

## **ABS Partners Real Estate and BACP Bring Art to 915 Broadway**

By Gregg Schenker, ABS Partners Real Estate



We recently launched the second phase of art-work at 915 Broadway as part of The Building Art Curatorial Program (BACP), which was founded by Cindy Farkas Glanzrock, President of Glanzrock Realty Services (GRS). Located on the southwest corner of 21<sup>st</sup> Street and Broadway, the 20-story office and retail property was recently repositioned with a beautiful newly renovated lobby courtesy of Ron DeSouza at Spector DeSouza that currently showcases a montage of iconic celebrity portraits by Paul Gerben.

Gerben's iconic mixed media compositions pertain to history and pop culture, and the pictures that are contained in the immense print at 915 Broadway include eye-catching images of celebrity art portraits, providing a fresh take on Hollywood legends, such as Marilyn Monroe and Ray Charles. The Newest art installation comes on the heels of a successful exhibition of artist SEN2's work, which was on display for seven months.

BACP discovers, exposes and leases art to commercial clients for their lobby spaces with the option to buy artwork. The full-service comprehensive program is designed to connect artists and spaces, tailored to specific buildings within a select real estate portfolio.

915 Broadway was the first building to launch BACP, and we are thrilled to continue our partnership with Cindy and BACP. The program at 915 Broadway enables artists to gain exposure and creates a unique and vibrant visual entertainment experience for our tenants, which vastly improves the overall work environment. With artwork rotating on a six-month basis, we aim to provide a sense of innovation and excitement for our tenants, which currently include a range of premier tech firms such as Union Square Ventures, and early investor in Kickstarter, Twitter, Etsy and Meetup; Flurry, a market leader in mobile analytics that was recently purchased by Yahoo; Cloud Sherpas, which provides cloud advisory and technology services for the world's leading brands; Valar Ventures, a venture capital fund started by Paypal Founder Peter Thiel; growth-focused hybrid strategy firm Jump Associates; The Simons Foundation, or Math for America; General Assembly, an adult-education and technology school; and Path Interactive, a dynamic search marketing company.

Through BACP, Cindy's goal is to unify commercial building owners, corporate collectors, tenants and the public with emerging and international artists. "We are proud to continue the Building Art Curatorial Program at 915 Broadway and throughout ABS' premier and distinctive New York City commercial office buildings," said Glanzrock, who serves as Creative Director.

We at ABS have also collaborated with BACP on art Programs at some of their other properties, including a student exhibit in Chelsea at 210 Eleventh Avenue, through the not-for-profit ArtsConnection.org; digital C print of the historic Flatiron building by Philip Tsiaras at the soon-to-be renovated lobby of 184 Fifth Avenue; a series of tiny pixelated prints by Alex Guofeng Cao at 270 Madison Avenue; and bicycle sculptures by Gilberto Aceves Navarro at 1001 Sixth Avenue.

The lobby upgrades are part of a larger capital improvement campaign of more than \$10 million at 915 Broadway. We tapped into Honest Buildings' network of architectural firms, and selected GKV and Javier Delagarza Architecture to design innovative corridors with an industrial sensibility as well as high-end restrooms; high-grade lighting; elliptical ductwork; and sleek, well-appointed pantries. They will also upgrade the standard prebuild finish to carefully crafted full-glass office fronts, wood floors and open ceilings.

We are currently marketing 8,000 square feet of ground-floor flagship retail space as well as a 3,800-square-foot mezzanine space at 915 Broadway. The space features soaring 19-foot ceiling heights and a double-height glass storefront.

915 Broadway is located within walking distance of a plethora of premier restaurants, hotels and retail options, including Eatatly; Zara; Sephora; Coach; Paragon Sports; Blue Mercury; Jacadi; Beecher's Cheese; MAC Cosmetics; Tory Burch; DKNY; Craft-bar; The Lego Store; ABS Kitchen; Gramercy Tavern; Restoration Hardware, which recently expanded to over 30,000 square feet; ABC Carpet & Home; True Religion; Fresh & Co.; Scotch 7 Soda; Brooks Brothers; Maison Kayser; ACE Hotel; and Ian Schrager's lifestyle concept EDITION for Marriott.

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