



# Times Square Ball Drop

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## Why are you interested in this artifact?

I went to my first New Year's Eve ball drop when I was eleven. I was very interested to see why everyone would be so excited about it. When I actually went and had to wait for hours just to not see anything in that crowd, I regretted it. I just did not understand why people would go. I chose this artifact remembering that and getting curious about how it all started.

# History of Times Square



- ❖ It was known as Longacre Square.
- ❖ This was named after London's carriage district.
- ❖ Longacre Square was an area to trade horses.
- ❖ Later in the 1880s, theatres and electricity such as lights started taking place.
- ❖ The first transit system was also made.

# History of Times Square Ball Drop


- ❖ The New York Times building was the second tallest building at that time and wanted to make profit out of the transit system by moving closer to it.
- ❖ The owner and publisher, Adolph S. Ochs, of The New York Times created the New Year's Eve tradition.
- ❖ Adolph S. Ochs released fireworks on top of that building for their opening.
- ❖ Ochs wanted something bigger so he hired the electrician to make a light ball that would go down the flagpole.
- ❖ Throughout the years the ball has changed. It got bigger and the lights on the ball has improved and made to be colorful.





## How does this artifact relate to the themes we have discussed in our class?

I think this artifact relates to the topics about capitalism we have discussed in class. We talked about how due to capitalism an area is changing. I think the same way Times Square changed too. Before it was a horse trading spot but soon it started becoming a place of attraction. As I mentioned earlier that they built the first subway there and people wanted to move closer to it in order to make profit. Even the ball drop itself was to gain more attention to the The New York Times building. Till this day tourists are going all the way to Times Square to see the ball drop. Times square is one of the most famous tourist spot.



# In what ways does this artifact contribute to your understanding of urban life?

The ball drop contributes to my understanding of urban life by giving me an idea of how one event can turn into a tradition that can help gain profit over the years. Since the publisher of The New York Times wanted to gain attention they decided to create the ball drop. However, it ended up being a tourist attraction that brings many people to Times Square and anything surrounding that area gains a lot of profit from all the tourists. Everything in Times Square or Manhattan itself is expensive and they are using the tourists to make money.



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