



## **Olayan Group unveils Club Level amenities at 550 Madison Ave. with partners RXR and Chelsfield; AECOM Tishman is CM**

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Manhattan, NY The Olayan Group released plans for an amenity floor at 550 Madison, an office tower formerly known as the AT&T Building and Sony Building. The plans were created by architecture and design firm Rockwell Group.

The club level will feature meeting and event rooms, and food and beverage destinations, meeting the needs of talent and tenants alike. The amenities at 550 Madison will infuse the 41-story property with modern energy and services while honoring the history of the postmodern building designed by Philip Johnson and John Burgee.

“550 Madison is a truly unique office tower with a beloved landmarked exterior and a brand new state-of-the-art interior,” said Erik Horvat, managing director of Real Estate at Olayan America. “We are thrilled to have Rockwell Group reimagining the building to create a hospitality-driven tenant experience typically reserved for world-class hotels or residences. These highly curated amenities will offer convenience and flexibility to all of our tenants in an iconic setting like no other.”

Tenants can start their day at the Philip Johnson-designed oculus, bringing natural light into the club as people grab coffee, news, and begin their days – framed by two inspiring floor-to-ceiling monumental artworks by Dorothea Rockburne, which were commissioned in 1993 specifically for the building. From booking meetings and private events, to breaking up the day in unique curated spaces, to having healthy and elevated food and beverage options, and booking fitness training sessions and massage treatments – 550 Madison is taking a hospitality, full-service approach and catering to tenants’ every need.

“The concept for 550 Madison’s Grand Hall and amenity spaces honors Philip Johnson and John Burgee’s original vision, preserving historical details like Dorothea Rockburne’s monumental murals,” said David Rockwell, founder and president of Rockwell Group.

“Residential-style spaces for focused programming, such as lounging, are carved into the eastern part of the plan while dining, meeting rooms, and more active programming are located in light-filled, transformable rooms along the western side.”

Amenity spaces designed by Rockwell Group that feature a diversity of programming and experiences:

**The Grand Hall:** Stepping off the elevator from the ground-floor lobby designed by Gensler, tenants will enter into the Grand Hall of the club level greeted by a concierge. The club entrance is flooded with natural light from the building's iconic framed oculus, with ceilings soaring 36 feet high and accompanied on both sides by Dorothea Rockburne's famous murals. Tenants can start their day at the espresso bar on the way to their office. In addition, the space can transform into a chic wine bar at night.

**Food & Beverage Activations:** The club level will feature a variety of food and beverage options throughout the day. An elevated bistro-style café will provide a way to grab a quick bite during the day or have a seated lunch with colleagues. The space will also have a sophisticated chef's table for reserved group or individual meals. The chef's table can pivot to being a buffet for events in the adjoining lounge, meeting and conferencing spaces.

**Flexible Meeting Spaces:** A collection of flexible meeting spaces can be reserved for a variety of uses, including booking meetings, intimate private dining and closing dinners, corporate training for staff, annual state-of-the-company events or holiday celebrations, and more. When not reserved, the rooms will be set up as open lounges for tenants.

**Curated Break-Out Rooms:** A series of curated rooms will provide a change of scenery for employees – dedicated spaces for relaxation, focus, and fun that will also serve as reservable meeting and presentation spaces:

The Living Room will act as an intimate, residential-feeling experience with a series of comfortable chairs, couches, and tables

The Library will provide a departure from the traditional workspace with a serene environment and relaxed seating options, serving as a destination offering a break in the day.

The Screening Room will be available for presentations, screenings, and meetings.

The Pool Room can be used for work or play with full pool table nestled within a dining table, available as a meeting space or game center.

**Fitness and Wellness Studio:** Programmed by FitLore and located on a lower level of the building, a world-class fitness center will provide classes, personal training, and wellness programming. The fitness center will have dedicated specialized workout areas, including studio spaces that can accommodate both small classes and large workouts, a semi-private executive training studio for premiere members, and a designated fitness area for stretching, strengthening, and cardio. The wellness center will have treatment rooms that can be booked for acupuncture and massages, and the nearby meditation room will provide private booths for uninterrupted reflection. A juice bar and adjoining lounge area will provide an additional respite.

Designed by Philip Johnson and John Burgee, 550 Madison will open this year as a multi-tenant building for the first time. The interior renovation will create a trophy office tower providing a model for historical and sustainable adaptive reuse as the only LEED Platinum and WELL Gold certified building in the Plaza District.

The 850,000 s/f building features an unparalleled experience in East Midtown with 14-foot high ceilings; large, column-free floor plates; north, south, east, and west-facing views of New York City; river to river sightlines; and offices overlooking Central Park.

Olayan is working with development partners RXR Realty and Chelsfield on the revitalization of 550 Madison. AECOM Tishman is the construction manager. CBRE is the exclusive leasing agent for the building.