The objective of the thesis is to investigate human sensory conditions that are vigorously generated from the spirit of place. The sensory experiences provoke the human consciousness and are distinct for external and internal atmospheric conditions. These multiple conditions of virtual and physical perception in architecture create an atmosphere of multiple sensory experiences between the voyeur, spectator, and spectacle. The program objective that is proposed is an automobile showroom. Times Square has historically been the epicenter for automobiles as a traffic square, carriage-making district, and a terminating destination for the Lincoln Highway. Without the automobile, the experiential character of Times Square would be lost. The program is a contribution to its identity which entails an automobile test market research center that provides escort or rental transportation accommodations. The project will be sited on a west corner lot adjacent to the Lunt-Fontanne Theater and the W-Hotel facing Duffy Square in the Theater District, Manhattan, New York.