



June 18, 2010

## TOY STORY

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There was plenty of buzz (but not of the **Lightyear** kind) last night on the roof of **200 Fifth Ave**, formerly known as the **International Toy Center**. L&L Holding Co., the owner of the historic property, held a party to celebrate the building's **100th birthday** and completion of a **\$135M** renovation.



L&L CEO **David Levinson** and prez **Robert Lapidus** make the final renovation—to a spectacular **cake**, a building replica. The **14-month** transformation was the largest private initiative of its kind to be carried out in the city. Its primary objective was to be able to extend the **airy** and **open feeling** of **Madison Square Park** (across the street) into and throughout the building. The **Studios Architecture** design team, with the help of engineering firm **Thornton Tomasetti**, replaced the entryway's heavy bronze curtain wall with one of the **clearest surfaces available**—a low-iron glass with an anti-reflective coating that has been used for ultra-visible store window displays. (The three separate panels weigh a whopping **5k lbs.**)



Other renovations: the lobby's **limestone-vaulted ceiling** was restored with refurbished original metal light fixtures and period bulbs. Every vertical exterior surface—over **300k SF** of limestone and terra cotta—was cleaned and restored, and over **1k bronze-clad window sashes** were replaced with high-efficiency models, matching the originals. And a long-neglected and abandoned space beyond the lobby was turned into a richly landscaped **outdoor courtyard** for tenants, above. The makeover, which included new mechanical and electrical systems, and elevators, is expected to earn **LEED Gold** cert. The building has already won awards for the redesign, such as the AIA New York Chapter 2010 **Architect Merit Award**.



L&L director of leasing **David Berkey** with a City proclamation celebrating the building's achievements. The office tower will soon be home to **Tiffany & Co.**, which recently inked a **260k SF** corporate HQ lease; anchor tenant **Grey Group** already occupies 370k SF of space. Another tenant will be Mario Batali and Joe Bastianich's **Eataly**, a 44k SF Italian food and wine marketplace with various boutique eateries and shops, a rooftop mini brewery, and restaurant. Happy Birthday, 200 Fifth Ave, **to infinity and beyond!**