



## **Thru the Lens: The Avenue of the Americas Association hosted its 91st Anniversary Gala**

January 23, 2018 - Front Section

Vito Bacarella, vice president of the Avenue of the Americas Association and managing director of UBS presents Eric Eyken-Sluthers, senior vice president of sales and New York City leader for Salesforce with the Gold Key Award.

New York, NY The Avenue of the Americas Association hosted its 91st Anniversary Gala celebration honoring Salesforce at Gotham Hall NYC, on Monday, November 20, 2017.

On behalf of the Association, the Executive Committee chose Salesforce as its 2017 Recipient of the Annual Gold Key Award. The association presented its Gold Key Award to a deserving recipient with achievements that positively impacted the city or the Avenue. The evening also recognized nine outstanding projects, tenants, landlords and architects for their significant contributions to the Avenue.

More than 400 building owners and tenants from the Avenue including Hippodrome, Newmark Knight Frank, Fisher Brothers, Rockefeller Group, RXR Realty, Paramount, Hines, SL Green, Jones Lang Laselle, Jeffries Morris, UBS, Cushman & Wakefield, CBRA, Verderame, Verus, James E. Fitzgerald, Clifford Dias, White & Case LLP, AECOM, EvensonBest, Knoll, Waterman Properties, 1345 Leasehold LLC, 1251 Americas Associates, Paladium attended the Gala in celebration of the Association's commitment and loyalty of the Avenue and continuing initiatives to commend corporations and real estate owners that occupy it.

On behalf of the Association, the Executive Committee chose Salesforce as its 2017 Recipient of the Annual Gold Key Award. The association presented its Gold Key Award to a deserving recipient with achievements that positively impacted the city or the Avenue.

The evening also recognized nine outstanding projects, tenants, landlords and architects for their significant contributions to the Avenue with the following 2017 Avenue Awards:

- Avenue Architectural Award;
- ITOCHU International Inc. North American Headquarters - 1251 Avenue of the Americas;
- Neuberger Berman - 1290 Avenue of the Americas;

- Sustainability Award;
- 1350 Avenue of the Americas;
- 1211 Avenue of the Americas - New Chiller Plant;
- Tenant Architectural Achievement Award (less than 25,000 s/f);
- Steinway Hall - 1133 Avenue of the Americas;
- Tenant Architectural Achievement (between 25,000 and 10,000 s/f);
- Bank Hapoalim - 1120 Avenue of the Americas;
- National Basketball Players Association Headquarters - 1133 Avenue of the Americas;
- Tenant Architectural Achievement (greater than 100,000 s/f);
- White & Case LLP - 1221 Avenue of the Americas;
- Landlord Architectural Achievement; and
- 1166 Avenue of the Americas for their lobby renovation.

Past real estate owner and tenant honorees include The Hippodrome Building; SL Green Realty Corp.; Rockefeller Group; MetLife; Paul, Weiss, Rifkind, Wharton & Garrison LLP; RXR Realty; Paramount Group; Blackstone; and Equity Office. The Avenue was proud to have Salesforce accept this significant award for its relocation to 1095 Avenue of the Americas. The Association commended Salesforce for its enthusiasm for the Avenue which has facilitated the message that the Avenue of the Americas is the most desired business location in New York City.

"I am honored to be a part of this elite group of companies that call the Avenue of the Americas home. Salesforce Tower New York joins our family of Towers across the globe in San Francisco, Indianapolis and London. As part of our 1-1-1 model, Salesforce is committed to donating 1% of our equity, time and products to the communities that make up our Ohana ("family" in Hawaiian). We're excited to continue our growth in New York and bring together the collaboration and energy that makes our Salesforce culture so unique." said executive vice president, Global Real Estate Elizabeth Pinkham.

The Association partnered with Macy's to bring the first hip-hop performance specially produced for the 2017 Macy's Thanksgiving Day parade, 34th and PHUNK. This group of talented individuals ranged from ages 6 to 27, and represented 10 different states. They were hand selected from a group of 300 dancers who auditioned last September and enthused the audience for the events to take place post performance. Gala attendees were treated to a specially choreographed

performance by the group before their big debut three days later at the parade.

The Avenue of the Americas Association is a civic improvement corporation that promotes the commercial welfare of “America’s Corporate Corridor” and New York City. The Avenue of Americas, a thoroughfare of approximately four miles long, is one of the City’s most exciting locations, boasting impressive architecture, corporate headquarters, restaurants, entertainment, cultural attractions, parks, plazas and business districts. The Association acts as an intermediary with government agencies and officials, and provides its membership with information on proposed laws and actions that will affect them. Issues such as transportation, physical improvements, signage, public safety, economic growth and homelessness are some of the challenges addressed by the Association in recent years.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540