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L&L Holding Company's 390 Madison Avenue Wins 2018 MIPIM Architectural Review Future Project Award

Prestigious International Jury Commends L&L Holding Company and KPF for Dramatic Reinvention of a mid-20th Century Tower



Months prior to its grand opening, [L&L Holding Company's 390 Madison Avenue](#) 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 Avenue](#). 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 United States 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 at [390 Madison Avenue](#) 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 feet to its new height of 32 stories and 373 feet.

In addition to the eight new floors at the top of the tower, the existing building has been completely transformed into a sleek, light-filled tower featuring massive 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 is 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.

About L&L Holding Company, LLC

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. Through joint ventures with select institutional partners, our strategy is to identify, acquire, and develop prime but underperforming real estate for the purpose of maximizing its value. L&L provides a broad spectrum of services to its partners including acquisition, disposition, asset management, leasing, accounting, design, construction, and financing. The company’s current portfolio includes many notable properties including [425 Park Ave.](#), [195 Broadway](#), 200 [Fifth Ave.](#), [150 Fifth Ave.](#), 114 Fifth Avenue, Metropolitan Tower and [600 Third Avenue](#). For more information on L&L, visit their website www.ll-holding.com.