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L&L Holding Company's 195 Broadway Extends Winning Streak, Earns Two 2017 NYCxDesign Awards For Transformation Of Historic Lobby And Nobu Downtown

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L&L Holding Company's multi-million dollar retail redevelopment project at 195 Broadway is winning accolades from the design and architecture communities.

The **2017 NYCxDESIGN awards**, a global design competition celebrating outstanding talent across major areas of design such as architecture, interiors, furnishings, lighting, and technology, recently announced that L&L's 195 Broadway captured the award for best commercial lobby restoration, while the new Nobu Downtown, located with the refurbished ground floor space, took home the top prize in the restaurant and bar category.

The NYCxDESIGN awards comes just days after L&L's 195 Broadway was honored by AIA New York in the historic preservation category at the organization's annual Excelsior Awards.

The new lobby and retail galleria at 195 Broadway, located between Fulton and Dey Streets, has been re-created in a manner that fully honors and accentuates the landmark lobby of the original AT&T building while also incorporating a delicate balance of modern design elements.

With dramatic architectural details, the 50,000 square-foot space designed by Gabellini Sheppard Associates remains defined by its majestic Doric-style Italian marble columns, restored bronze and alabaster chandeliers and ornate neoclassical details while incorporating in new contemporary features. As part of the redevelopment plan, L&L created three unique and highly visible commercial spaces in the lobby, each separated by 40-foot tall glass partitions and a galleria pass-through connecting the stores to the streetscape and to the building's tenant lobby.

The restaurant and bar award recognizes Nobu's just-opened NYC flagship, which was designed by longtime partner and collaborator, David Rockwell and his firm Rockwell Group. The new 12,500 square-foot restaurant includes a 4,500 square-foot street-level bar and lounge area with a striking Ash wood "brushstroke" sculpture carved by New York artist John Houshmand, a 187-seat subterranean dining room and a private sake table.

“We are honored that 195 Broadway has been recognized by a prestigious group representing New York City’s best and brightest in the architectural and design community,” said L&L Holding Company Chairman and CEO David Levinson. “Along with our many partners, including Gabellini Sheppard Associates, the Rockwell Group and Chef Nobuyuki Matsuhisa, we believe that these two NYCxDESIGN awards validates our efforts to restore this amazing space to its former grandeur while re-activating it for public use.”

The success of the retail master plan at 195 Broadway is the result of L&L’s long-term collaboration with the New York City Landmarks Preservation Commission and Community Board 1 to adaptively re-use and preserve the original William Welles Bosworth-designed lobby. It is one of only three retail master plans in the City of New York, including Grand Central Station and Rockefeller Center.

The NYCxDESIGN awards comes just days after L&L’s 195 Broadway was honored by AIA New York in the historic preservation category at the organization’s annual Excelsior Awards. Earlier in the year, L&L has also gained the recognition of the international design community, earning a 2017 MIPIM Architectural Review Future Project Award 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.

195 Broadway is owned in partnership by L&L Holding Company, LLC and JP Morgan Investment Management. OCDM, an owner-focused, development management services firm, served as project manager for the retail redevelopment of the historic building. Currently, L&L is marketing the third and final retail space available at 195 Broadway, the signature corner of Broadway and Fulton Street. Retailer Anthropologie has opened their NYC flagship on the corner of Broadway and Dey Street.

195 Broadway sits in an area now commonly referred to as “Downtown North,” which is bordered to the east by Fulton Transportation Center and to the west by the World Trade Center complex and the Calatrava PATH station. Major office tenants in the property include Omnicom, HarperCollins Publishers and XO Group.

Presented by Interior Design Magazine and ICFF, the second annual NYCxDESIGN awards ceremony took place on Saturday, May 20th at MoMA. Entries came in from 109 design firms and 210 manufacturers with 60 international companies. For more information about the awards, visit: <https://nycxdesignawards.secure-platform.com/a/>

About L&L Holding Company

Manhattan-based L&L Holding Company, LLC is a privately-owned real estate investment company with a current portfolio exceeding 6 million square feet of office space primarily in Manhattan. For more information on L&L, visit their website www.ll-holding.com.

About OCDM

Founded by industry veteran Jonathan Ninnis, OCDM is a Development Management Services firm specializing in providing full execution capability in the development of real estate for both owner/developers and corporate clients. Under the development management platform OCDM is the only firm in the NYC area providing both expert and neutral project management and construction management services from project inception through turnover and occupancy. www.oc-dm.com