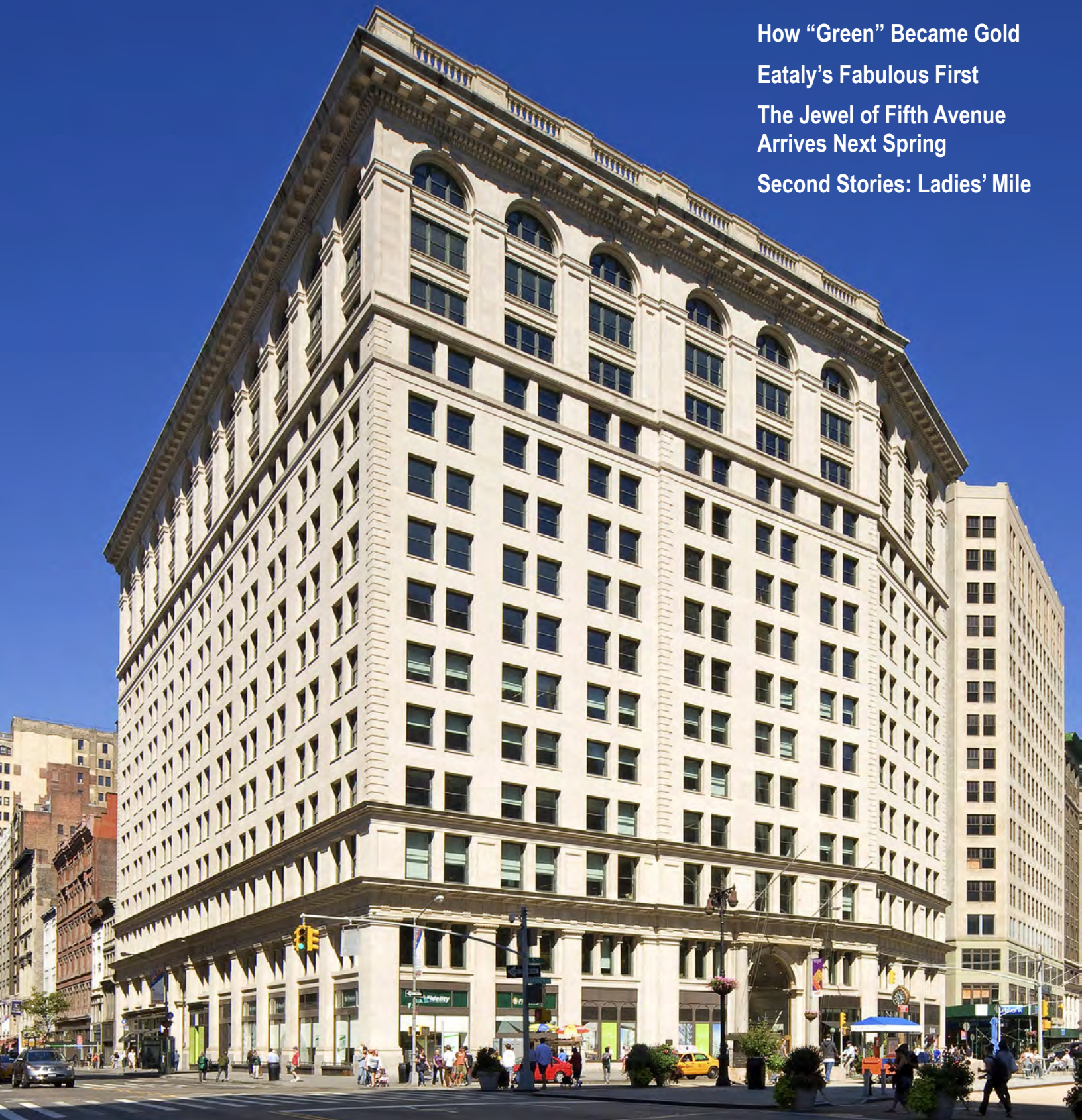


Encore

The newsletter of 200 Fifth Avenue

Fall/Winter 2010

How “Green” Became Gold
Eataly’s Fabulous First
The Jewel of Fifth Avenue
Arrives Next Spring
Second Stories: Ladies’ Mile





For the past three years, the news at 200 Fifth Avenue has focused on design and construction.

