

425 Park Avenue, New York : Manhattan Office Tower

BY AJ WELCH | OCTOBER 3, 2012 | E-ARCHITECT

L&L HOLDING EXHIBITS CONCEPTUAL DESIGNS FROM FOUR FINALISTS IN RECENTLY CONCLUDED ARCHITECTURE COMPETITION FOR 425 PARK AVENUE

Design Concepts of Hadid, Foster, Rogers and Koolhaas Displayed during Municipal Art Society's "2012 MAS Summit for NYC" at Lincoln Center

L&L Holding today unveiled an exhibit of conceptual designs created by the four finalists in its recently-concluded international architecture competition to design a new 425 Park Avenue tower in Manhattan's prestigious Plaza District. The exhibit is running as part of the Municipal Art Society's 2012 MAS Summit for New York City being held at Jazz at Lincoln Center on October 18 and 19.

The two-day exhibit includes brief narratives and a host of visuals that were included as part of each finalist's submissions, which were first presented to L&L Holding in July. The submissions on display are from the following international firms, each led by a Pritzker Prize-winning architect: competition winner Foster + Partners (Lord Norman Foster), Rogers, Stirk, Harbour + Partners (Lord Richard Rogers), OMA (Rem Koolhaas) and Zaha Hadid Architects.

In addition to the exhibit, Lord Norman Foster and L&L Holding Chairman and CEO David Levinson will present Foster + Partners' 425 Park Avenue design concept as part of a panel discussion at the MAS Summit on Friday, October 19 at 9:00 am.

"Each of the four firms exhibited an incredible degree of creativity and inventiveness throughout the process," said Mr. Levinson. "We are grateful for their efforts and thank the Municipal Art Society for providing the perfect venue to display each firm's vision for a new 425 Park Avenue. We hope and trust that the summit's attendees will be as inspired as we were with each presentation."

The 425 Park Avenue project is a partnership among L&L Holding Company and Lehman Brothers Holdings Inc. The conceptual design will serve as the framework for a two-year collaborative process to create a fully formed architectural and construction plan. L&L Holding anticipates the start of construction in 2015 with the new 425 Park Avenue tower to be completed by the end of 2017.

Images and video from the exhibit can be viewed at www.425parkny.com.