



Himmel + Meringoff and The Swig Co. selects MdeAS to redevelop 1460 Broadway

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The partnership of Himmel + Meringoff and The Swig Co., co-owners of 1460 Broadway, the 215,000 s/f, mixed-use office tower steps from Bryant Park, has selected MdeAS Architects to redevelop and reposition the 16-story property acquired jointly last September.

"We interviewed a wide variety of architectural firms, each of whom had creative ideas," said Leslie Himmel, of Himmel+ Meringoff. "But ultimately MdeAS led by Dan Shannon shared our vision for the creation of a distinctive building in a legendary destination, proposing a design that would attract a diversified mix of office tenants, as well as a retailer keen to have front row center visibility on The Crossroads of the World."

Multiple examples of work by MdeAS abound locally in the city as well as in other major urban cities nationwide and abroad, including Washington, D.C., Toronto, Chicago, San Francisco, and Hamburg, Germany, to name a few. Signature examples showcase inimitable lobby renovations by MdeAS, creatively-configured public spaces and more. Among the prestigious A-list of landlords MdeAS has worked for are Vornado Realty Trust, Brookfield Office Properties, Equity Office Properties and Tishman Speyer.

Ken Perry, CEO of The Swig Co., said, "Realizing that 1460 Broadway would need to manifest an interior/exterior design worthy of its internationally-known Times Sq. location, MdeAS immediately was on our short list. Since the firm is currently doing a magnificent job of redesigning the lobby and plaza of our building at 1411 Broadway, we felt confident they could come up with an equally exceptional scheme for 1460, a project far larger in scope."

Commencement of construction of the 1460 Broadway's office component is scheduled to begin in April when the existing law firm Skadden, the sole office tenant, will vacate the property. Renovation to the 35,000 s/f ground and lower ground flagship retail space is expected to begin by the end of 2015.

Among the specific renovations to the property are a new three-story glass façade, new retail storefronts and a reenergized building entry. In channeling the era of its original design, the new lobby will consist of subtle, cool tones, with bardiglio marble. The refreshed and modern design will include exposed columns and channel glass, and will feature a sculptural wall by a renowned artist. The typical floor plan will be reconfigured to meet the standards of a high-performance workspace, including a window expansion program, new restrooms and new elevator cabs.

"We are very excited to embark on the re-design of 1460 Broadway," said Shannon. "The project perfectly dovetails with our experience in rejuvenating existing buildings, devising elegant, classically modern solutions that bridges this building's past with the future, creating a timeless design for today's tenants and visitors."