



Durst Org. installs smart windows at 825 Third Ave.

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New York, NY The Durst Org. has installed smart windows from View, Inc. at 825 Third Ave., its newly-renovated, 530,000 s/f, 40-story office tower. 825 Third Ave. will be the first office building in New York City to use smart windows that also incorporate View Immersive Experience, a solution that transforms smart windows into transparent, digital screens to enable truly immersive communications, content sharing, and user interactions. Smart windows transform the tenant experience by providing more natural light and views, improve human health, and also reduce energy consumption by blocking heat and glare.

“The real estate industry is going through a transformation, and 825 Third Ave. showcases the future by providing better health and wellness for the users, taking care of our planet, and creating a transformative experience for tenants,” said Jonathan (Jody) Durst, president of The Durst Org. “With View, we are reimagining the office experience by deploying smart windows that not only provide more natural light and views but also turn into high-definition, transparent, touch displays that enable collaboration through video conferences, digital whiteboards, and entertainment reminiscent of what was once science fiction.”

“The Durst Organization has been a leader in sustainable buildings for decades, long before legislators began discussing the impact of climate change,” said Dr. Rao Mulpuri, chairman and CEO of View. “With 825 Third Ave., Durst is again setting a new standard for sustainable, healthy and connected buildings to usher in a new era of real estate that’s all about the tenant experience.”

View is a market leader in smart windows that use AI to automatically adjust in response to the sun, increase access to natural light and views of the outdoors, minimize heat and glare, and reduce energy consumption and greenhouse gas (GHG) emissions. View is designed into 75 million s/f of buildings including offices, hospitals, airports, educational facilities, hotels and multifamily residences.

Research shows that employees working next to View Smart Windows experience 50% reductions in eyestrain and headaches, improve their sleep by over 30 minutes per night and improve their cognitive function by 42%. These findings are particularly important today as companies focus on employee health and wellness, and re-entering the workplace with confidence. Research also shows that buildings designed to increase access to natural light yield 5% - 6% higher rents.

The Durst Organization is targeting LEED Gold certification for 825 Third Ave. and View Smart Windows can capture points in up to seven LEED categories.