With the renovation wrapping up and tenant communications moving into a new phase, we're debuting **Encore**, our e-newsletter celebrating and reporting on the revitalized role 200 Fifth is playing in its second century as a landmark for the past, present and future.

-Your Building Team

BUILDING WATCH



Staying ahead of the maintenance curve and keeping you safe through training and drills are es-

sential to good management. Here's an overview of upcoming maintenance and our latest drills.

Elevators: Preventive maintenance of all elevators—week of October 12th

Emergency Action Plan: training for wardens/deputy wardens—early November

Fire Drills: all tenants, early December

Contact Building Management with any questions at **212-209-1534**

200 FIFTH AVE

Good Neighbors, Good Fun

It's not enough to be landmarked and LEED Gold—200 Fifth is dedicated to being a good neighbor and a source of information through our community outreach and tenant relations programs. With our facilities now complete, the 200 Fifth community came together throughout the past months at events that allowed us to extend a hand for the social betterment of others, gain insight on all things green or simply socialize. Event highlights and the difference you made are pictured here.

Helping hungry New Yorkers

Food in the fridge or on the table is something we often take for granted, but sadly, one of five New Yorkers now depends on food banks and donations for regular meals.

The 200 Fifth community took action to make a difference, and whether it was a box of pasta or a can of soup, your generous donations to our mid-summer Food Drive resulted in 380 lbs. of canned and packaged good being collected and distributed through the **City Harvest** charity to food pantries city wide.



They're your future too!

Tough economic times have made for budget cuts and teachers dipping into their own pockets to fill the gap and supply much-needed school supplies for the NYC school system.

We adopted our local school—**Middle School #104** on East 21st Street— and ran a Back-to-School drive that brought in more than \$1,000 in basic supplies for # 104's middle-schoolers.

During the first week of school, Assistant Principal Michael Daly accepted the donations from 200 Fifth's building team members, Jennifer Brennan-Quispe, Robert Lora and Ralph Urizzo.

All It Takes
Is A Few Pencils Or Pens...



Donate to our Back-to-School Drive
and make a difference in a student's life—
Because they're your future too!

School supplies are in short supply, so we're helping students at our neighborhood school—Middle School #104 on East 21st Street. Pick your favorite items from the list below and drop them off here.

.Paper: lined or construction	.Folders
.Pencils	.Glue sticks
.Pens and bold markers	.Scotch tape
.Rulers	

August 23rd to September 9

Sponsored by your building management

The gift of life

Thanks to all who donated blood this summer at the building's two drives.

Total donations this year total 50 pints, which will help 150 New Yorkers. Your generous gifts are much needed—one in three of us will need blood in our lifetimes, and because of the short shelf-life of blood, the **New York Blood Center** is always in short supply.





Making every day green

The first of our *Every Day's a Green Day* events drew several hundred individuals interested in testing their carbon footprint to determine their impact on the environment and learn more about our recycling program and what makes 200 Fifth LEED Gold.

Many had the chance to have questions answered personally by 200 Fifth's Property Manager Herb Gonzalez (above) and the building's sustainability consultant, Chris VanderWeyden from Code Green, as they calculated their carbon footprint scores.

And, participants scored nifty green freebies, including the "egging" plant (*above right*) to remove CO₂ from your desk area, Purell (now even greener!) and popular microfiber dusters in cheerful colors.



Cool treats

Hundreds turned out for our first old-fashioned **ice cream** social on one of the hottest days of the summer.

Being Prepared

September 8th was Preparedness Day at 200 Fifth, when the building acted as one of the official NYC Office of Emergency Management sites for distributing **"Ready Now"** materials for National Preparedness Month.



Tutto Bene! Eataly Changes the World

PROFILE: EATALY

In a city that prides itself on getting it first and having only the best, the talk of New York during this Fall Season was not a head-turning headline or a news-breaking headline, but the masterful blend of the simple and sophisticated in the one-of-a-kind artisanal experience that opened downstairs—and will shortly be opening upstairs—at 200 Fifth: Eataly!

