



Aragon Construction completes 34,000 s/f build-out at 1412 Broadway for Outerstuff; built the two-story office space in partnership with MKDA

August 13, 2012 - Design / Build

Youth sports apparel retailer Outerstuff has tapped contracting and construction management firm, Aragon Construction, to complete a 34,000 s/f build-out at their 18th and 19th floor office space at 1412 Broadway.

Aragon constructed the two-story space in partnership with Milo Kleinberg Design Associates (MKDA.) With each floor at around 17,000 s/f, the lower floor features a sports-themed showroom for clients as well as the executive suite, while offices and multi-use conference rooms for employees fill the upper level.

The clean, contemporary design has an athletic theme running throughout the store, including four custom-made televisions in the showroom that are made to look like a JumboTron scoreboard. Custom display boxes are backlit with images of famous teams in sports, and the walls in the elevator lobby are papered in different scenes from sporting activities. A stainless steel and laminated glass staircase connects the two floors, and brings a sense of a sports field to the space with floating pictures of green grass within each stair.

No detail was left unsupervised in the design and building process, including flooring that ranges from stone in the front entranceway to tile that is designed to look like the wood on a basketball court. "Everything was built with extreme precision and detailed attention," said Joe Scarinci, project manager for MKDA. "The design elements are sophisticated and fun, including such features as extensive millwork in executive suites and glass office fronts with stainless steel framing."

"The design and execution of the Outerstuff offices effectively displays our brand and the innovative environment it offers for our employees and clients," said Stephen Werdiger of Outerstuff. "We've had a great experience working with Aragon Construction on this project."

1412 Broadway was completed in 1926 by George & Edward Blum. Located in Times Sq. on the northeast corner of 39th St. at Broadway, the 24-story, 415,135 s/f office building was converted from a Garment District mainstay to be used as office and retail space for all industries. Outerstuff signed their lease on the new space after outgrowing their old office at 1370 Broadway.

About Aragon Construction: Founded in 2000, Aragon Construction is a leading New York City-based general contracting, construction management and consulting firm specializing in interior construction fit-outs for both the public and private sectors. The company has an extensive client roster; a sampling of these are: British Airways, Robert Half, Paramount Group, Shorenstein Properties, Rudin Management, Jones Lang LaSalle, Credit Suisse, Horizon Media and Lazard Freres Co. Aragon's niche work includes corporate build-outs, boutique retail stores, distribution centers, airport work and showroom spaces. For more information about Aragon, please visit www.aragonllc.com.

