





# Sound of Ikebana (Spring)

Naoko Tosa

April 1 - 30, 2017 | nightly at 11:57pm

Times Square's Electronic Billboards  
42nd-49th Streets,  
between Broadway & 7th Ave

Media artist and Japan Cultural Envoy 2016 Naoko Tosa interprets the traditional art of Japanese flower arrangement through digital technology. Captured in marvelous slow motion at 2000 frames per second, liquid paint leaps and spirals across the screen in motion and colors that may rouse the apricot flowers and cherry blossoms of Spring.

Presented in partnership with Japan Society Gallery.

**Midnight Moment** is the world's largest, longest-running digital art exhibition, synchronized on electronic billboards throughout Times Square nightly from 11:57pm to midnight.

Presented by Times Square Advertising Coalition  
Curated by Times Square Arts

[TimesSquareNYC.org/MidnightMoment](http://TimesSquareNYC.org/MidnightMoment)

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#IkebanaTSq #MidnightMoment



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Naoka Tosa, *Sound of Ikebana (Spring)*. Image courtesy of the artist.

**Participating Signs:** ABC SuperSign; American Eagle Times Square, Bank of America; Branded Cities 7 Times Square; Branded Cities NASDAQ Tower; Branded Cities Thomson Reuters; CEMUSA; City Outdoor; Clear Channel Spectacolor HD127; Clear Channel Spectacolor HD128; Disney Store Spectacular; Microsoft Cube and Welcome Center live tiles; Morgan Stanley; Outfront Media 1515 Broadway; SILVERCAST Digital Spectacular - Times Square; Superior Digital Displays Crossroads of the World, Triple Play on 7th Ave & The Waterfall on 42nd St.

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