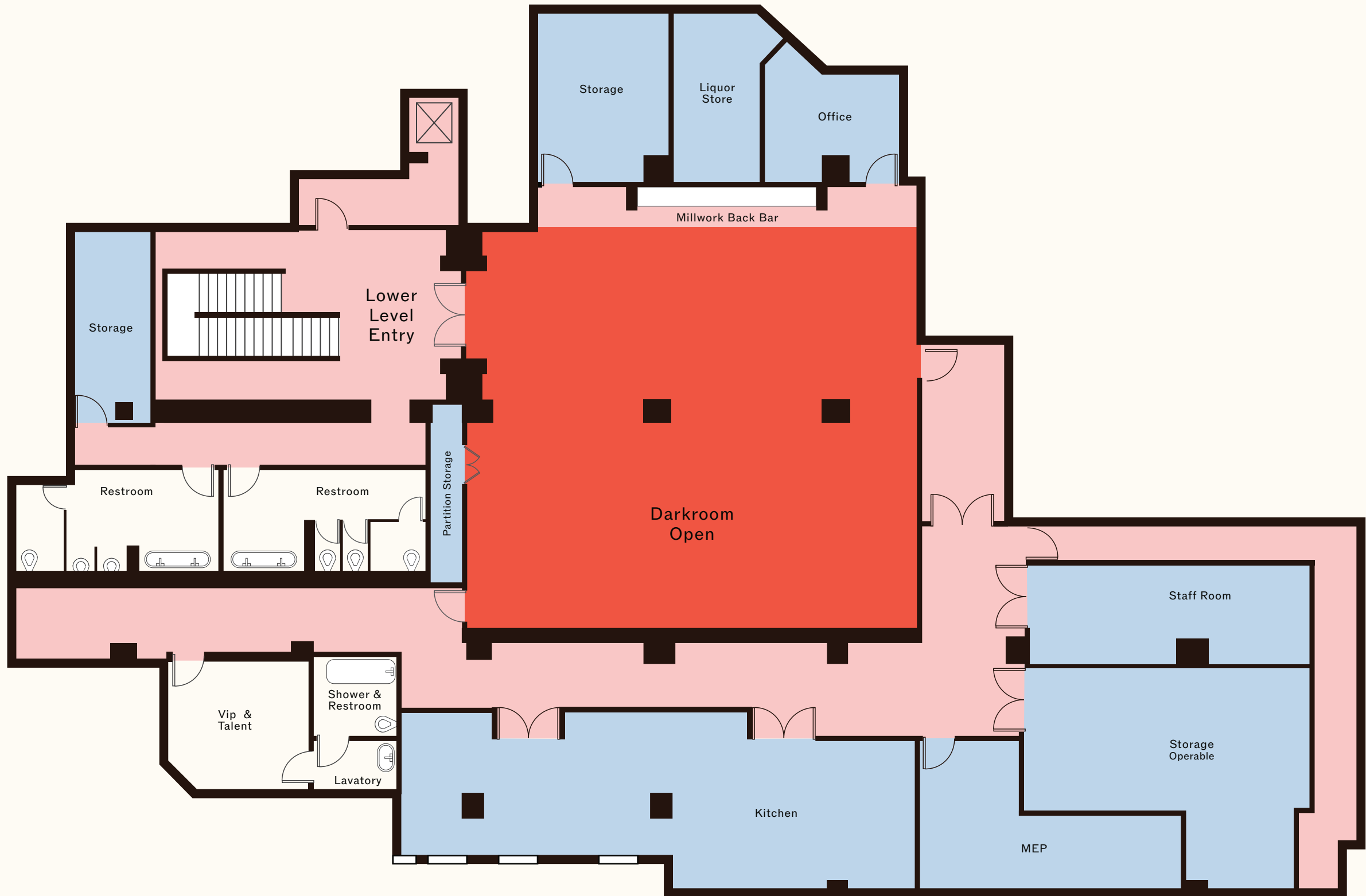
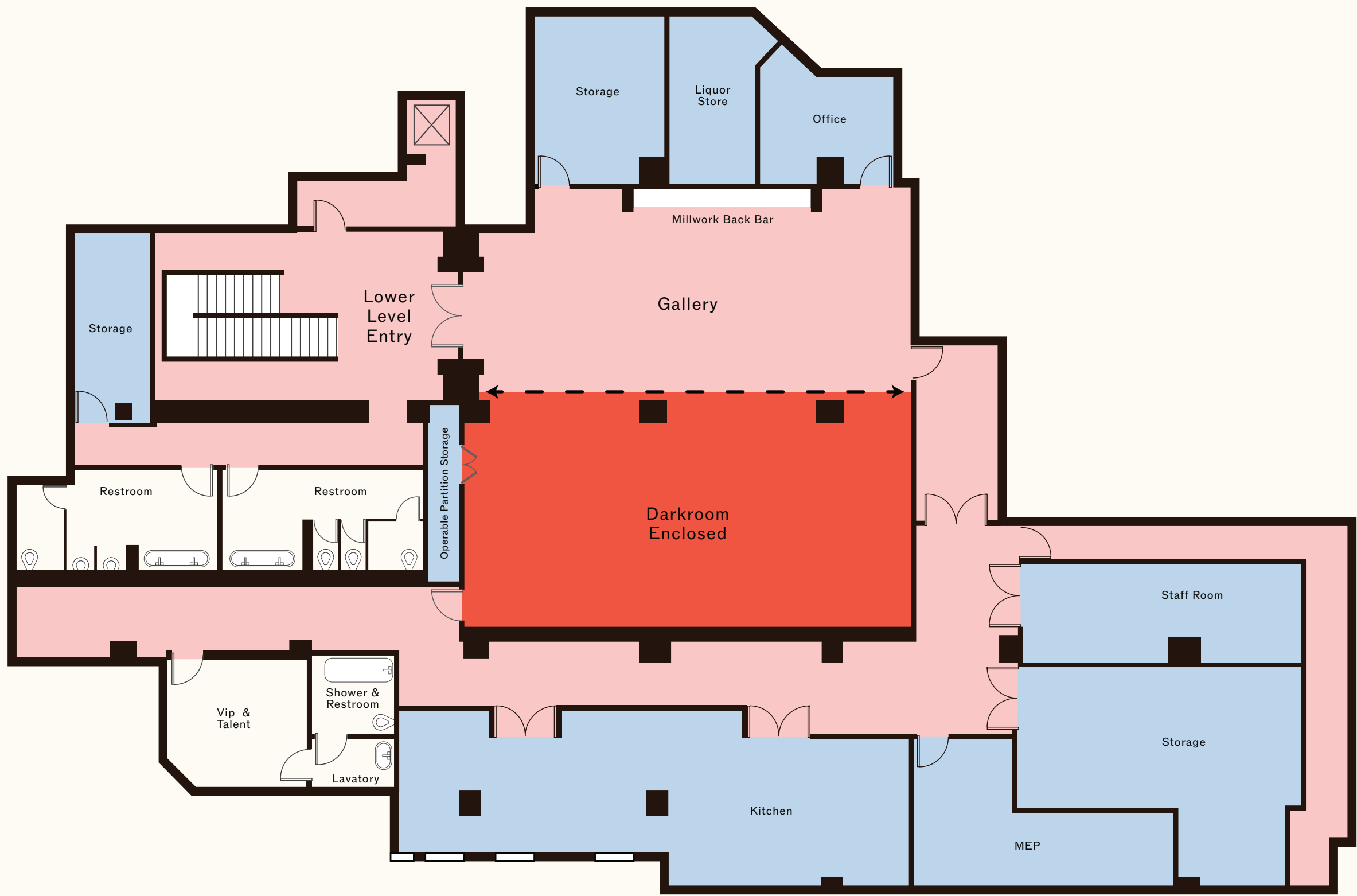
Ground Floor	Dimension (FT)	Area (FT)	Ceiling Height (FT)	60” Rounds (stage)	60” Rounds (no stage)	72” Rounds (stage)	72” Rounds (no stage)	Theater (stage)	Theater (no stage)	Exhibition
Panorama A	29'-6" x 34'-7"	1,024 SF	14'	20	30	24	36	74	100	-
Panorama B	66'-11" x 34'-7"	2,307 SF	14'	100	100	96	120	244	264	-
Panorama Enclosed	96'-5" - 34'-7"	3,371 SF	14'	140	140	156	156	426	-	30 booths
Panorama Open	96'-5" x 62'-8"	6,086 SF	14'	280	300	288	288	703	-	42 booths
Gallery	96'-5" - 28'-1"	2,715 SF	14'	-	-	-	-	-	-	-



