



What does your  
city do for a living?

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**BRANDISM™**  
DECONSTRUCTIVISM  
POSTMODERNISM  
MODERNISM



## BRANDISM™

BRANDISM™ is an architectural movement that gives unique, distinctive, and recognizable identity to New York City real estate.

This forthcoming exhibition in New York presents this new and exciting branding trend by featuring the recent buildings of award winning star architects and creative developers.

This is the first time ever an exhibition with this theme has been launched.

This venue will give these elite architects and developers a public show case for their work.

### EXHIBITION CONCEPT

BRANDISM documents the recent “branding boom” in New York City where real estate developers are hiring star architects to lend identity and cachet to their residential and corporate towers .

Just as Calvin Klein redefined fashion from “how you look” to “how you feel”, real estate developers solicit star architects to distinguish their buildings within the commercial fabric of the city. Following the trend in fashion and product design, icon-branded buildings make connections between culture and commerce by combining emphatic design and real estate logic. Architecture, instantly linked to the signature and aptitude of its authors, achieves a competitive edge in today’s real estate market. While one landmark building symbolically enhances the prestige of its developers and inhabitants, an aggregation of branded buildings strengthens the identity of New York City within the global village.

Among the 40 featured award-winning projects are the Blue Building at 105 Norfolk Street, designed by Bernard Tschumi, former dean of the architecture school at Columbia University; Ian Schrager’s stylish condos at 40 Bond Street and 50 Gramercy Park North; the curvaceous glass tower at Astor

Place, designed by architects Gwathmey Siegel and developed by the Related Companies; Aby Rosen’s elegant proposal for 610 Lexington, currently being designed by Foster & Partners; Peter Marino’s alluring residences at 170 East End Ave, Bank of America’s new headquarter at One Bryant Park.; co-developed by the Durst Organization; star-architect Richard Meier’s three condo towers at Charles and Perry Streets, developed by Izak Senbahar and Richard Born; André Balazs’ full service glamor residences at 40 Mercer Street, Larry Silverstein’s vision for the World Trade Center site, designed by the New York firm SOM, star architects Lord Richard Rogers, and Lord Norman Foster among many others.



### BRANDISM™ LAUNCH

**BRANDISM™ MULTIMEDIA LOUNGE:** The exhibition is designed as an interactive multi-media lounge, created by forty unique objects that resemble each exhibited project. All buildings are positioned in relation to one another located on the Manhattan grid, which is reconstructed inside the gallery. While moving in-between the exhibited towers, sitting on them or leaning against them, visitors discover “hidden” pieces of information that reveal each building’s unique attraction through images, films, models and videos that feature exclusive interviews with the developer, relevant participants, and the architect.

**BRANDISM™ CONFERENCE:** The exhibition will be combined with a series of exciting events, which include an afternoon series of panel discussions with renowned academics and practitioners from the fields of architecture, branding, marketing, real estate, and members of the press. The exhibition is also a unique and limited sponsorship and marketing opportunity for construction firms and developers to associate their work with a prestigious event and members of an elite circle that aims for higher level achievements in the building industry.

**BRANDISM™ PUBLICATION:** The content of the exhibition and conference will be post-produced into a book featuring the exhibited projects, interviews, and essays by the participants.

