



MdeAS concludes 410 10th Ave. redevelopment project for SL Green Realty Corp.

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Manhattan, NY MdeAS (em-dee-a-s), a New York-based architecture firm known for modern design and focus on redefining class A buildings, interiors, and public spaces, announced the completion of the full redevelopment of 410 10th Ave., a 640,000 s/f, 20-story office tower in the Midtown West neighborhood.

MdeAS was retained by SL Green Realty Corp. to manage and carry out a full suite of work for the project, including a lobby relocation, addition of an adjacent garden, updated retail storefronts, new windows, and full façade restoration, as well as a refresh of the office floors. During construction, the building was purchased by 601W Companies, but the project continued to be led by SL Green until completion.

MdeAS restored and refinished the brick exterior to create a more modern and distinctive appearance. Other exterior improvements include the installation of all new, larger windows with high-performance glass featuring historic industrial details.

MdeAS refreshed the upper floors into flexible workspaces ideal for creative and collaborative tenants. A new efficient core layout and mechanical rooms opens the perimeter for tenant use. Dropping the existing windowsills from 42" to 29" and installing new energy efficient 10' tall casement windows allowed for ample light infiltration throughout the floor plate – increasing the window area on each floor by 17%. Each floor has a 12'-10" ceiling height highlighted by the existing industrial round columns. New core bathrooms take cues from the materiality of the lobby balancing a wood-look and large-scale subway tile complemented by antique gray marble countertops.

To establish a new identity for the building, a new lobby was built, and the entrance was relocated from 34th to 33rd St. This relocation allowed for the increase of the retail floor plan, creating an opportunity for new two-story retail storefronts to meet current retail demand along 34th St. and 10th Ave. This major pedestrian thoroughfare ties the Penn District to the city's newest west side developments.

The building's modern design and amenities resulted in a full lease-up before construction began. Spaces are currently being built out for notable tenants.

"A product of the era of its construction and original use, the building has an abundance of character and robust structure that would be extremely difficult to replicate in a new development," said Tricia Ebner, a senior associate at MdeAS who served as project architect for 410 10th Ave. "To preserve and rejuvenate this architecturally important and historic building, MdeAS highlighted the existing concrete and masonry elements archetypical of its industrial past, to feature the building as an alternative to the adjacent glass and steel buildings of Hudson Yards."

"MdeAS' design for the repositioning of 410 Tenth Ave. was instrumental to the successful and significant lease-up of the building in advance of completing our redevelopment work," said Steven Durels, executive vice president and director of leasing at SL Green Realty Corp. "The thoughtful combination of historical design references together with state-of-the-art technology created a highly desirable work environment."

An entry pavilion with floor-to-ceiling glass windows brings in natural light and offers a direct connection to the adjacent green viewing garden transformed from a former parking lot. The new entry lobby incorporates industrial and modern elements, such as exposed concrete, blackened stainless steel, and wood elements on the floors and ceiling to create a warm atmosphere. Steel tables were designed and installed in the lobby, providing a transitional space of solace and reprieve between the journey from the busy outside street and the workspaces upstairs, as well as a spot to enjoy coffee from the lobby's café. MdeAS also worked on the conversion of the building's original freight elevators to destination dispatch passenger cabs, creating a spacious and efficient elevator experience for tenants and visitors.

Several sustainable elements were incorporated into 410 10th Ave., which is pursuing LEED Silver certification, including new efficient HVAC systems and insulated glass windows. The building also features several stand-out tenant amenities, including a 5,210 s/f rooftop terrace with a kitchenette,

pergola-covered seating areas, and plantings by MNLA. Additionally, 13,516 s/f of private terraces – nine across five floors – are available for tenant use. The building also has a new bike room and messenger center.

Built in 1927 as the Master Printer's Building, 410 10th Ave. was the tallest reinforced concrete building in the city at the time, constructed to support heavy printing presses. One of the building's earliest tenants was the notable printer Abbott Press & Mortimer-Walling Inc.

For nearly a century, 410 10th Ave. has been a prominent part of 10th Ave.'s identity. MdeAS' renovations have helped attract a modern tenancy while preserving the building's architectural integrity within the bustling pedestrian and retail activity of Hudson Yards.

MdeAS has completed several other projects for SL Green, including 100 Park Ave., 1185 Avenue of the Americas, and 1350 Avenue of the Americas.

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