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# CRAIN'S

NEW YORK BUSINESS™

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July 31-August 6, 2006

## NEW YORK, NEW YORK

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### EASIER ON THE EYE

**MAKING THOSE MESSY** newspaper boxes lining city streets more attractive has long been a goal of politicians and business improvement districts. The 34th Street Partnership and Bryant Park Corp. may have found the solution. They recently installed 35 units, designed in-house by Argentinean Ignacio Ciochini, in their 'hoods.

