

OUTFRONT/

HUMANS OF NEW YORK: DEAR NEW YORK

OCTOBER 2025



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Humans of New York transformed Grand Central Station into a massive, immersive art exhibit — marking the most extensive use of physical subway space in MTA history. Titled “*Dear New York*,” the installation serves as a heartfelt love letter to the city, celebrating the real, raw, and deeply human stories that define it.

Media Formats:

Grand Central Takeover

Conceived by Humans of New York creator Brandon Stanton, the installation transformed one of the city’s busiest advertising spaces into a canvas for connection. Running for 2 weeks, the takeover shared New Yorkers’ stories across 150 digital screens, large-scale projections, and captivating static formats throughout Grand Central.

Beyond the visuals, it featured **live Juilliard performances and a community art showcase**, becoming one of the largest public art installations in city history—a celebration of humanity, culture, and hope at the heart of New York.

SOURCE: [In Grand Central, a Visual Love Letter to New York - The New York Times](#)



GRAND CENTRAL STATION TAKEOVER



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Jackie Ferrara

Grand Central:
Arches, Towers, Pyramids
1998-2000
Ceramic Mosaic

"I HATED COO FOR
A LONG TIME."

"THE PIGEONS ALWAYS
COME BUT I WASN'T
EXPECTING THE DUCKS!"

"BASEBALL IS JUST THE VESSEL TO GET
THEM IN. WE BARBECUE EVERY TWO
WEEKS. WE DO 'TRUNK-OR-TREAT',
CHRISTMAS GIVEAWAYS, BIRTHDAY
PARTIES. IT'S NOT JUST COME PLAY
BALL, I'LL SEE YOU NEXT WEEK. IT'S
EVERYTHING. IT'S A FAMILY."

GRAND CENTRAL STATION TAKEOVER



ACTIVATION: JULLIARD PERFORMERS



PHOTO SOURCE: [USA Today: Humans of New York take over Grand Central in a brand new way](#)
Humans of New York's activation was not executed by CMT FRONT. The OOH aligned with the activation event.

ACTIVATION: COMMUNITY ART SHOWCASE



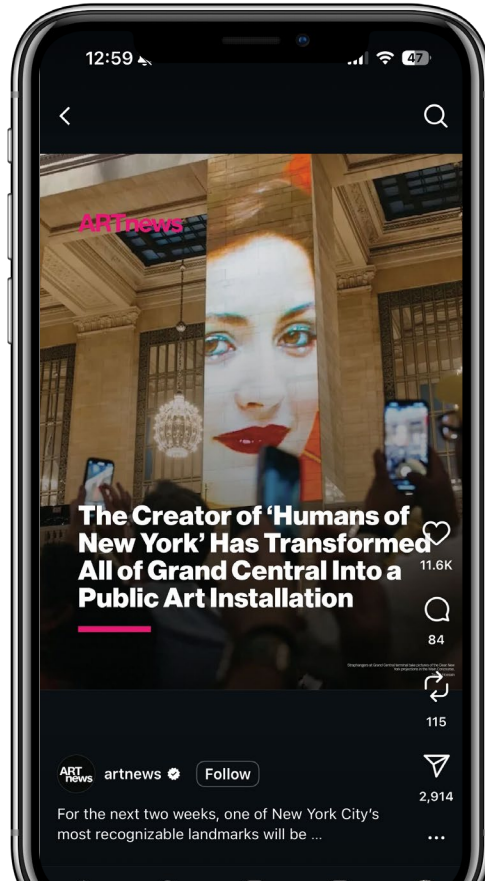
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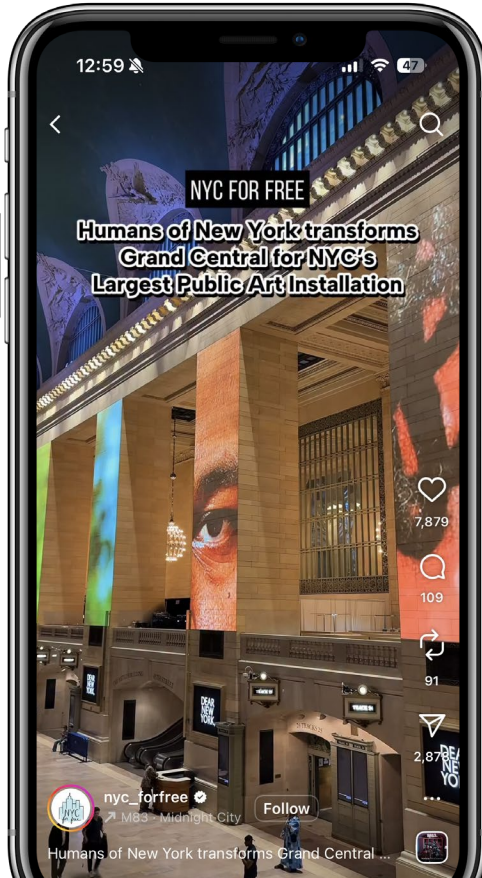
The campaign sparked instant social engagement, as commuters stopped to share the experience in real time and major accounts amplified the buzz, turning *Dear New York* into a viral celebration.



