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AROUND TOWN EVENTS SEMINARS MEETINGS TALKS

L&L launches art exhibition series at 200 Fifth

L&L Holding Company announced the creation of an art exhibition series in the lobby of 200 Fifth Avenue.

Sculptor John Newman is the inaugural featured artist in what will be a rotating series of exhibitions of art that will be displayed in both the lobby and in two street level window cases at L&L's landmark 800,000 s/f building.

"Making a Case for Sculpture," featuring nine sculptures by Newman, is on view now through December 31, 2016.

Newman, who has shown his work internationally and is in major museum collections, is known for his innovative use of materials, provocative use of color, and vanguard treatment of abstract form.

Architect Ross Anderson has been tapped to design the 200 Fifth installations, which will be used to display distinguished sculpture by contemporary artists on a rotating, six-month schedule. This was organized in consultation with Madison Square Park Conservancy.

L&L Holding has won widespread acclaim for its reinvention of 200 Fifth Avenue, formerly known as the International Toy Center.

Following a $135 million renovation in 2009, the office property has welcomed a wide variety of blue-chip tenants, including the world headquarters of the Grey Group, the New York headquarters of IMG Worldwide, and the Italian food and wine marketplace Eataly.

"We believe that 200 Fifth Avenue is the perfect integration of iconic New York City architecture with modern interior design and urban sophistication." said L&L Holding President and Chief Investment Officer Robert T. Lapidus, who has been a member of Madison Square Park Conservancy's Board since 2008.

"We view our collaboration with the Conservancy and artists such as John Newman as a natural extension of our stewardship of the property and as a terrific new amenity for our tenants and the surrounding community."

The lobby is open to the public daily.

Sculptor **John Newman** is known for his vanguard treatment of abstract form.