



GKV Architects to complete \$4 million 7,000 s/f lobby renovation

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GKV Architects, an award-winning New York City-based design firm, has been selected to renovate the lobby of the well-known building at 666 5th Ave. The historic 7,000 s/f lobby extends between 52nd and 53rd Sts. and features the Isamu Noguchi "Landscape of the Cloud" sculpture. The \$4 million project is scheduled to begin in January of 2008 with a slated completion date of March 2008.

GKV's design plan is harmonious with Noguchi's installation of the ceiling and water sculptures. The renovation will feature new 12 ft. tall wood panel walls with stainless steel trim and will complement Noguchi's sinuously cut railings in the ceiling that currently create a visual cloud-like effect. Additionally, the lighting design will be re-engineered to draw attention to the sculptural fins and seamlessly flow down to the water sculpture to create a dramatically pleasing effect.

"This is an exciting opportunity to breathe new life into a historic lobby by blending modern technique and design with what we do architecturally as well as enhance a fantastic installation by renowned artist Isamu Noguchi," said Richard Kronick, AIA, principal, GKV Architects. "GKV's design plan not only echoes the art work but enriches it through lighting, design and creating a balance with warm wood tones and sleek steel."

In stark contrast to the warm wood panels, a blackened steel and stainless steel reception desk will greet visitors in the crossroads of the lobby between 52nd and 53rd Sts. while a silver leaf ceiling above the reception desk will play off of Noguchi's original ethereal sculpture.

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