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## **EMPIRE STATE BUILDING ENHANCES RENOWNED SUSTAINABILITY EXHIBIT WITH STATE-OF-THE-ART AUDIO-VISUAL UPGRADES**

### *Iconic Landmark Enriches Consumer Experience to Showcase Award-Winning Retrofit Program*

**New York, NY (September 16, 2013)** – The Empire State Building (ESB) has unveiled numerous audio-visual enhancements to its interactive, multi-media sustainability exhibit located at the building’s second floor Visitor’s Center. The exhibit showcases the Building’s \$20 million award-winning energy retrofit project that was announced in April 2009, with the Clinton Climate Initiative, Johnson Controls, Jones Lang LaSalle, and Rocky Mountain Institute. Originally opened in July 2010, the exhibit space was recently enhanced with updated features such as ambient lighting, high-quality sound effects and improved visitor traffic flow.

By communicating the compelling story of the Empire State Building’s retrofit program, the installation inspires and educates the building’s millions of annual visitors on the positive global impact of both energy efficient building and sustainable living practices in the context of the Empire State Building, New York City, and the planet. The vibrant exhibit translates the technical retrofit story into an easy-to-understand, consumer experience by combining captivating visuals with impressive technology, and digital elements. Museum-quality displays stationed throughout the floor inform and engage visitors on their way to the renowned Observatories.

The upgraded exhibit most notably enhances the contemporary aesthetic of the space. Specific changes include the addition of metallic industrial curtains to isolate each experience, creating a more modern feel and easing visitor movement through the different exhibits, as well as accent lighting which enriches each section and creates a more cerebral and enjoyable visitor experience. Each display is also augmented with audio enhancements tailored to the retrofit video displayed on the screen. Sounds such as running water through the pipes of the chiller plant or the hum of the city were incorporated to immerse the visitor in the ESB retrofit story and create a full sensory event.

“The exhibit was created to showcase the Empire State Building’s pioneering retrofit process and positive impact of commercial and personal sustainable practices. The upgrades will enrich the experience for millions of visitors from around the world by presenting this information in a more engaging and appealing way,” said Anthony E. Malkin of the Empire State Building. “As the Empire State Building has exceeded guaranteed energy savings for the second year in a row, the exhibit continues to demonstrate the sustainability leadership of the World’s Most Famous Office Building.”

The Empire State Building is leading the charge in innovation and setting the standard for existing buildings around the world to follow suit. Upon completion of the program, the Empire State Building will reduce total energy usage by more than 38 percent, energy costs by \$4.4 million annually, and carbon emissions by 105,000 metric tons over the next 15 years. The building recently announced that its

groundbreaking energy efficiency program has surpassed expectations for the second year in a row, saving over \$2.3 million.

The Empire State Building Sustainability Exhibit is open seven days a week at the second floor Visitor's Center during Observatory visiting hours from 8 a.m. to 2 a.m. For more information on the Empire State Building's sustainability initiatives and the building retrofit, visit [www.esbsustainability.com](http://www.esbsustainability.com).

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### **About the Empire State Building**

Soaring 1,454 feet above Midtown Manhattan (from base to antenna), the Empire State Building is the "World's Most Famous Office Building." With new investments in energy efficiency, infrastructure, public areas and amenities, the Empire State Building has attracted first-rate tenants in a diverse array of industries from around the world. The skyscraper's robust broadcasting technology supports all major television and FM radio stations in the New York metropolitan market. The Empire State Building was named America's favorite building in a poll conducted by the American Institute of Architects. The Empire State Building Observatory is one of the world's most beloved attractions and is the region's #1 tourist destination. For more information on the Empire State Building, please visit [www.esbnyc.com](http://www.esbnyc.com), <http://www.facebook.com/empirestatebuilding>, [@EmpireStateBldg](https://www.instagram.com/EmpireStateBldg), or <http://pinterest.com/empirestatebldg/>.