

## This New Restaurant is the Next Four Seasons

BY STEVE CUOZZO | JUNE 10, 2015 | NEW YORK POST

The team behind Eleven Madison Park and The Nomad, two of the city's greatest restaurants, will launch a huge, two-level dining venue in 2018 at all-new 425 Park Ave. — the dramatically styled, steel-frame edifice designed by Sir Norman Foster, on the site of what's now an obsolete 1950s office building.

Ground is to be broken Wednesday morning on the new, 670,000 square-foot tower developed by L&L Holding with partners GreenOak Real Estate Advisors and Tokyu Land Corporation.

Plans for the project were announced long ago for what's described as "the first full-block office tower to rise on Park Avenue in half a century."

But the restaurant deal comes as a surprise.

L&L principals David W. Levinson and Robert Lapidus were joined at the ceremony by chef Daniel Humm and restaurateur Will Guidara, who will open a 14,000 square-foot, two-level, fully public eatery on the new building's East 56th Street corner and side.

Eleven Madison Park is one of the nation's premier restaurants, boasting four-star critics' ratings, three Michelin stars, and the No. 5 ranking in the recently announced San Pellegrino World's 50 Best Restaurants list.

The three-star NoMad is also celebrated with three critics' stars and one Michelin star.

But the 425 Park Ave. announcement is a new, giant step for the team, who have avoided over-expansion.

Levinson is a landlord attuned to fine cuisine. L&L recently lured Nobu from Tribeca to 195 Broadway, where it will move in 2017.

An exuberant Levinson said of Humm and Guidara at 425 Park, "They are going for No. 1 in the world. It will be a Four Seasons on steroids for the 21st Century," referencing the fabled landmark a few blocks south which is losing its lease next year.

"At the Four Seasons, no one may know who the chef is, but at 425 Park Ave., everyone will know who the chef is," Levinson chuckled.

Humm and Guidara will also run a 27th-floor dining room for exclusive use by tenants, Levinson said.

The yet-to-be-named dining venues will also be designed by Foster. "Norman is one of our favorite architects in the world, and what he and David are creating is nothing short of extraordinary," Guidara said in a statement.

Humm said, "It is truly an honor to be launching a restaurant in the same area that's been home to the greats, that have inspired us all throughout our careers."

Demolition of the existing building will occur over the next several months.