

ARTIFEX TAKES OVER TIMES SQUARE



OUTER T/PERM

LAST REMAINING FLAGSHIP RETAIL SPACE
GROUND: 8,641 SF
SECOND: 5,793 SF
76 FEET OF FRONTAGE
43 FEET OF HEIGHT STORAGE AND INAGE

OLD NAVY

On May 6, 2021, The Artifex Project took over Times Square by digitally displaying the works of 23 artists. The event acted as a preview for what consumers could officially purchase from Artifex's website starting on May 17.

Thousands of people showed up to Times Square and shared pictures and videos of the NFTs via Instagram and Twitter.



IRL TO URL

1.40M+

potential people reached on Instagram

1.38M+

potential people reached on Twitter

SOURCE: INSTAGRAM, TWITTER, 2021.

@THANKYOUX

