

ARCHITECTURAL RECORD



SLIDE SHOW

Photo © Nikolas Koenig

200 Fifth Avenue

STUDIOS Architecture

New York City

By Ingrid Spencer

An original 1909 marketing brochure, found during the renovation of 200 Fifth Avenue, touts the white terra-cotta cladding on a wall surrounding the courtyard as a reflective surface that would bring daylight into the heart of the workspaces within. Along with STUDIOS Architecture's bold design, that 100-year-old brochure helped convince New York's Landmarks Preservation Commission that replacing the terra-cotta wall with a glass curtain wall would respect the original architects' intentions. The change was allowed, and STUDIOS transformed the aging 14-floor edifice into a LEED Gold Certified, Class-A office building. "They used the latest technology from their day, and we're using ours," says David Levinson, chairman and CEO of L&L Holding Company, the project's developer. Serving as the International Toy Center for over half a century, what once was a warren of showrooms for thousands of small toy companies is now a sleek, 650,000-square-foot mixed-use property—complete with a restored Neo-Renaissance facade—that maintains the character of the building and boosts its value. Tenants such as Grey Global advertising and marketing, the Tiffany & Co. headquarters, and Mario Batali's Eataly Italian market and restaurants pay upwards of three times more per square foot than previous occupants.

SLIDE SHOW



PEOPLE & PRODUCTS

- **Curtain wall:** Alumaticor; PPG
- **Rainscreen:** NBK (terra cotta)
- **Entrance:** St. Gobain (structural glass); Tri-Pyramid (tensile fittings)
- **Metal wall panels:** ATAS

Grey Global, the building's major tenant, now occupies a new four-story addition at the rear of the courtyard. Once underused, the gracious courtyard boasts a vertical garden that brings the outdoors into the building. A pristine, minimalist lobby beckons visitors, while a new 18-foot-wide landing west of the elevator core offers efficient circulation.

Sustainable features include a rainwater recovery system, green and reflective roof surfaces, the use of certified wood, and an abundance of daylight throughout the interior.

"We took the idea of bringing a garden inside, while respecting what was there," explains STUDIOS design principal David Burns. "Not everything that is original is precious, but the spirit of what was intended remains."

Architect: STUDIOS Architecture

Completion Date: May 2009

Total construction cost: Confidential

Gross square footage: 859,102 sq.ft.