



MANHATTAN'S HIGHEST DAILY CIRCULATION NEWSPAPER



TODD MAISEL

BROWNSVILLE SHOOTING PROBE

PAGE 3



CRAIG RUTTLE

GUIDE DOG TRAINING SERIES CONTINUES

PAGE 7

EMPIRE STATE OF MIND

Explore **Empire State Building's** refurbished observatory space opening today **PAGES 4-5**

TODD MAISEL

Become a professional for the greater good.

Learn more at NYSCAS.Touro.edu

Touro is an equal opportunity institution. For Touro's complete Non-Discrimination Statement, visit www.touro.edu



TOURO COLLEGE
NEW YORK SCHOOL OF
CAREER & APPLIED STUDIES
Where Knowledge and Values Meet

WEATHER



MONDAY

HI 90° LO 75°

Chance of T-storms



TUESDAY

HI 89° LO 74°

Chance of T-storms



WEDNESDAY

HI 87° LO 73°

Chance of T-storms

BEST of
amNY.com

EAT AND DRINK



ANDY BOYLE

SEE WHAT'S POPPING UP

The William Vale's Brooklyn rooftop lawn party and more summer pop-ups to check out: amNY.com/eat

THINGS TO DO



CRAIG RUTTLE

HUDSON YARDS GUIDE

Climb The Vessel, visit Snark Park and more things to see and do at Hudson Yards: amNY.com/thingstodo

SOCIAL MEDIA

@amNewYork



Get the app
on your iPad
or iPhone
Scan this tag



TODD MAISEL

A new interactive exhibit opening Monday at the Empire State Building capitalizes on the Instagram generation's ever-growing obsession with taking selfies.

THINGS ARE LOOKING UP

Empire State Building's \$165 million upgrade includes snappy new museum

BY MATTHEW CHAYES
matthew.chayes@newsday.com

Tourists hate long lines but love selfies.

Visitors to the Empire State Building's observatory have long dreaded the queues — sometimes as long as an hour — before ascending to the 360-degree views of New York City and beyond.

"People would rate the experience of having seen the top as 10 out of 10. But all the hardship was getting there," said Flatiron-based designer Michael Beneville, who is involved in overhauling the 88-year-old tourist attrac-

tion. "They would complain — as anyone has the right to complain — standing in a line and bored."

But, starting Monday, a \$165 million upgrade, including a 10,000-square-foot gallery, aims to free visitors from the lines and the long wait and to channel them into a new exhibition, the yearslong work of a team of designers, architects and engineers.

The plan capitalizes on the selfie-taking craze and sublimates it into a time-bid diversion.

A bonus, according to another designer on the project, Callum Cooper: Self-



TODD MAISEL

Floor-to-ceiling screens and film excerpts share building lore.

ies from this 102-story building will end up on social media, boomerang across the globe, and encourage even more visitors.

"Integral to the design of

anything like this is to create great moments for great selfies and great moments for sharing on social media. We light it so that you can see yourself. We light it so you

can see our friends here," said the project's Tom Hennes of the Financial District-based design firm Thinc, seated next to a life-size bronze statue of a snacking construction worker, modeled after one of the 3,500 or so who helped build the Empire State Building in 13 months total.

The embrace of selfies by the Empire State Building — which attracts about 4 million tourists a year to its observatory and charges \$38 for the basic adult ticket — follows some other museums around the world that have begun openly encouraging selfie-taking as a way to boost popularity.

"Basically, there are no more queues," said Jean-Yves Ghazi, president of the



TODD MAISEL

Bronze statues honoring some workers who helped construct the storied building are on view.



TODD MAISEL

The Empire State Building attracts 4 million tourists annually.

Empire State Realty Trust, owner and manager of the Art Deco skyscraper, which is undergoing a multiyear re-building.

The gallery, for which there's no additional charge, takes visitors through the building's history, construction, current tenants, elevators and lore — with floor-to-ceiling screens, an original elevator model and a panoramic film screen displaying movies, TV shows and comics in which the Empire State Building has played a starring role.

There are about 15 spots designed especially for selfie-taking integrated into the gallery, including vibrating hands and a digitally depicted head of King Kong, surveyor's scopes that show videos portraying 1930s street life, and bronze statues honoring some of the construction workers.

Selfie opportunities are one part of the new experience.

The floor had to be reinforced to support those selfie-friendly statues, which weigh about 400 pounds each, said Sergio K. Londono,

'People would rate the experience of having seen the top as 10 out of 10. But all the hardship was getting there.'

— Michael Beneville, designer

vice president of the engineering company Thornton Tomasetti.