Nothing like it on this side of the Atlantic



Open just a month and already a New York food institution, **Eataly** is the creation of Master Chef Mario Battali, (shown at left during *Encore's* Eataly photo shoot,) and his partners, well-known restaurateurs Joe Bastianich, and his mother Lidia.

There is simply nothing else like it, not just in New York, but the entire US, for the only predecessor to 200 Fifth's Eataly is the original on Via Nizzi in Torino, created by Oscar Farinetti and now rapidly expanding into four more emporiums clustered between Torino and Milano.

Foodies, families, dabblers and pros, or anyone who can order take-out, will find something delectable and affordable at Eataly.

For Eataly is more than a restaurant, a café or a market; it is all things food under “two” roofs, blending the classic market of the centro storico with the sleek sophistication of today's Italia.

Mondo Eataly

If you have not yet made it past the café downstairs, here is your guide to the 45,000-SF extravaganza that is Eataly.

At the counter

- Fresh pasta counter with two dozen varieties on offer
- Bakery selling bread/focaccia retail counter and producing bread for Eataly's restaurants.

The oven (seen through glass doors next to the counter) is expected to run 24/7

- Butcher and fishmonger sourcing local produce
- Dry goods: canned tomatoes, tomato sauces, olive oil, vinegar, jam, honey, dried pasta and risotto rice



of Food With a Culinary First

The restaurants

- Il Crudo
- La Pasta
- Salumi e Formaggi
- Pizzeria Rossopomodoro
- La Verdura, the vegetable bar/restaurant
- Il Pesce, run by David Pasternack
- Il Manzo, a white-tablecloth Italian steakhouse with 80 seats, the only restaurant that'll take reservations, headed by Michael Toscano, formerly of Babbo
- A Lavazza coffee shop right outside the building entrance that opens at 7AM and contains a gelateria, and paninoteca



Food stands

- Paninoteca
- Pasticceria
- Rosticceria, offering roast meat
- Il Laboratorio De La Mozzarella

and more...



And coming soon:

- **La Birreria**, a 300-seat, 6,000-sf partially-enclosed beer garden on the rooftop opening later this year
- Lidia Bastianich's cooking school
- A rooftop microbrewery with monthly guest brewers from Italy, who will be brewing beers that are in season, or native to various regions of Italy.

Turning Green Into Gold

COVER STORY

The four green roofs on the upper levels, the trellises of climbing Akebia Quinata, the multi-leveled plantings of the courtyard and stands of bamboo trees—these are the most visual signs that something very green is going on at 200 Fifth Avenue.

You might also see the green nature of 200 Fifth when washing your hands and the water goes off automatically, saving the building, over the course of the year, more than 500,000 gallons of water. Or every day, when you participate by following New York's mandated recycling rules.

All obvious signs, easy to understand and certainly, contributors towards 200 Fifth receiving the prestigious LEED Gold certification by the US Green Building Council for sustainable design. But those of you who joined us September 15th at the first of our *"Every Day is a Green Day"* awareness events, learned that much of what turned the green vision for 200 Fifth into a LEED-Gold certified building—one of only a handful in New York City—began before the renovation even started.

Green beginnings

All new construction was planned in such a way that 90% of the original structure was retained, 80% of the building materials were recycled, re-used or diverted from landfill, and our white-tiled roof dramatically reduces sunload heating, among other innovations.

Our green purchasing policy ensured that the building core is green powered, and that all furnishings and equipment—from light bulbs, paints, ceiling tiles and bathroom fixtures to the massive BMS "supercomputer" that optimizes operations to save energy and a host of other green functions—would deliver on every level of sustainability.

Even the building's location came into play; the subway and bus hubs just steps away earned the building valuable points for effective site selection.

Heart of the matter

One of the marvels of greening a building as historic as 200 Fifth—the registered landmark is 101 years old, making it the oldest LEED Gold building in the tri-state area—is that older buildings often have more space within their solid interior structures to accommodate change and technology. Such was the case at 200 Fifth.

While its landmarked façade could not be touched—only restored—the dramatically deteriorated inner open-air space created by the building's U-shaped design was not affected by landmarking—there was nothing about what amounted to a very large air shaft worth saving.

