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Boddewyn Gaynor Architects completes building upgrade for Williamsburg property

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111 Kent Avenue - Brooklyn, NY
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Brooklyn, NY Boddewyn Gaynor Architects (BGA) has completed an upgrade program for an apartment property near the East River in Williamsburg.

BGA's contribution to this scene includes their work on a 62-unit rental building at 111 Kent Ave., one block from the East River and the NYC skyline. The building, with unobstructed views of Manhattan, is owned by Glendale, Calif.-based American Realty Advisors (ARA) and is managed by Bozzuto Management Company.

Michele Boddewyn, Boddewyn Gaynor Architects, d.p.c.

ARA's goal for the property was to upgrade the public and amenity spaces to re-position the property with a design that is consistent with the look, feel and excitement of the surrounding Williamsburg scene.

BGA's design work involved new finishes, lighting, signage and artwork for the building lobby and tenant corridors. Their approach involved employing new wood panels, wall covering and flooring to accent the apartment entry doors. "These enhancements, together with new energy-efficient LED lighting intensify the building's appeal to young professionals, in particular," said Michele Boddewyn, AIA, president of the architecture firm.

BGA's work included the installation of rooftop terraces, furniture, planters and gas grilles for tenant use, as well as lighting for evening use. "Evenings on the terraces provide an almost magical experience with the illuminated Manhattan skyline in view," Alan Gaynor, AIA, said.

Fitness is an integral part of the culture in this neighborhood and 111 Kent Ave. has a yoga studio, lounge area and gym to respond to tenant requirements for the ASA. To pay homage to the remarkable borough of Brooklyn, BGA coordinated photographic research of neighborhood scenes and iconic structures such as the Brooklyn Bridge. Working with the owner's representative, Project Control Group and Art Advice, Corporate Art Consultants, BGA oversaw the installation of the photographs in wall displays, plus graphics for the outdoor pool area and the parking garage to add a sense of history, context, and community.

With 40 years of experience and its reputation for innovative solutions, BGA remains passionate about design, is committed to its clients and is always respectful of their budgets.

Boddewyn Gaynor Architects, D.P.C. offers full-service architecture, interior design and planning services to a wide range of corporate, not-for-profit, retail and institutional clients. The firm's work ranges from providing highly individual designs for image-conscious clients to creating innovative solutions to repurpose older structures for new uses. Boddewyn Gaynor Architects has

considerable experience with improvements to landmark buildings and with obtaining approvals from the New York City Landmarks Preservation Commission. In 2010, the firm was designated a Women's Business Enterprise (WBE) by the Women's Business Enterprise National Council and in 2012 as a Disadvantaged Business Enterprise (DBE).

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