



## ZOOM

**BEER GARDEN** When a team has gone four decades since its last title, as the Knicks have, it has to find other ways to make the fans happy. You know, like quicker suds service. Enter the two new centralized keg stations at Madison Square Garden, one on the fifth floor (pictured), the other on the seventh. Through a 38-mile network of temperature-controlled tubing, beer from 1,000 kegs is directly distributed to the 566 taps at the 45 beer stands in the arena. [Another 500 kegs will be added by 2013, when MSG's renovation is scheduled to be complete.] The advanced beverage center guarantees that liquid gold never stops flowing to demanding sports fans, sparing them a concession-line nightmare: waiting for a keg to be replaced. Now if the Garden could only figure out how to keep those hot pretzels from going stale.

—KYLE STACK  
photograph by BENEDICT REDGROVE

**550**

Farthest distance, in feet, between a keg station and a beer stand. The closest stand? Six feet.

**6**

Miles of copper coolant line used to help keep the beer between 34° and 36° while being delivered.

**1**

Gallons per minute concession-stand taps dispense beer. Any faster than that causes too much turbulence in the cup, resulting in a foamy mess.