The popularity of selfies challenged decades-old mathematical models that predict the speed at which crowds move through a space. For example, while it should take about a minute to climb a new grand staircase toward ticketing and up to the gallery, crowds are lingering longer to snap photos with a replica model of the Empire State Building, according to

Cooper, creative director at the design firm Squint/Opera in Chinatown, which is on the team redoing the building.

"People will wait there for five minutes" — or even longer — "to get the perfect photo," he said.

To avoid traffic jams, gallery designers have stationed the 15 or so selfie attractions away from the main paths so as not to disrupt through traffic.

The creative team researched thousands of selfies posted not only on Western social-media like Instagram but also the Chinese microblogging platform Weibo — used by nearly 445 million people every month, Cooper said.

Among the research questions: Which cameras are most popular? (It's the iPhone, among Americans.) Which angles and from how far away do users tend to snap selfies? Which tourist attractions are competing with the Empire State Building?

This research also helped optimize lighting choices to allow for the most flattering selfies, Hennes said.

In the weeks before Monday's opening, Hennes said, designers have been in the gallery snapping test selfies — using different cellphone models, angles and distances.

Ghazi, showing off the \$165 million project the weekend before opening day, admitted: "I'm not a selfie person."

"Neither am I," said Hennes, his iPhone 6 screen cracked. "We've been shooting more selfies in the last week than any of us shoot in a year."

\$40M 'Hollywood' beginning

Disney's "The Lion King" might still rule everything the light touches, but Quentin Tarantino's "Once Upon a Time ... in Hollywood" certainly held its own this weekend at the domestic box office.

In a win for original content, Tarantino's R-rated ode to Hollywood's golden age opened with \$40 million from 3,659 North American theaters, a career best for the filmmaker. The movie also scored an opening day record for Tarantino, amassing \$16.8 million on Friday.

"Once Upon a Time in Hollywood" came in second place behind "The Lion King," which collected another \$75.5 million, down roughly 60% from its inaugural outing. Heading into the weekend, Sony tempered expectations for "Once Upon a Time in Hollywood," estimating a \$30 million start given the mid-summer debut for a film that isn't based on existing IP or part of a franchise. The movie has the benefit of



ANDREW COOPER

Margot Robbie plays the rising star Sharon Tate.

positive reviews — and the rare chance to see Leonardo DiCaprio and Brad Pitt share the big screen. It received a B CinemaScore from audiences, compared to the A- score for his most recent hits, 2009's "Inglourious Bas-

Top 5

	Wknd. gross
"The Lion King"	\$75.5M
"Once Upon a Time ... in Hollywood"	40.0M
"Spider-Man: Far From Home"	12.2M
"Toy Story 4"	10.0M
"Crawl"	4.0M

terds" and 2012's "Django Unchained."

"Once Upon a Time in Hollywood" follows DiCaprio and Pitt as an aging actor and his longtime stunt double who are struggling to find their place in show biz. At the same time, Sharon Tate (Margot Robbie), the actress married to director Roman Polanski, moves next door. The drama, which pays tribute to the golden age of Hollywood, is set in the late 1960s against the backdrop of the Manson family murders.

Holdovers rounded out box office charts. Sony's "Spider-Man: Far From Home" landed at No. 3, adding \$12.2 million. "Toy Story 4" generated \$10 million, while "Crawl" placed fifth with \$4 million. (REUTERS)



TODD MAISEL

Harlem pride

Sylvie Sualla checks herself out in the mirror at the A Great Day in Harlem event on Riverside Drive on Sunday. The event served as the kickoff for the monthlong Harlem Week. Find more info at amNY.com.

After hot start to week, relief coming Wednesday

New Yorkers can expect the heat to kick up a notch this week before a welcome cool-down rolls in.

The week will start off sweltering and humid, with temperatures in the high 80s and low 90s and a chance of showers Monday afternoon, according to the National Weather Service. But the heat will break Wednesday, when a cool front blows through with thunderstorms that night and into Thursday morning. After



GETTY IMAGES

Rain will cool things off.

those showers, the rest of Thursday and Friday may be a smidgen cooler.

"[Wednesday] will be our best chance of precipitation

for the week, and then a little bit cooler starting on Thursday and Friday and into next weekend with highs in the low-to-mid 80s," said National Weather Service meteorologist Dave Radell.

The city last week saw some much-needed cool weather, dipping into the 70s, following a blazing heat wave the week before, which saw temperatures skyrocket into the high 90s with heat indexes of 110. (ALLEGRA HOBBS)