GROUND FLOOR



LOWER LEVEL



Lower Level	Dimension (FT)	Area (FT)	Ceiling Height (FT)	60” Round (stage)	60” Round (no stage)	72” Round (stage)	72” Round (no stage)	Theater (stage)	Theater (no stage)
Darkroom Open	44'-4" x 43'-10"	2,010 SF	10'	80	80	84	96	158	180
Darkroom Enclosed	44'-4" x 24'-4"	1,071 SF	10'	30	40	36	36	81	105
Gallery	43'-3" x 21'-6"	939 SF	10'	-	-	-	-	-	-

LOCATION

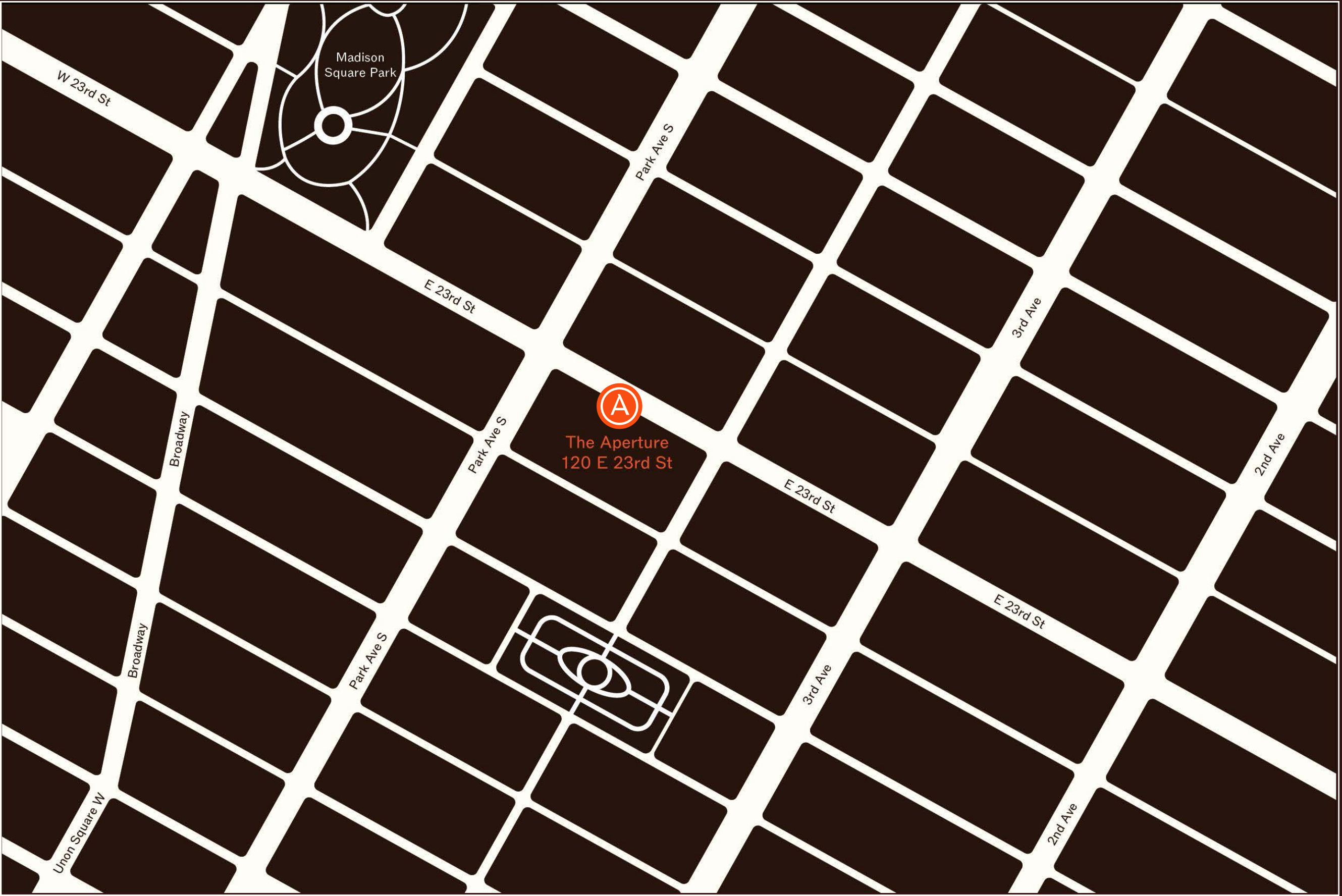
120 EAST 23RD ST
NEW YORK, NY

NEIGHBORHOOD

- Flatiron Building
- Madison Square Park
- Gramercy Park

SUBWAY

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



THE APERTURE



120 EAST 23RD STREET
NEW YORK, NEW YORK

WWW.THEAPERTURENYC.COM