## FEATURED ARCHITECT & DEVELOPER TEAMS

1. **80 South Street:** Santiago Calatrava + Sciamé (Design)
2. **109 Norfolk Street:** Switch Building: nArchitects + 109 Norfolk LLC
3. **105 Norfolk Street:** Blue Building, Bernard Tschumi Architects + John Carson and Angelo Cosentini (Israel Berger, Thornton Tomasetti, Ettinger)
4. **Goldman Sachs Headquarter:** Pei Cobb Freed & Partners Architects LLP + Goldman Sachs
5. **One York Street:** Ten Arquitectos + Jani Realty
6. **31- 33 Vestry Street:** Architectonics + Vestry Acquisitions LLC.
7. **487 Greenwich Street:** Architectonics + TAKE ONE LLC.
8. **165 Charles Street:** Richard Meier + Izak Senbahar
9. **173 & 176 Perry Street:** Richard Meier + Richard Born
10. **163 Charles Street:** Daniel Goldner + Barry Leistner
11. **40 Bond Street:** Herzog & DeMeuron + Ian Schragger, RFR Holdings
12. **445 Lafayette Street:** Gwathmey Siegel + The Related (Plaza Construction)
13. **50 Gramercy Park North:** John Pawson + Ian Schragger, RFR Holdings
14. **IAC/InterActivCorp Headquarters:** Frank O. Gehry Associates with Studios Architects + IAC, The Georgetown Company
15. **66 Ninth Avenue:** The Porter House: SHOP + Jeffrey M. Brown Associates
16. **447 West 18th Street:** Audrey Matlock + Madison Eq.
17. **High Line 519:** ROY Co. + Sleepy Hudson (ABR)
18. **NY Times Building:** Renzo Piano, FX Fowle + The New York Times Company, Forest City Ratner Companies, Amec Construction,
19. **One Bryant Park:** Bank of America Tower, Cook + Fox Architects + Durst Organization / Bank of America (Tishman Construction, Severud Associates, Jaros, Baum & Bolles, Adamson Associates)
20. **610 Lexington:** Foster & Partners + RFR holding + Hines
21. **731 Lexington Avenue:** Bloomberg Headquarter: Cesar Pelli & Associates / Studios Architects + Vornado Realty Trust
22. **959 8th Avenue:** Hearst Magazine Building, Foster & Partners+ Hearst Corp. (Tishman Speyer Properties, Turner Construction Corp., The Cantor Seinuk Group Inc, Flack + Kurtz Inc.)
23. **66 - 70 West 45 Street:** TEN Arquitectos + Assa Properties
24. **330 Spring Street:** Urban Glass House Philip Johnson Alan Ritchie Architects with Annabelle Selldorf + Glass House LLC
25. **40 Mercer Street:** Jean Nouvel , SLCE Architects+ André Balazs + Hines (Cosentini Associates, Gilsanz Murray Steficek, Pavarini Mc Govern construction)
26. **Spike Building:** Architectonics + Puissance Enterprises, LLC.
27. **41-45 Houston Street:** SHOP Architects + Cardinal Real Estate Investments LLC
28. **350 West 23rd Street:** Daniel Goldner + Itzahaki Prop.
29. **210 Lafayette Street:** Richard Gluckman + Cape Advisors (Consultant: Andre Balazs)
30. **170 East End Ave:** Peter Marino + Orin Wilf (Plaza Construction, DeSimone Consulting Engineers, MCJ Associates)
31. **7 World Trade Center:** David Childs / SOM + Silverstein Properties
32. **Freedom Tower:** David Childs / SOM + Silverstein Properties
33. **200 Greenwich Street:** Norman Foster + Silverstein Properties
34. **175 Greenwich Street:** Richard Rogers + Silverstein Properties
35. **150 Greenwich Street:** Fumihiko Maki + Silverstein Properties
36. **122 West Street, B'lyn:** Daniel Goldner
37. **1 Prospect Park, B'lyn:** Richard Meier + Mario Procida
38. **37-31 30th Street Ironworkers Training Facility:** Daniel Goldner + Dennis Lusardi
39. **Union City:** Daniel Libeskind + Nelly Biche-De-Bere
40. **Project X:** Haresh Lalvani + Jani Realty



Blue 105 Norfolk Street  
Bernard Tschumi, 2006



80 South Street  
Santiago Calatrava, 2006



IAC Headquarters  
Gehry Assoc., 2007



One York Street  
TEN Arquitectos, 2006



66-70 West 45th  
Street, TEN Arquitectos  
2007



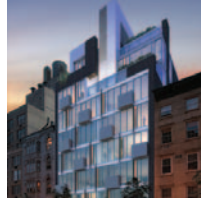
NY Times Building  
Renzo Piano, FX Fowle  
2006



