



May 15, 2018

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L&L Holding's 390 Madison wins 2018 MIPIM Architectural award

NEW YORK, NY Months prior to its grand opening, L&L Holding Company's 390 Madison Ave. is already winning awards from the international architecture and design community.

The MIPIM Architectural Review Future Project Awards 2018, which celebrates the pivotal role of design in projects currently under development, recognized L&L Holding Company as the winner in its "Old & New" category for 390 Madison Ave. The Kohn Pedersen Fox (KPF)-designed office tower has been recognized for its dramatic reinvention of the original mid-20th century tower into an ultra-modern workplace.

"We are honored to be one of a select few U.S. projects to be recognized by such a prestigious international organization representing the world's greatest architects," said L&L Holding chairman and CEO David Levinson. "We are extremely fortunate to be collaborating with Clarion Partners, the New York State Common Retirement Fund and KPF in creating a thoroughly modern and collaborative office environment that responds to the evolving needs of today's creative workforce."

The heart of the renovation project centers on the re-massing of the property, with millions of pounds of steel and concrete removed from the base of the building and replaced with eight new floors at the top. Last year, the building completed its structural transformation, increasing the old 24-story structure by 108 ft. to its new height of 32 stories and 373 ft.

In addition to the eight new floors at the top of the tower, the existing building has been transformed into a light-filled tower featuring column-free spans, high ceilings, modern infrastructure, a new façade of transparent, floor-to-ceiling glass, and 13 outdoor terraces. The re-massing also will produce a series of light-filled, double-height floors and a triple-height tenant amenity space.

L&L has already leased 100 percent of the office and retail spaces at 390 Madison to JPMorgan Chase, global prestige beauty company Shiseido Americas Corporation and law firm Hogan Lovells.



The 2018 winners were announced during an official ceremony on Wednesday, March 15th in Cannes, France. Past winners of the prestigious award in the “Old & New” category include the Lambeth Palace Library in London (2017); the Bispebjerg Hospital in Copenhagen (2016); and the Hanging Courtyards in Changzhou, China (2015).

This the second MIPIM Architectural Review Future Project Award for L&L Holding in a span of two years. In 2017, the company was recognized by MIPIM in the commended category for 425 Park Avenue, which is the first full-block office development to rise on the world’s most famous commercial boulevard in half a century. In addition, L&L was honored in the historic preservation category in the AIA New York Excelsior Awards for its work transforming the landmarked lobby into retail space at 195 Broadway, as well as for the best commercial lobby restoration in the 2017 NYCxDesign Awards.