



## **Ginsburg Development Co. reinvents 50 Main St.: Unveils new lobby mezzanine amenity level**

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Shown (from left) are: GDC Principal Martin Ginsburg; ArtsWestchester CEO Janet Langsam; Business Council of Westchester president and CEO Marsha Gordon and White Plains mayor Tom Roach

White Plains, NY Ginsburg Development Cos. principal Martin Ginsburg celebrated the grand opening of the first phase of his reinvention of the 50 Main St. office building that stands at the gateway entrance to the city.

The new mezzanine amenity level features a modernized cafeteria, fitness center with yoga motion room, lecture hall, lounge with billiards and private dining and meeting rooms.

Ginsburg also unveiled renderings of the new lobby, which will begin reconstruction soon and will feature the same level of finishes and artwork as the amenity mezzanine. "When people walk into 50 Main St., we want them to feel the energy and vibe of a boutique hotel where the lobby will be activated as a yet another common gathering space within the building," said Ginsburg.

A key feature of the new entry to 50 Main St. will be a monumental sculpture in front of the building that will be chosen from three finalists that participated in an international competition coordinated by GDC and ArtsWestchester.

"With this exciting new space in 50 Main, we are creating a common amenity area to be enjoyed by all tenants in the building that reflects today's warmer casual work environment, punctuated by beautiful art throughout. We are introducing many of the same resort class amenities found in our luxury residential properties, making 50 Main a truly unique commercial office building," said Ginsburg.

A key feature of the new common space is a contemporary art collection curated by ArtsWestchester that features numerous local artists.

Artists whose work will be displayed include: Stefan Radtke of Port Chester (photography); Paul

Greco of Yonkers (painting); Raymond Saa of Jersey City (painting); Steve Rossi of Beacon (sculpture); Susan Manspeizer of White Plains (mixed media); Peri Schwartz of New Rochelle (printmaking, painting); Morgan McAllister of Huntington (drawing); Kiyoshi Otsuka of White Plains (painting) and Carrie Belk of White Plains (mixed media); Eric David Laxman of Valley Cottage (Sculpture).

50 Main St. is a key component of GDC's transformation of the former Westchester Financial Center into City Square, a new mixed-use center. In addition to the modernization of 50 Main Street, the project includes the transformation of the 1 Martine Avenue office building into 188 luxury rental apartments, new restaurant and retail space along Main St. and City Square Park, a private open space on the roof deck of the parking garage that connects all buildings and features fountains, waterfalls, walking paths, a putting green and outdoor dining on a one acre beautifully landscaped space. The focus on art will be carried through the entire project.

"ArtsWestchester would like to salute Martin Ginsburg for having the vision to understand that art enlivens spaces with creative energy that helps motivate us all to be creative in our business endeavors," said ArtsWestchester CEO Janet Langsam. "We are very excited to unveil the work of nine artists from the greater Westchester area as part of GDC's investment in its art collection for 50 Main St."

"It is great to see the progress by Ginsburg Development Cos. at 50 Main St. The new amenities space show real forward thinking in terms of attracting new and interesting businesses to White Plains. Together with the other amenities offered by the city, such as proximity to transit and a lively downtown, this space is sure to be an attractive option to businesses and workers alike," said mayor Tom Roach.

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