



Property of the Month: Gotham Org. unveils new contemporary redesign of Hell's Kitchen residential tower; Stephen Alton Architect, P.C. served as architect of New Gotham

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Just in time for the building's 15th anniversary and on the heels of the launch of LivingGotham.com, the Gotham Org. debuted a completely renovated, modernized, and artful lobby and amenity space at New Gotham, located at 520 West 43rd St. Gotham commissioned Stephen Alton Architect P.C. (SAA), the original architect for the project, to modernize the building's public spaces and better meet the needs of its younger, creative class residents.

Tasked with revamping the lobby and second-floor amenity space including a lounge and new children's playroom, SAA took a "floor to ceiling" approach to revitalize the feel of the whole building.

Inspired by the art district that has in recent years moved northward from Chelsea, the lobby is given a pure and minimalist treatment, with the added attention of a new focal point in the space. Aether - Homeric Greek for "pure, fresh air" or "clear sky" is a changeable installation on the lobby's east and west walls. Each wall features large 16' x 11' LED panels with soft abstract color forms that shift and morph as passersby move within the space.

"We wanted to blur the lines between art gallery and lobby, and allow the residents to engage with the artwork in a dynamic way," said Stephen Alton. "By working with Electroland to create a unique interactive experience, we were able to choose colors that change depending on the time of day and movement of people so that the space always appears to be differentâ€”a unique characteristic for a lobby."

In addition to the lobby, SAA doubled the second-floor amenity spaceâ€”adding a brand new children's playroom and completely overhauling the residents' lounge. The new lounge includes billiards, catering kitchen, fireplace and TV viewing area, and bar-tops that double as both workstations and dining tables. Razortooth Design worked with SAA to create double layer HPDE panel walls with all-over "constructor cell" cutouts, facilitating the feeling of an airy space with abundant natural light. Glass double doors lead to a new outdoor sundeck and lounge, set to open in the spring.

David Pickett, president of Gotham Org. said, "It is fundamental to our business that we always find ways to upgrade our portfolioâ€”to not only serve our residents' changing needs but also exceed their expectations of what apartment living in New York City brings."

Besides New Gotham's renovation, the company recently launched LivingGotham.com, an integrated website created specifically for NYC renters that provides a centralized location for all of Gotham Org.'s properties. The portal features a universal widget allowing prospective renters to search availabilities and view floor plans, while offering current tenants access to exclusive event

listings held across all Gotham buildings.

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