

## Seagram And Lever To Get A Swanky New Neighbor

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L&L Holding Company, owners of a midcentury office tower at 425 Park Avenue, are looking to build a new, high design office tower on that site. It would be the first new office tower built on Park Avenue since the 1980s. Some of the biggest names in architecture are competing for the job: Ateliers Jean Nouvel, Ateliers Christian de Portzamparc, Herzog & de Meuron, Foster & Partners, Zaha Hadid Architects, OMA, Maki and Associates, KPF, Richard Meier and Partners, Rogers Sirk Harbour + Partners, and Renzo Piano Building Workshop. Vishaan Chakrabarti, director of the center for urban real estate at Columbia, is running the competition for L&L. "This competition of ideas is the first step in the process of realizing a globally advanced, bespoke skyscraper that will both complement Park Avenue's existing architectural treasures and make its own indelible mark in the world's most timeless office corridor," he said in a statement.