



EQ Office and design studio, INC, partner for redesign of 1740 Broadway

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Manhattan, NY According to EQ Office, it has commenced an extensive reshaping of the tenant experience at 1740 Broadway, which will offer employees more optionality in how they work. The transformation includes a redesign of the entrance and lobby and the creation of a private tenant club on the second floor of the 26-story Midtown office tower set to open in the spring of 2020.

To help achieve its customer-focused vision, EQ Office is collaborating with design studio INC.

The new entrance and lobby design allow for a flow between the lobby and restaurant from restaurateur and chef, John Fraser who created Michelin-starred NIX and The Loyal.

To further elevate the tenant experience, EQ Office is working with INC to design the Club, a 15,000 s/f private gathering space on the second floor. The Club will feature a wellness center, food service from Fraser's restaurant, a lounge area, and conference rooms.

All tenants will receive access to the Club at no additional cost.

"Our public spaces and common areas are extensions of the workplace," said Simon Wasserberger, SVP, portfolio director, at EQ Office. "Following the completion of this redesign, our tenants will have a platform to foster their own cultures, and give their employees a variety of ways to work. In their own ways, both INC and John Fraser have created some of New York's best places to gather. It's time to bring that experience into the workplace."

"Our homes are becoming more like workplaces and workplaces are becoming more like homes," said Adam Rolston, creative & managing director, partner, at INC. "The new generation really wants to be comfortable at work because work is now spreading into almost every area of our lives. They want to have a sense of place and comfort and flexibility within the workplace, and that's being reflected in design today."

1740 Broadway is located on Broadway between West 55th and West 56th Sts. Designed by Shreve, Lamb and Harmon, the same architects as the Empire State Building, the 603,470 s/f tower

was one of the first built after World War II, in the Art Moderne era.

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