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OUR PROMISE

AG+Co understands that your needs evolve steadily, and we make certain we can adapt to them. By continually educating ourselves about the latest trends and changes, we can hit the ground running to integrate new, value-adding features to our work and to your spaces. We're continually finding better ways to meet the challenges you face. At all times, we keep your objectives, budgets and timelines uppermost in our minds.

In the case studies that follow, you'll read about valued AG+Co clients who have maintained a long working relationship with us. We are most grateful to them and to all of our clients for rewarding our dedication with their loyalty.

Greetings!

For almost 40 years, AG+Co has served some of the country's most active commercial real estate clients — many of them, celebrated landmark office buildings in New York City. Some of the enhancements and improvements we have provided form the background for the case studies you will read about here, in our second newsletter. We are proud and honored to share them with you.

*With best wishes,
Michele Boddewyn, AIA*

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AG+Co Produces Dynamic Solutions for NYC Landlords

Background

Leasing New York City's large inventory of vacant office spaces has become a top priority for landlords. Serving in a variety of capacities, AG+Co has helped many leasing agents and building managers to attract tenants, with plug-and-play professional spaces that meet the lessee's needs. These tenants don't have the time, resources or patience to undertake a construction project, and are able to move straight into sophisticated, turnkey build-outs.

Our Role at 14 Penn Plaza (225 West 34th Street)

"There are always constraints in every construction project. I have seen many architects get frustrated by them...they complain that their creativity has been stifled. Not Gaynor. These folks thrive on boundaries. Time and again I have seen them transform challenges into creative and pragmatic solutions. Flexible, cooperative and always professional, they are masters at interpreting a tenant's vision and turning it into a sensible solution that works for everyone."



—Tony Russo, Balmer Parc, LLC

"Alan has assembled an incredible team of professionals who are talented, skillful and really good at communicating. Every one of them has the gift of knowing how to listen. Their understanding of the tenant and their ability to reconcile the tenant's needs with those of the landlord is outstanding. And, as we all know, without that proficiency no deal would ever get done. I've gotten used to the Gaynor people exceeding my expectations."

—Jay Futersak, Dakota Realty Group, LLC

Ideally located, opposite Penn Station and near subways and the PATH train, 14 Penn Plaza is easy to get to. Being steps away from world-famous shopping and a broad array of restaurants and entertainments heightens its appeal.

The owner, 14 South Williamsport Holding, L.L.C., who bought the building in 2007, was ahead of the curve when the company began selectively restacking small current tenants to other floors. In that way, the owner was able to assemble larger, uninterrupted spaces to lease and develop, even freeing up entire floors to attract larger tenants.

Retained from the beginning of the process, AG+Co met the needs of more than 50 tenants in 14 Penn Plaza - in the fields of law, medicine, finance, information technology, nonprofit and government. In some cases, the tenant was moving to a new space; in others expanding into adjacent space.

Paris & Chaikin, a law firm that represents victims of serious and catastrophic personal injuries, had moved from a lower Manhattan location to the accessible and classic atmosphere of 14 Penn Plaza. Centrally located to transportation, the address would also make it easy for clients to visit the firm's new offices. Paris & Chaikin made the move with the knowledge that their new space would exude a fresh and professional tone.

AG+Co has given the office a new identity by making bold statements throughout the space. The design solution includes the use of angled walls, glass panels at the meeting room to draw daylight into the space, and upbeat colors and finishes. With clean lines, wide expanses of dark wood, and subdued ambient lighting, the partners' offices exude professionalism and sophistication.



Our Role at Promenade Realty/The Trigon Group

"Michele has been responsive like no one else in addressing our needs immediately...AG+Co doesn't live in the clouds like many artiste-type architecture firms. They're down-to-earth...with the special ability to shepherd complex projects successfully and seamlessly...they cut through the BS, get all the players on a project on the straight and narrow, and then deliver. We get what we want, the tenant gets what they need, and everyone is happy."

—Joanne A. Agoglia, The Trigon Group

Tiffany & Co's immediate neighborhood—a much sought-after business destination on "America's most expensive street"—provided the canvas upon which AG+Co began its work for Promenade Realty. Also known as The Trigon Group, and with a reputation for excellence, integrity and quality, the firm acts as a real-estate consultant.

Promenade awarded AG+Co projects at 720 Fifth Avenue and at 10-12 West 57th Street. The work included tenant drawing review, prospective tenant layouts, and attendance at construction meetings to protect Promenade's interests. On occasion, AG+Co provided Promenade's tenants with complete architectural services.

720 Fifth Avenue

With elements of mid-century modern styling and with setbacks on the upper floors, 720 Fifth Avenue is located in the heart of Manhattan's world-renowned Midtown shopping district. The highly successful Abercrombie & Fitch occupies the first, mezzanine and second floors, with their business offices on the floors above. The building also hosts the luxury hair salon Rita Hazan, among other tenants.

10-12 West 57th Street

Once the site of chic retailer Henri Bendel, 10-12 West 57th Street is known as a top location for fashion buyers. Many of the tenants hosting showrooms at the address are retailers of clothing, shoes and handbags. Tenant Metropolitan Antiques + Gems, a purveyor of fine art and antiques, retained AG+Co directly to design a retail showroom on the ground and second floors.



The project included interior and lighting design, coordination of mechanical systems, and construction administration of the vast retail showroom, which occupies two entire floors. The client's commission called for a great deal of coordination among AG+Co, the landlord, the tenant, and the tenant's custom millwork and flooring supplier.

With art and antiques on display, lighting was one of Metropolitan's key concerns. They especially wanted illumination to enhance and add sparkle to their many large imported

chandeliers. AG+Co met the need with extensive track lighting and a striking raised ceiling in the central space. The second floor was designed for the display of larger furniture, and for sales offices, storage and a pantry. The finishing touch was a completely new storefront-designed to include second-floor window awnings, an entry canopy, and outdoor lighting in the grand 57th Street tradition.

Meet Architect Dee Culbreth



Dee Culbreth is a lifetime athlete and architect

From the Black Hills of South Dakota, where she raced in the Black Hills 100 Mile Trail Run, to the city streets of New York and Boston, where she competed in the 2011 marathons, Dee has completed many grueling races and earned numerous medals. She steps up to the challenges of her work in much the same way that she hones her mental edge in running—with a positive, solution-oriented attitude.

Dee pushes herself to exceed her client's expectations

After years of training, in racing as well as in her profession, Dee has mastered the gifts of patience, determination and focus. "I feel I'm a better architect because of my ability to put things into perspective in my running," says Dee. "When something seems impossible, I've often found, the answer is just over the horizon."

Dee gives her all as she develops visually impactful solutions for clients

She can start with a build-out space that consists of little more than four walls and a door, and then breathe life into a vibrant new setting. "The course of a marathon can be rough and uneven," Dee observes, "but with a creative attitude, you can always maintain a winning pace."

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