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ABC Turns a New York Subway Train Into Roseanne's Iconic TV Living Room, Afghan Included

It's part of the nostalgia-themed campaign for the revival

By Jason Lynch (https://www.adweek.com/contributor/jason-lynch/)

| March 1, 2018



ABC has recreated the Conner family home inside New York's Grand Central Station-Times Square shuttle train.

Jason Lynch

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The fictional town of Lanford, Ill., where the sitcom Roseanne is set, is more than 800 miles away from Manhattan. But for the next four weeks, subway riders on New York's Grand Central Station and Times Square will be instantly transported to the iconic Lanford living room of Roseanne Barr's working-class TV family.

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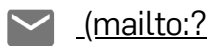
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Jason Lynch is TV/Media Editor at Adweek, overseeing trends, technology, personalities and programming across broadcast, cable and streaming video.



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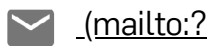
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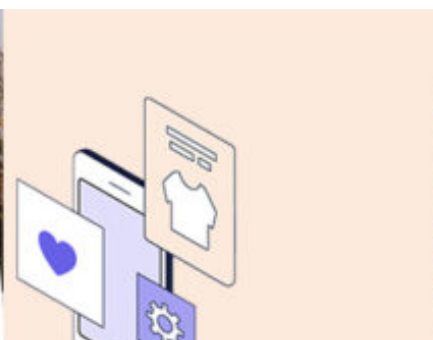
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