Porter House 66 9th  
Avenue, SHoP, 2003



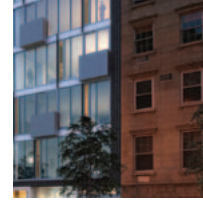
163 Charles Street  
Daniel Goldner, 2006



350 West 23rd St  
Daniel Goldner, 2006



Iron Workers Training  
Facility, Daniel Goldner,  
2005



122 West Street  
Daniel Goldner, 2008



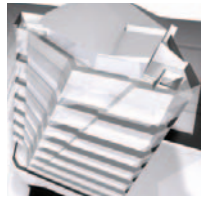
959 8th Avenue, Hearst  
Magazine Bldg, Foster &  
Partners, 2005



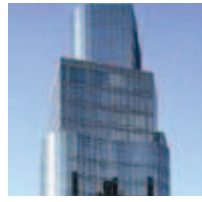
31-33 Vestry Street  
Architectonics, 2006



497 Greenwich Street  
Architectonics, 2006



Spike Building  
Architectonics, 2008



445 Lafayette Street  
Gwathmey Siegel, 2005



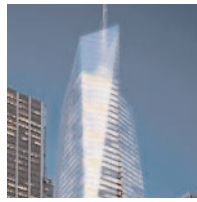
50 Gramercy Park North  
John Pawson, 2006



40 Bond Street  
Herzog DeMeuron, 2008



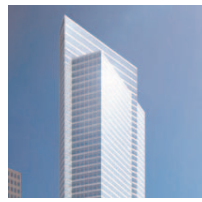
447-453 West 18th St  
Audrey Matlock, 2006



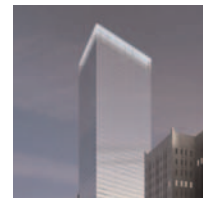
One Bryant Park  
Cook + Fox, 2008



Freedom Tower  
SOM, 2012



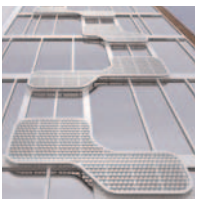
Goldman Sachs HQ  
Pei, Cobb & Partners,  
2010



7 World Trade Center,  
David Childs / SOM,  
2006



Bloomberg Tower, 731  
Lexington Avenue  
Cesar Pelli Assoc, 2005



519 W 23rd Street  
ROY Co., 2006



Perry & Charles St  
Richard Meier 2002-6



One Prospect Park,  
Richard Meier 2008



Union City Condo NJ  
Daniel Libeskind, 2008



Project X  
Haresh Lalvani, 2010



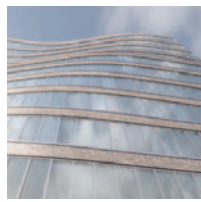
330 Spring Street  
Philip Johnson / Alan  
Ritchie, 2006



109 Norfolk Street  
nArchitects, 2006



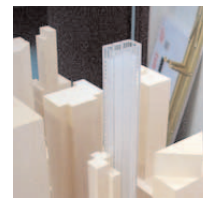
40 Mercer Street  
Jean Nouvel, 2006



210 Lafayette Street  
Richard Gluckman +  
Cape Advisors, 2006



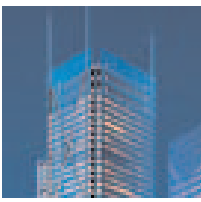
176 East End Avenue  
Peter Marino, 2006



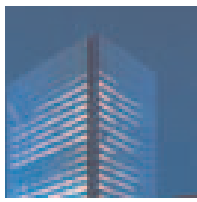
610 Lexington Avenue  
Norman Foster, 2008



