



Gene Kaufman Architect designing 200,000 s/f

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Gene Kaufman Architect, P.C. (GKA), is adding to an extensive and successful portfolio of work in Brooklyn's Williamsburg neighborhood with the design of 500 Metropolitan Ave., a 15-story, 200,000 s/f mixed-use development slated to combine 189 hotel rooms, 58 luxury residences and street-level retail shops in the heart of this continually-evolving community.

"Williamsburg is this generation's Soho, as the pre-eminent quintessential case study of urban transformation from industrial decay to artist garret to hip 'nabe' to vibrant community," said Kaufman, founder of GKA and principal of Gwathmey, Siegel, Kaufman & Associates. "500 Metropolitan will be the biggest and the best example yet of how to create presence and community, with its dawn-to-dawn mix of housing, a loft hotel, restaurants, bars, catering and event spaces, a movie studio, athletic facilities, a spa and even a drug store."

From the very beginnings of Williamsburg's transformation into one of New York City's hottest neighborhoods, GKA has been contributing to the shifting landscape with pivotal projects such as Shaefer Landing, Luxe 226, The Dunham, The Lucent and The Rialto. Most recently, GKA designed the hugely successful luxury boutique hotel and condominiums known as the Hotel Williamsburg and the Residences at the Williamsburg, which have become international destinations.

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