



## **Aragon Construction renovates 50,000 s/f for Dentsu America at 32 Avenue of the Americas**

November 26, 2007 - Spotlights

Dentsu America, Inc., the North American Flagship of the largest advertising agency brand in the world, has relocated from midtown Manhattan to 32 Avenue of the Americas. The 27-story, 1.15 million s/f landmark tower in the heart of lower Manhattan's Tribeca neighborhood is the former world headquarters of AT&T. Dentsu Holdings shares the 16th floor of the Rudin-owned and managed office building. "Leading construction firm Aragon Construction, served as construction manager. Aragon has gut renovated the 50,000 s/f floor and -- together with TPG Architecture -- created a sophisticated, comfortable, collaborative space for the Dentsu brand. "In doing so, we've also delivered on Dentsu's intention to take advantage of the cost-effective nature of the commercial real estate in lower Manhattan," said senior project manager Richard McKay. "We've taken the space down to concrete floors and stripped the ceilings out, and, are finalizing our build out of sleek loft-like offices, a cafÃ© with a Koi fish tank and two hat-box shaped 'think tanks' for strategy sessions."

Other design details include over 40 different light fixtures, back-lit glass, a centralized pantry and open coffee bar to promote employee interaction, floating ceilings, raised floors, stone walls, a "living room," which functions as another break-out space, and a step down middle area for the think-tank rooms and work stations. Wall-mounted self-contained waterfalls are being installed at the end of several corridors, and the DIRTT system was utilized for the glass and metal office fronts.

3 Form acrylic, a clear resin material with large perforations that allow light to filter through it, is being used in the elevator lobby and to form the brainstorming rooms. "Between the dots of light coming through the acrylic, and the glass office fronts, there will be a tremendous amount of natural light penetrating into the interior space," said McKay, noting the effect is "something that is rarely achieved on a full floor with a foot print of this size." Additionally, the think tank/brainstorming rooms are built on platforms, 30 inches high, with lights reflecting underneath, creating the illusion that the rooms are suspended above ground; likewise, the curved, hat-shaped roofs -- which drop down from the ceiling -- also appear to be floating. The combined effect, says Steve Yavrouian, Senior Director of TPG Architecture, "is one of the brainstorming rooms materializing as glowing beacons of thought."

The sunken staff area runs down the center of the office creating an environment unto itself, one that Yavrouian describes as "almost Central Park-like," with the offices -- which are all glass fronted -- ringing the staff area. "The openness of the space promotes team work and interaction; as for color, incorporating some of Dentsu Worldwide's guidelines, there is a calmness to the general space punctuated by vibrant colors," Yavrouian said.

The office tower is a major communications, advertising and media hub. 32 Avenue of the Americas will soon also count global firms such as RAI Corp., Bartle Bogle Hegarty, TMobile and MCI

WorldCom as neighbors.

"With a job of this nature, the challenge is always securing the approvals due to the building's landmark status, but we have considerable experience navigating these waters," said Aragon president and founder Alex Getelman, noting Aragon also served as CM for build outs on the 17th and 18th floors of 32 Avenue of the Americas. "It's exciting to be working with Dentsu, an innovative, influential, creative global brand, and it is great to again be teamed up with the talented individuals at TPG Architecture and Rudin Management."

Greg Smith of Cushman & Wakefield brokered the deal on behalf of Dentsu.

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