Ultimately, it became the heart of the renovation through its transformation into a light-filled, open air courtyard. By running the full height of the building, the Courtyard not only fulfilled the original design intent of the building from more than a century ago; it created a green "pocket park", an urban oasis for tenants' exclusive enjoyment and a practical feature allowing daylight to efficiently light all the surrounding space.

Its four green roofs remove four tons of CO₂ annually and its rooftop rainwater harvesting system provides enough irrigation to keep the landscaping watered. Its cousin is the just-completed and spectacularly appointed roof amenity, offering dining and relaxation options set among the greenery.

As 200 Fifth plays its green role behind the scenes, we hope you will continue to enjoy being out in the open in spaces that rank among the most unique in New York.



HOW OUR GREEN NUMBERS ADDED UP TO LEED GOLD

Turning green into gold can sound like medieval alchemy instead of 21st Century technology. Here's a partial view of how innovative design and management achieved this outstanding honor:

- **100%** of the interior spaces use green cleaning
- **90%** of the existing building structure was reused in the renovation
- **90%** of the internal occupied space is daylight
- **80%** of construction waste was recycled
- **79%** of the building "core" uses green power
- **69%** reduction in landscaping water consumption is made possible by 4 green roofs with rainwater collection and high-efficiency irrigation systems



ABOVE IT ALL

The clean white-tiled floor, LED lighting, Brazilian Ipe canopy and plantings are green as well as gorgeous, a night and day transformation from the underutilized and dilapidated roof of 200 Fifth's past. (Roof at right is the same space, photographed from the opposite direction.)



TOTAL TRANSFORMATION

The Courtyard, as viewed on the left in 2007 and this past summer on the right: imagination converted another unused space into New York's only full-height interior office building courtyard.



The Jewel of Fifth Avenue Builds Gold at 200 Fifth

Tiffany & Co., the iconic Fifth Avenue jeweler who began as a stationer and whose name has become an adjective in its own right, will soon be relocating its corporate headquarters to part of the 10th Floor and all of Floors 11-14 at 200 Fifth Avenue, leaving behind offices now divided among three separate Midtown office towers. (The legendary Fifth Avenue store is not involved in the move.)

The 260,000-sf move capitalizes on the efficiency of being able to house all Tiffany employees on 200 Fifth's large contiguous floors. Those floors, which Tiffany has leased for 15 years, will be constructed according to LEED Gold standards like 200 Fifth and neighbor Grey.



Tiffany executives cite the building's green appeal as one of the main reasons the 173-year old company favored 200 Fifth, also in its second century.

"Sustainability is an important part of our culture," Mark L. Aaron, Tiffany's Vice President of Investor Relations, said, who added that the efficiencies of the new space will enhance the company's "organizational perspective."

Tiffany looked for headquarters space throughout Midtown before deciding on 200 Fifth, where construction is now underway. Plans currently call for one of the most venerable names in luxury to open at 200 Fifth next spring.

Second Stories: Ladies' Mile Historic District

Names that defined the concept of department store and now grace the upper reaches of Fifth Avenue were once clustered about lower Sixth Avenue (before it became Avenue of the Americas), in a six-block area running from 18th to 24th Street and east to Park Avenue South. Known as Ladies' Mile for the well-dressed matrons and girls patronizing these fashion palaces of their day, the district was home to Lord & Taylor, Bergdorf Goodman and names that have faded into history, such as B. Altman and Arnold Constable.

The multi-block area envelops the neighborhood of 200 Fifth, which got its start over a century ago as a mercantile building much heralded for its technological advancements and its 14 floors of dry goods was an important stop on any visit to the shopping mecca. Today, the Ladies Mile district is protected under Landmark Preservation Commission guidelines, as is the façade, clock tower and related structure of 200 Fifth.

Vast and lavish—one had a huge fountain in its midst and all catered to the carriage trade with facilities for grooms and horses—these stores were the distant ancestors of the big box stores occupying them today. Fortunately, sensitive restoration has allowed these slices of New York history to remain among us, and, as in the case of 200 Fifth, write a new story in their second century.



THEN AND NOW

Architectural details such as 200 Fifth's clock tower at right and the coffered ceilings above remain, but the once mighty "EI" was torn down in 1938 after only 52 years of service.

