

RESIDENTIAL

Iconic Times Square Building Transforms Lobby into Integrative Art, Culture Space

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Photo Credit: Photographer Kishimitsu Hada | Collection of Yuriko Tomita

At 10 Times Square (also known as 1441 Broadway), stands a 34-story, 575,000-square-foot commercial office building situated on the southwest corner of Broadway and West 41st Street. The building's 1930's Art Deco lobby is continuously transformed into a modern and classic gallery art and culture space to the delight and enjoyment of its many tenants, visitors and those who pass by.

Originally designed by Backman & Kahn and completed in 1930, the building was originally called the "Bricken Textile Building."

During the garment center era and through the 1980s when New York City was a fashion center, the building served as the Liz Claiborne's NY headquarters for many years and was home to many other well-known fashion designers. It is owned and managed by LH Charney Associates, which also owns 1410 Broadway.

“The purpose of presenting ongoing art, music and video exhibits in the building’s lobby is to provide tenants with a cultural experience to share and form community around as they enter their respective workspaces,” said Tzili Charney, who conceived the ZAZ10TS gallery space and curates the art exhibitions at 10 Times Square. “Our goal is to provide our tenants with new experiences to draw on throughout the work week.”

A major lobby renovation was completed in 2018 to turn the ground floor entrance space into an art and cultural center for tenants, visitors and passersby to enjoy. The lobby renovation features elements of the old building integrated with new age materials including state of the art video and sound elements that bring art and commerce together in one space. The renovation also created a new “glass box” retail offering which features nearly 46,000 square feet of prime retail space comprising the first, second, and lower level of the building with notably high ceiling heights ranging from 17’ to 22’ at each level. The lobby also features an elaborate sound system that is customized for special events as well as day to day use.

The building recently incorporated a “tenant play list” which is updated regularly and consists of more than 1,000 songs selected by tenants and offering all-inclusive musical selections ranging from Frank Sinatra, Jay Z, Zak Brown and David Bowie to Broadway Show Tunes and more. The playlist has grown to become more structural and thematic with tunes changing on days of the weeks and at holiday times. The interactive video mirrors activate as people walk through the lobby or pass by on the street, inspiring viewers to stop for a “selfie” or “second look” as they see their reflections on the screen being artistically interpreted by a computer rather than realistically. The displays change rapidly yielding a smooth transition linked to the movements of the viewer.

“Tenant feedback has been overwhelmingly positive, and the music collaborative has been fun for all,” said Steve Anderson, CEO, LH Charney Associates. “The combination of art, video and music is intended to create a sense of community, and I think it puts people in a good space, no pun intended, and adds to their daily experience.”

The balance of the tenancy comprises a healthy mix of fashion, digital technology, finance and healthcare companies. Major tenants include: One Jeanswear Group, Inc., Wellspring Philanthropic Fund, Digital Remedy, Times Square Suites, and Champs/Footlocker, among others.

On September 5, the gallery will feature an extraordinary collection of 1980s-1990s fashion slides found on a New York City sidewalk and makes its way back to the Fashion District in a new photographic exhibition 10 Times Square: New York Fashion Rediscovered 1982-1997. The exhibition features captivating runway

images of top fashion designers and supermodels from the 1980s and 1990s. The free public exhibition will open on September 5 to coincide with New York Fashion Week and will run through January 20, 2020.

The collection — a true treasure trove containing thousands of 35mm slides — was shot by Japanese photographer Kishimitsu Hada, and meticulously compiled by his mother, the late fashion journalist Yuriko Tomita. After a fire in Tomita's apartment in 2008, dozens of boxes housing her professional archives ended up on the sidewalk. In a stroke of good luck, set designer Gaetane Bertol passed by and recognized the value of the contents of the boxes, rescued them, and guarded them until she was able to locate the owner. A decade later, curator and fashion historian Ya'ara Keydar worked to create this exhibit of photographs at the 10 Times Square gallery space. Through these fortuitous connections, this exhibition reunites the designers featured in the photographs with their one-time workplace.

"With the new exhibition, fashion comes full circle in returning to the Times Square district," said Tzilli Charney. "Remnants of fashion past become part of the present, imparting a sense of history and culture in terms of what once was known as the garment district of New York."

For more information about the exhibition and the building, visit [here](#).