



## **Glanzrock of Glanzrock Realty Services introduces Building Art Curatorial Program; Designed to connect artists with commercial spaces to lease artwork**

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Cindy Glanzrock, president and owner of Glanzrock Realty Services, has unveiled the launch of the Building Art Curatorial Program (BACP), a comprehensive program designed to connect artists and spaces, tailored to specific buildings within a select real estate portfolio. BACP discovers, exposes, and leases art to commercial clients for their lobby spaces with the option to purchase the artwork.

915 Broadway (at the corner of 20th St.), owned by ABS Real Estate Partners, was the first building to partner with BACP to unveil its newly renovated lobby. On March 11th, BACP debuted its lobby redesign and showcased street-chic artwork from Sen2, a Bronx-based artist who has leased two pieces from his cartoon series to be displayed in the building's lobby. The building will exhibit the artwork for a limited period, similar to a gallery or museum rotation.

Subsequently, Glanzrock debuted installations at 1001 Sixth Ave. (at the corner of 37th St.), which featured pop sculptures from artist DOC (Design Obtain Cherish), and 29 West 38th St., which showcased the work of graffiti artist LARoc/LAll, protÃ©gÃ© to Keith Haring.

Glanzrock's goal is to unify commercial building owners, corporate collectors, tenants, and the public with emerging artists.

"Commercial buildings with a great deal of foot traffic provide artists with an opportunity for enhanced exposure they wouldn't ordinarily attain," said Glanzrock, who serves as creative director.

"BACP selects relevant artwork for commercial lobbies that is reflective of the respective building's history, location and provenance, dramatically enriching the experience of both the tenant and visitor, as well as increasing the building's value. We anticipate that BACP will encourage more commercial buildings to become involved."

Glanzrock is the editor of Real Art Muse (<http://www.realartmuse.com>), a blog which documents her artistic inspirations. BACP collaborated with Specter DeSouza Architects, Lawrence Fine Art Studios, which represents Sen2 and LARoc, as well as Unix Gallery, which represents DOC, in executing the vision for the lobbies at 915 Broadway, 1001 Sixth Aven., and 29 West 38th St.

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