



1330 Avenue of the Americas

Location: New York, NY
MEP Engineer: AKF Engineers
Structural Engineer: Gilsanz Murray Steficek
Waterproofing: Hoffman Architects

Located in the heart of midtown Manhattan, 1330 Avenue of the Americas needed to create their building as a brand within a sea of skyscrapers. Aware of their building identity problem Deka Immobilien Investment sought out **CONANT ARCHITECTS** to create a new “1330” brand.

In an attempt to bring a visitor in off the street, a bold element was established from the street level, up the plaza steps and right into the building’s interior lobby – both north and south, east and west. Simple, timeless, classic materials and lighting were used on the exterior and carried through into the interior to emphasize the simplicity and modularity of the existing structure. Backlit composite onyx and glass panels set inside brass enclosures highlight the branding elements along the ground plane of this busy New York street.