



## **Taconic transforms 619 West 54th Street; Cook + Fox Architects leads renovation**

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Changes are underway by real estate developer and owner Taconic Investment Partners at 619 West 54th St. (619W54). Also known as the "Movie Lab" building, the property was built by Warner Brothers in 1930 as a film editing and processing facility. Taconic, known for finding assets in burgeoning neighborhoods, and transforming commercial properties into noted destinations such as the Google building at 111 Eighth Ave. in Chelsea, and the Apple building at 401 West 14th St. in the Meatpacking District, has struck again at 619W54 on the West Side. Taconic acquired 619W54 a year ago to remodel the 328,000 s/f Art Deco commercial property and transform it to match the New West Side's neighborhood.

Cook + Fox Architects is leading the renovation, which includes improvements to 619W54's facade and lobby. Now, an array of tenants occupy the building, including Italian automaker Maserati's showroom. Jones Lang LaSalle is handling leasing at the building.

"We are thrilled to see the showroom open for business, and with 32,500 s/f floor plates, Taconic looks forward to welcoming new tenants to 619 West 54th St. in 2014," said Colleen Wenke, VP of Taconic. "With our large, full-floor spaces, there's interest from a wide range of professional industries from tech, fashion and healthcare to name a few."

In addition, Taconic has partnered with Floored, a 3D scanning technology company that captures photographs of the building's office space while also collecting its dimensions. The process collects data to reconstruct the space as a virtual model in order for it to be explored in interactive 3D on the internet and through Floored's iPad app. This app has been a helpful tool to show potential tenants on what can be done within the spaces available at 619W54.

"Floored is impacting the real estate market with its captivating, interactive experiential platform," Wenke said. "This cutting-edge leasing tool allows brokers and prospective tenants to visit the floor they are interested in, take a visual walking tour of the space and see what the view will be."

For more information about 619 West 54th St. visit [www.619W54.com](http://www.619W54.com).

For leasing inquiries contact Matthew Astrachan of Jones Lang LaSalle at 212-812-6438 or by e-mailing [Matthew.Astrachan@am.JLL.com](mailto:Matthew.Astrachan@am.JLL.com).

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