

# projects



## tv globo

**Client:** TV Globo

**Location:** New York, New York

**Project Type:** New Construction

**Opening:** 2007

**Contact:** Thomas Hughes | TPG Architecture, LLP | 212.768.0800

**AD Scope:** Acoustics | Sound Isolation

TV Globo has achieved record audiences in Brazil and a strong presence abroad. Today, it's the fourth largest in the world and the largest TV broadcaster in Brazil with 99.27% of national coverage, reaching more than 178 million Brazilian viewers, with a 60% share. Presently, 88% of prime-time programming in Brazil is produced by Globo, which is the equivalent of creating, staging, editing and broadcasting more than a thousand feature films per year – a content whose quality generates business that goes beyond television, such as thematic projects, movies and Internet.

Their new NYC based facility supports its worldwide production and distributor of cultural and sports programming. Located in downtown Manhattan, the new facility creates programming for Globo TV International and Globo TV Sports. The new facility includes TV Studio, Control Room, Edit Rooms, Press Rooms, and support spaces. The TV Studio has large windows onto the skyline, providing a natural establishing shot with vistas including the Empire State Building. High levels of sound isolation through the exterior glass were incorporated to permit this approach to studio design.