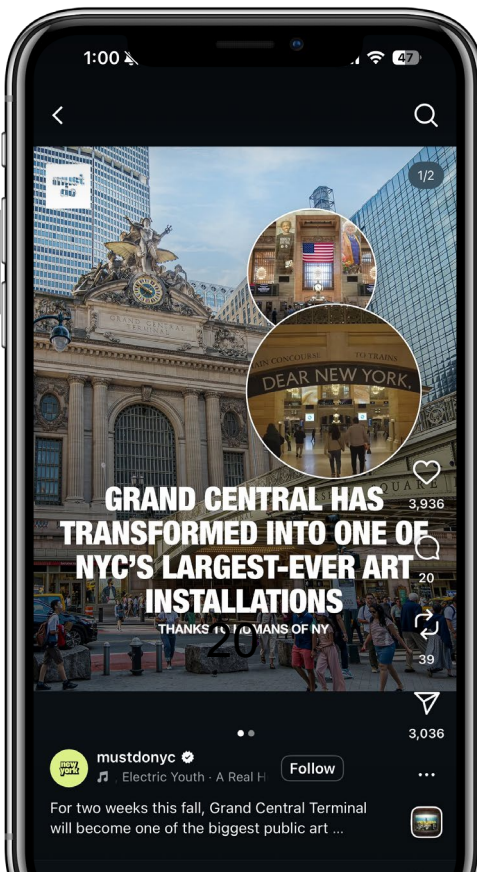
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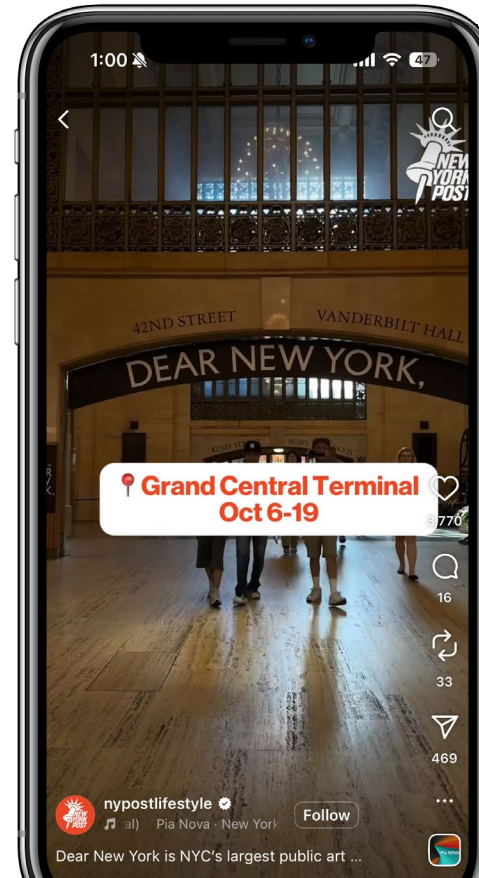
@nyc_forfree



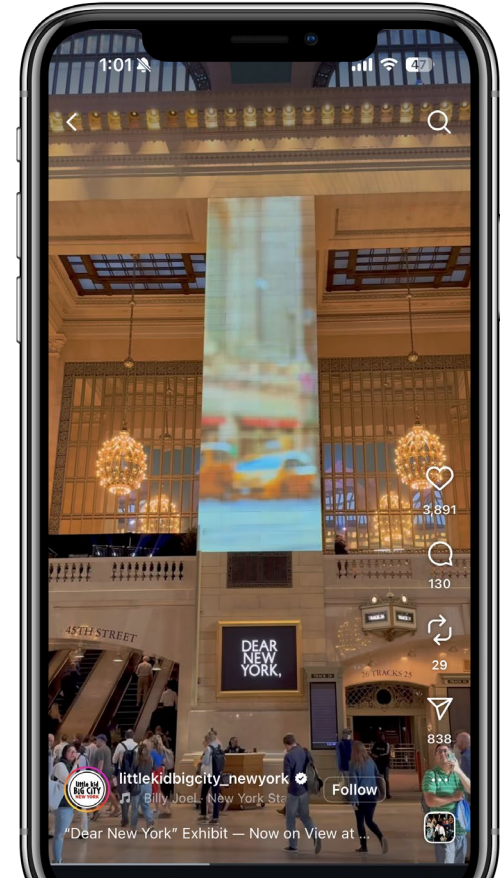
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@littlekidbigcity_newyork



HUMANS OF NY: DEAR NEW YORK

Combined with social buzz, press turned the local celebration into a global spectacle – resonating with not just New Yorkers, but all humans.

