



## Greetings!

*In this month's newsletter, BGA highlights our work at the 111 Kent Avenue Apartment Complex in Williamsburg, Brooklyn, where we completed a refurbishment project. This 62-unit luxury rental property capitalizes on the spectacular NYC skyline views and demonstrates our skills at re-positioning a property in a rising market.*

*The second article features our forward-thinking approach to design, with the spotlight on our long-standing client, the Association of the Bar of the City of New York. Our philosophy paid real dividends for this notable client and a NYC Fashion Week event.*

*Enjoy this issue!*

*Please be sure to visit our new website -  
[www.boddewyngaynorarchitects.com](http://www.boddewyngaynorarchitects.com) - to learn more about what BGA can do  
for you and Like Us on Facebook!*

*Sincerely,*

*Michele Boddewyn, AIA, LEED, AP  
Partner*

*Alan Gaynor, AIA  
Partner*

111 Kent Avenue, Apartment Complex  
Williamsburg, Brooklyn, NY

## IN THIS ISSUE

*111 Kent Avenue  
Fashion Week at the Association  
of the Bar of the City of New  
York*

## OUR PROMISE

Boddewyn Gaynor Architects 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-added features to our work and to your spaces. We're continually finding fresh and different ways to meet the challenges you face. At all times, we keep your objectives, budgets and timelines uppermost in our minds.

*"Boddewyn Gaynor Architects (BGA) stepped into the middle of an Apartment Building's Public Space Refurbishment Project and advanced a preliminary design concept into a successfully completed project. Despite challenging field conditions, BGA remained focused, asked the right questions to solve the problems and developed economically feasible solutions to maintain the design integrity of the original concept."*

Matt Sledz, AIA, ALA

The Williamsburg section of Brooklyn is HOT!!!! Witness the activity and gentrification in this area, which has been experiencing a new, hip vibe for the past several years.

Manager, Construction &  
Design  
American Realty Advisors

BGA's contribution to this vibrant scene includes our work on a building at 111 Kent Avenue, one block from the East River and the dazzling NYC skyline. The 62-unit luxury rental, with unobstructed views of Manhattan, is owned by Glendale, California-based American Realty Advisors and is managed by Bozzuto Management Company.



ARA's goal for the property was to upgrade the Public and Amenity Spaces to re-position the property with a design that is consistent with the look, feel and excitement of the surrounding Williamsburg scene.

BGA's design work involved new finishes, lighting, signage and artwork for the building lobby and tenant corridors. Our approach involved designing new wood panels, wall covering and flooring to accent the apartment entry doors. "These enhancements, together with new energy-efficient LED lighting are intended to intensify the building's appeal to young professionals, in particular," says Michele Boddewyn, AIA, president of the architecture firm.

For the Amenity Spaces, BGA's work included the installation of rooftop terraces, furniture, planters and gas grilles for tenant use, as well as lighting for evening use. "Evenings on the terraces provide an almost magical experience with the illuminated Manhattan skyline in view," Alan Gaynor, AIA, adds.

Fitness is an integral part of the culture in this neighborhood and 111 Kent Avenue boasts a yoga studio, lounge area and gym to respond to tenant requirements for these Amenity Spaces.

To pay homage to the remarkable borough of Brooklyn, BGA coordinated photographic research of neighborhood scenes and iconic structures such as the Brooklyn Bridge. Working with the owner's representative Project Control Group and Art Advice, Corporate Art Consultants, BGA oversaw the installation of photographs in wall displays and also developed graphics for the outdoor pool area and the parking garage. These improvements added a sense of history, context, and community.

With 40+ years of experience and our reputation for innovative solutions, BGA remains passionate about design, is committed to its clients and is always respectful of their budgets.

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## Fashion Week at the Association of the Bar of the City of New York...A Stylish Combination



In its September 13, 2016 issue, *The Wall Street Journal* reported that "Designers such as Tommy Hilfiger, Thakoon and Ralph Lauren are using New York City's streets, institutions and skylines as backdrops for their fashion shows during New York Fashion Week this September".

Sander Lak, Creative Director of Sies Marjan, introduced his Spring/ Summer 2017 Collection at the Association of the Bar of the City of New York. The Sies Marjan event held particular interest for us in that the Association of the Bar of the City of New York is one of BGA's long-standing clients and we recently renovated the library space, where the fashion show was held.

BGA's assignment for this historic 1896 headquarters building called for the creation of a semi-enclosed private lounge within the existing library for patrons requiring privacy. BGA's challenge was to complement the space's powerful architecture, with its classical design and 25-foot-high ceiling, while also creating an area for patrons, which doubles as an area for food and beverages during special events, such as this one.

The design placed the lounge in a corner of the library, via the addition of two walls and two sets of sliding glass doors to create an open feel, while permitting staff supervision and easy traffic flow through the room. BGA developed flexible furniture configurations based on the use of soft seating, and end tables. The success of this concept is clearly evident, as the parade of models flowed easily and effortlessly through the space.

BGA's philosophy is to envision the many uses for a space. We invest the time to familiarize ourselves with the client's goals, resulting in a design that is appealing, efficient and dynamic. BGA looks beyond the immediate needs of a project and anticipates its potential future use. That philosophy reaped rewards for our venerable client, the Association of the Bar of the City of New York, and for the Sies Marjan Spring/Summer 2017 Collection.

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