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L&L Holding Company Partners With Standard Arts For New Art Exhibition At 200 Fifth Avenue



[L&L Holding Company](#) announced today that it has partnered with New York-based arts and design curatorial firm [Standard Arts](#) for the company's next installation in the company's ongoing, public art exhibition series at [200 Fifth Avenue](#).

The exhibition, *Pixel Garden* by multimedia artist Gustavo Prado, will be displayed in both the lobby and in two street level window cases at L&L's landmark 800,000 square-foot office building through spring 2020.

Prado, who has shown his work in solo and gallery shows in New York and across Latin America, employs sculpture, performance, photography and video in his artwork. This latest exhibition combines two of Prado's signature art creations – pixelated close-up portraits of iconic characters and industrial mirror and scaffold sculptures.

Pixel Garden's Lego "paintings" reference 200 Fifth Avenue's former life as the International Toy Center while coincidentally connecting to the building's tenant the Lego Store just a few doors down. Meanwhile, clusters of small mirrors further reinforce the pixelated style while providing an interactive element.

Pixel Garden is the first in Prado's new series of portraits featuring film stills of actors looking at their own reflection in a mirror. Visitors are invited to gaze into the eyes of the portrait. She gazes back, yet past you into her own reflection, creating an unsettling sense of voyeurism and distance between subject and viewer.

The partnership with Standard Arts is the latest major installation at L&L's 200 Fifth Avenue since the building's rotating series of exhibitions launched in 2016. Other featured artists in the series have included sculptor John Newman; Uprise Art artists Christina Watka and Rachel Mica Weiss; award-winning photographer Claire Rosen; and visual artist and multi-disciplinary illustrator David McLeod.

A pioneer in transforming neighborhoods, L&L Holding has won widespread acclaim for its reinvention of 200 Fifth Avenue, formerly known as the International Toy Center. Following a spectacular \$135 million renovation in 2009, the 800,000 square-foot trophy 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.

The lobby is open to the public daily.

About L&L Holding Company

Manhattan-based L&L Holding Company is a privately-owned real estate investment company with an operating and development portfolio encompassing nearly 10 million square feet of commercial space in New York City. 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., Terminal Warehouse, TSX Broadway, 390 Madison Avenue, 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.

About Standard Arts:

Standard Arts is a comprehensive arts and design curatorial firm that creates dynamic conversations between art & design, the built environment, and their shared audience. From concept to completion, Standard Arts collaborates with clients and architects to produce art and design installations for real estate and hospitality projects. The firm creates thought-provoking spatial experiences by ensuring cohesive interaction between all creative aspects of the built environment. Driven to provide a public voice for the arts community, Standard Arts draws from a vibrant, unlimited network of global artists and designers, to respond to the particulars of each space and engage local communities, visitors, and targeted audiences.

Standard Arts is based in New York and Mexico City.