

## L&L Holding Co. Invites 11 Architects to Compete for 425 Park Avenue

BY BILLY GRAY | APRIL 23, 2012 | NEW YORK CITY BIZ REAL ESTATE

L&L Holding Company, LLC has invited 11 architects and their firms to compete for the opportunity to design a contemporary, full-block office tower at 425 Park Avenue in New York, which spans 55th and 56th Streets on the east side of the avenue.

A 650,000 square foot tower, which will be designed to high L.E.E.D. sustainability standards, will be the first full-block office development on this historic stretch of Park Avenue in half a century.

The majority of the invited architects have been honored with a Pritzker Prize.

Located in New York's Plaza District, 425 Park Avenue is an historic environment and an epicenter for architectural excellence, as exemplified by the nearby Seagram Building and Lever House, which are two of only five structures in New York City to have won the AIA's esteemed "25 Year Award."

"An opportunity like this has not presented itself to New York in half a century, and it is unlikely that another opportunity will materialize again in our lifetimes," said L&L Holding Chairman and Chief Executive Officer David Levinson. "As such, L&L has a civic responsibility, as well as an unwavering commitment, to deliver a tower at 425 Park that matches the rarity and the importance of this occasion."

The following architectural firms have been invited to participate in the competition:

- Atelier Christian de Portzamparc
- Ateliers Jean Nouvel
- Foster + Partners
- Herzog & de Meuron
- Kohn Pederson Fox Associates
- Maki and Associates
- OMA / Rem Koolhaas
- Renzo Piano Building Workshop
- Richard Meier and Partners Architects
- Rogers Stirk Harbour + Partners
- Zaha Hadid Architects