Times Square intends to demonstrate how architecture can engage its public as it allows those who occupy it to take part in its identification, function, and composition.

One of the questions a group of architects studying at Yale University were confronted with in the spring of 1994 was; "Could a theater building in utopia play a role within a production or even constitute the actual performance itself?" As they each designed a new "Total Theater" they defined it as "one that blurs the distinction between performer and spectators, one that encompasses a wider spectrum of physical sense and interacts with its surroundings as if it were a breathing member of the community."

(Theater 193)

Those who pass by Times Square have the opportunity to experience the theater by observing the invitation to step on stage, to be observed, to be informed, to be admonished, or even to take seat on the throne.

The role of blurring the lines between audience and performer is taken on by form. The three Towers play leading roles and put on a performance 24/7.

The Tower of Instruction is equipped with a 12' x 28' Jumbotron which serves as a marquee and can broadcast images of those roaming the sector or performing on the indoor stage.