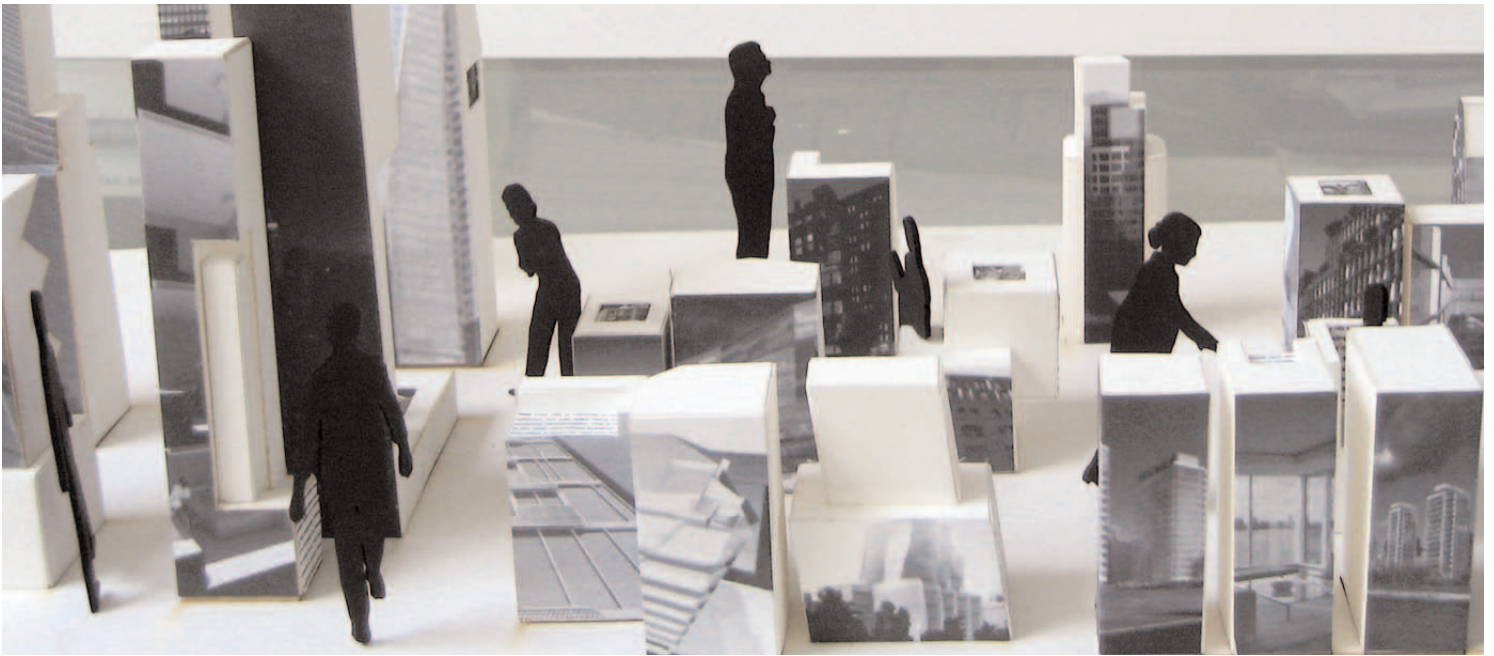
200 Greenwich Street:  
Norman Foster, 2012



175 Greenwich Street,  
Richard Rogers, 2012



150 Greenwich Street,  
Fumihiko Maki, 2012



Interactive Exhibition lounge



## CURATOR

The exhibition is the invention of Anna Klingmann, PhD., an architect that specializes in branding, former assistant professor at Cornell University and Columbia University, and guest lecturer at University of Pennsylvania, Princeton University, Ohio State University, Harvard University, and MIT among many others. Her latest book is *Brandscapes: Architecture in the Experience Economy* (MIT Press), highlighting cutting-edge ideas how architecture can become an effective marketing tool for the real estate industry.; internationally published author in numerous magazines including: *AD Magazine*, *Daidalos*, *Architectural Record*, *Architectural Theory Review*, *Detail Magazine*, *Thresholds*, *Arch+*, among others. Member of the Architectural League, AREW, National Arts Club, and the AIA.

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