



## **L&L Holding Co. earns BOMA Pinnacle Award for \$135 million historic renovation at 200 Fifth Ave.**

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For the second time in less than a decade, L&L Holding Company, LLC, has won the prestigious BOMA Pinnacle Award for the best renovation of a New York City building.

Considered one of the highest honors accorded to a property and its ownership, L&L Holding Company, headed by principals David Levinson and Robert Lapidus, won for their spectacular \$135 million historic renovation and makeover of the former International Toy Center at 200 Fifth Ave. In 2003, Messers Levinson and Lapidus won the Pinnacle for their dramatic upgrading and restoration of 150 Fifth Ave.

Despite elite competition in the category, the presentation to the Gold LEED certified 200 Fifth Ave. was hardly a surprise. It marked an amazing 6th award that the building's renovation has garnered in the past year. Among those honors was an AIA New York Merit Award, a Contract Magazine Interiors Award and the 2010 Flatiron Bid Partnership Award .

More than an aesthetic achievement, L&L Holding Company was able to transform 200 Fifth Ave. into one of the city's most coveted class A office buildings, which today houses the corporate headquarters of Tiffany and Company, the world headquarters of the Grey Group and the Italian food and wine marketplace known as Eataly, which comprises 44,000 s/f of boutique eateries, shopping and a rooftop mini brewery and restaurant.

Located across from Madison Square Park, 200 Fifth Ave. contains 800,000 s/f of prime office and retail space and occupies the entire westerly blockfront between 23rd and 24th Sts. Last year it became the city's only landmarked Core and Shell building to earn LEED Gold certification.

Founded in 2000, Manhattan-based L&L Holding Company, LLC is a privately owned real estate investment company with a current portfolio in excess of 5.5 million s/f of office space primarily in Manhattan. For more information on L&L, visit their website [www.ll-holding.com](http://www.ll-holding.com).

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