

NEW YORK POST

LATE CITY FINAL

MONDAY, JANUARY 15, 2007

Cindy Adams



I found out what it is Ed Schlossberg does

TOMORROW night Time Warner throws a VIP invitation-only party. Fine. In their Columbus Circle entrance lobby. Fine. To unveil their new exhibition. Fine. Conceptualized by **Ed Schlossberg**. Not so fine. Who, *what* is an Ed Schlossberg? Besides marrying **Caroline Kennedy**, what else has he done? I mean, we read about him — but does anyone actually know what this man does? As I recently asked in print, exactly what the hell is an Ed Schlossberg?

I found out. A) He's someone who reacts to smartmouths because he called to invite me over "so you can finally understand what I do." And B) He's a world-renowned print, interactive and physical designer who creates large-scale visitor experiences, from a 22-story electronic sign in Times Square to an entire children's museum in Los Angeles in the form of an imaginary ecosystem.

So, from his floor-through offices in bright oranges and yellows, and with an army working drawings and computers, we went to see his display of Time Warner's innovative diverse technological consumer-focused products of the future. Its *raison d'être*, to gift wrap their able operations, public offering and recent merger, how did he come to whatever idea he came to?

"They wanted a strong presentation. I brainstormed with research and writing people to determine what people know about them and what are their different capabilities and future services. Then I went off and walked this city that I love. And looked back at the space from Fifth Avenue. I wanted something fantastic that could be seen from there. I went around the circle continuously. I looked from Seventh Avenue to determine how high it needed to be to make a public statement."

Speaking simply, wearing a neat blue suit and tieless white shirt, holding his coat and scarf on his arm, New York-born Edwin Schlossberg explained softly: "In New York, you see trees against a building. Vistas against vistas. Texture. New York is about layers. So I built this five-story Plexiglas sculpture with things upon things, with 60-inch plasma screens and images saturated with color. All displaying 21st-century, like TVs that, while watching a program, you can restart from the beginning. Like watching one while windowing in another. Like your cell activating a show that's on in your home so that it plays right on your cellphone.

"The project took almost a year to build. We completed it Sunday night. I'm doing this 20 years, and I know from inception its cost. This was just under \$2 million.

OK. So now I know what Ed Schlossberg and his ESI Design company does.