

# NEW YORK YIMBY®

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200 FIFTH AVENUE

## L&L Holding Company Debuts Futuristic Art Installation At 200 Fifth Avenue In Flatiron District



Pixel Garden (Photo credit: Paula Abreu Pita, Courtesy: Standard Arts, L&L Holding)

BY: [SEBASTIAN MORRIS](#)

[L&L Holding Company](#) has partnered with Standard Arts on a new public art exhibition at the base of 200 Fifth Avenue, following a \$135 million renovation of the [Flatiron District](#) building. The installation is titled “Pixel Garden” and was completed by Latin American artist Gustavo Prado.

The art arrives as the first of Prado’s imagined series of portraits featuring film stills of actors looking at their own reflection in a mirror. Viewers are invited to look into the eyes of the subject, as if standing silently behind the mirror into which she gazes. The installation will remain on display through spring 2020.



Pixel Garden (Photo credit: Paula Abreu Pita, Courtesy: Standard Arts, L&L Holding)



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L&L's collaboration with Standard Arts is the latest major installation to debut at 200 Fifth Avenue since the building's rotating series of exhibitions began in 2016.

L&L worked with [Studios Architecture](#) to complete a major renovation of the century-old building in 2009. Scope of work included restoration of the building's Renaissance Revival façade and vaulted entryways, redevelopment of an interior courtyard, and the replacement of more than 1,000 windows. Within, the design team reoriented the interiors with column-free spaces for modern office tenants.

The 14-story building contains approximately 800,000 square feet of commercial space with tenants including Eataly, the world headquarters of the Grey Group, and IMG Worldwide's New York base.