



WE LIFT YOU ABOVE ALL

HOW TO ACCELERATE INSTALLATION OF DECORATIVE LIGHTING ON A 15-STORY HISTORICAL LANDMARK HOTEL OVERLOOKING TIMES SQUARE BY 2-3X

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The Knickerbocker Hotel is a historic 15-story Beaux-Arts hotel in Times Square, on the southeast corner of Broadway and 42nd Street, in the Midtown Manhattan neighborhood of New York City. Built by John Jacob Astor IV, this city landmark hotel was designed in 1901 and opened in 1906.

A local electrical contractor hired Alpha Platforms to assist with the installation of permanent façade decorative lighting. The hotel's former opulence and beauty had been recently restored with renovations and repairs to brickwork and decorative elements. The project involved attaching, aligning, and turning on lights on the hotel's parade façade in time for its grand reopening.



THE CHALLENGE

This project presented multiple challenges.

The renowned building measured 195 feet (59 m) tall with 185 feet (56 m) of street frontage, meaning that **no JLG lifts were large enough to reach across the entire façade**. To avoid damage to decorative balconies, stone balustrades, sculptures, windows, and balcony gables embellishing the façade, a more gentle and precise height access method would need to be deployed. Due to roof conditions, setting up scaffolding for a building this size would have cost hundreds of thousands of dollars.

In addition, the three-story mansard roof required over 20 feet of side reach, which was not accessible by conventional lifts.

And... every window and decoration element had to be lit in such a way to achieve a consistent presentation across all windows.

THE OUTCOME

Alpha Platforms' mobile trucks arrived at night to minimize their impact on traffic. Over the next 20 nights, from 9 pm to 6 am, we completed a job that would have typically taken 2-3 times longer. Also, had a scaffolding structure been used, it would have blocked the streets of Time Square during the day for several months (which probably would not have been permitted).

The massive time savings was a function of Alphas' boom's side reach, stretching across 185 feet and up to 195 feet without having to move the wheels. In addition, the exceptionally smooth and steady movement of Alpha lift baskets not only meant that no damage was inflicted on walls, windows, or decorations but that workers in the basket had the safety and steadiness required to achieve precision required for lighting jobs.

In fact, the final lighting alignment is typically the most complex and time-consuming step to complete. But with the A-230 cage swiftly moving across the entire façade, alignment only took three nights.

Our precise German-made lifts have become the height access method of choice for those who try them, as they combine unmatched productivity, safety, and reach.



To try the same world-class service and equipment, just call or email:

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