



L&L Holding celebrates topping out of 390 Madison Avenue; Design architect is KPF

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390 Madison Avenue topping out.

Manhattan, NY L&L Holding Company chairman and CEO David Levinson and president and CIO Robert Lapidus were joined by their 390 Madison Ave. design, engineering and construction team, as well as NYS comptroller Thomas DiNapoli, to celebrate the topping out of the office tower, which is undergoing the one of most ambitious re-massings in NYC history.

During the ceremony, the final beam of steel, signed by the 390 Madison team, was lifted to the top of the building, marking the completion of its structural transformation from a 291-ft. tall, 24-story structure to its new height of 32 stories and 373 ft.

In addition to the eight new floors at the top of the tower, the original mid-20th Century tower is being completely transformed into a light-filled tower featuring column-free spans, high ceilings, modern infrastructure, a new façade of transparent, floor-to-ceiling glass, and 13 outdoor terraces. The re-massing also will produce a series of light-filled, double-height floors and a triple-height tenant amenity space.

“For 390 Madison, we have assembled a remarkable group of innovative architects, engineers, contractors and construction workers, who have teamed up for this once-in-a-lifetime opportunity to completely re-invent an office building that incorporates the best in modern amenities, views and outdoor spaces, as well as state-of-the-art-connectivity and green technology,” said Lapidus.

Levinson said, “At L&L, we are dedicated to staying ahead of the curve in terms of understanding the evolving urban landscape and responding to the changing needs of top companies and the modern workforce. We are confident that 390 Madison Ave. will be a tremendous catalyst for Midtown East and will serve as a model for the next wave of development in the iconic Grand Central office district.”

L&L’s vice president Jeffrey Davis is overseeing and managing the project for the company. L&L is leading the re-invention of 390 Madison along with the project team which is comprised of design architect, Kohn Pedersen Fox Associates (KPF) and construction manager Tishman Construction. Other integral team members include architect of record Adamson Associates, MEP

Engineer FMC & Associates, code consulting Rizzo Group, structural engineer Severud Associates, sustainability manager Code Green and curtain wall by Israel Berger & Associates.

The project is slated for completion in 2018.

In addition to 390 Madison Ave., L&L Holding is currently developing the Norman Foster-designed 425 Park Ave., which will be the first full-block office tower to rise on the famed boulevard in half a century. The firm has also developed a reputation for its combination of creativity, sensitivity and attention to detail for its work on landmark properties, including 200 Fifth Ave. and 195 Broadway, where a portion of the lobby has been restored and converted for use by Nobu Downtown and Anthropologie. L&L also recently announced it will serve as an equity partner and developer on the redevelopment of 1568 Broadway in Times Square into a premier cultural, entertainment, retail and hospitality experience.

L&L's unique ability to re-imagine its properties and execute on its long-term, value-add vision has led to a steady stream of awards and honors. Over the past two years alone, the firm has been named Developer of the Year by the Greater New York Construction Users Council; captured two awards from NYCxDDesign and a third from AIA New York for the redevelopment of 195 Broadway; won a Future Project Award from MIPIM for 425 Park Ave.; and took home an another AIA New York award for 390 Madison Ave.