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The Rudin Family completes lobby redesign/renovation at 55 Broad Street; Architect for project was Fogarty Finger

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Manhattan, NY The Rudin Family, one of New York City's leading owners, operators and developers of privately owned real estate, has completed construction of the redesigned lobby of its 30-story office building at 55 Broad St.

With 55 Broad St., Rudin commissioned architectural firm Fogarty Finger to reimagine and enliven the entrance and the lobby at the 425,000 s/f tower, which is located on the corner of Broad and Beaver Sts.

The new lobby features all white marble interiors, textured terrazzo floors and ornamental marble, as well as a reflective ceiling that brings more light into the space. Additional features include upgraded security with turnstiles, a new reception desk, new seating and an increased presence from the street level. Since completing the renovation, fintech company Dailypay has expanded to an additional floor, taking over 22,000 s/f at 55 Broad St.

"The new lobby design will modernize 55 Broad St. for decades to come," said Samantha Rudin, senior vice president at Rudin. "In working with Fogarty Finger, we created a lobby that merges the coolness of marble and a contemporary design with classic, warm details. Tenants and visitors alike will be welcomed into a space that is both new and timeless."

The multi-million dollar project also continues Rudin's ongoing reinvestment in its existing NYC commercial portfolio. Most recently, the company redesigned the lobby and public areas of 41 Madison in the Flatiron District, and completed a major renovation of its ground floor plaza and subway entrance at 560 Lexington Ave. in Midtown East.

Developed by the Rudin Family in the early 1960s and designed by Emery Roth & Sons, 55 Broad St. has long been regarded as one of the most significant smart buildings in the history of Lower Manhattan. The building was originally designed as the headquarters for Goldman Sachs before being occupied by Drexel Burnham Lambert. In the early 1990s, the Rudins worked to renovate, reengineer and transform the property into one of the most technologically-advanced towers in the world and the building was a leader in the revitalization of Downtown Manhattan.

In 1995, 55 Broad St. became the first fully wired office building in New York City, offering tenants satellite accessibility, single and multi-mode fiber optics, high speed category 5 copper wire, as well as a wide range of video conferencing, and internet access options and capabilities and a complete

work environment. It is currently designated Wired Certified Platinum for best-in-class connectivity, and notable tenants include Crown Castle Fiber, PJ Mechanical, City Year and Statista.

In addition to 55 Broad St., other downtown office buildings owned by Rudin Management include One Battery Park Plaza, 80 Pine St., One Whitehall St., 110 Wall St. and 32 Avenue of the Americas.

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