

AMERICAN CHRISTMAS

UBS BUILDING

Towering over Sixth Avenue foot traffic, monumental sculpted toy figures—complete with crisp painted finishes, classic holiday details, and dramatic seasonal lighting—turn the expansive street-level plaza into an interactive winter wonderland. Designed to spark instant joy in commuters, families, and holiday sightseers alike, these oversized characters command attention from blocks away while creating irresistible photo opportunities right at the building's entrance.
Engineered for outdoor durability and expertly anchored to withstand New York winter conditions, the installation demonstrates how custom sculptural props can completely reinvent a commercial property's seasonal identity.

See more on UBS on our Website.

ADDRESS:AMERICAN CHRISTMAS, LLC30 WARREN PLACEMOUNT VERNONNY 10550
CALL:(914) 663 0600
WEBSITE:WWW.AMERICANCHRISTMAS.COM

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WWW.VISUALMARKETRETAIL.COM | ACTION@VISUALMARKETRETAIL.COM TEL:
212 835 0625