

ACPV designs new urban amphitheater in New York's Midtown for Rockefeller Group

The public plaza at 1221 Avenue of the Americas will become a dynamic public space, an inviting meeting place where people can enjoy the open air and views of surrounding landmark towers

FOR IMMEDIATE RELEASE

April, 2022 – Italian architecture and interior design practice Antonio Citterio Patricia Viel (ACPV) reveals the renovation of the public plaza at 1221 Avenue of the Americas in Midtown Manhattan, New York City. On the edge of Manhattan's Theater District, just a few blocks away from Central Park and Rockefeller Center's world-renowned Radio City Music Hall, Rockefeller Group's plaza will transform into a spacious urban amphitheater that will serve as a gateway to retail spaces, dining experiences, and cultural activities.

The redevelopment comprises 65,000 square feet (approx. 6,000 sqm) of retail spaces and 22,400 square feet (approx. 2,000 sqm) of public plaza. The new spaces will establish a strong relationship with their urban context through a system of pathways that connect the area with the surrounding office buildings and the Rockefeller Center subway station, one of the city's busiest hubs. The renovation is expected to be completed by the end of 2022.

The project includes the redesign of two interconnected areas: the above-ground portion of the East Plaza and the Concourse Plaza located on the level below. ACPV's vision for the underutilized area is a multi-purpose outdoor space that elevates the urban experience of office workers, visitors and subway riders alike.

A single staircase will connect the street level and the lower plaza seamlessly, offering ample seating for people to relax in the open air. *"The staircase provides generous spaces to foster spontaneous social interaction and emphasizes the continuity between the East Plaza and the Concourse Plaza, also reinforced by the meticulous selection of materials for both areas,"* architect Patricia Viel, co-founder of ACPV, says.

The key design objective for the East Plaza is to improve the walkway leading to the 1221 Avenue of the Americas building's entrance. *"In harmony with the building's architecture, the East Plaza will articulate a new architectural language designed to bring clarity, coherence and a refined style across all its elements – including lighting, landscape, and public amenities,"* architect Antonio Citterio, co-founder of ACPV, says.

Newly-created retail spaces and improved street and subway access will transform the Concourse Plaza into a destination in its own right. *"The redevelopment is envisioned as a flexible area that is able to respond to people's ever-changing needs, attracting both residents and visitors to the city,"* architect Joseph Montaleone, ACPV's partner in charge of the project, says.

"From a retail perspective, since this building was first developed, the Avenue of the Americas has completely changed for the public from a corporate corridor to a pathway between Bryant Park and Central Park, Fifth Avenue and Times Square," said Bill Edwards, Rockefeller Group's executive vice president of Core Holdings. *"Space that was once designed for corporations has been adapted for new uses and we're thrilled to have this blank canvas for innovative brands to explore and the public to enjoy."*

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CREDITS

1221 Avenue of the Americas public plaza is a project by Antonio Citterio Patricia Viel (ACPV) for Rockefeller Group.

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ABOUT Rockefeller Group

Rockefeller Group develops, owns and operates extraordinary properties across the United States. For nearly a century, the company has delivered exceptional experiences and value creation through dedication to quality in the built environment. The company's portfolio spans the development of multifamily, office, industrial and mixed-use projects across six geographic regions as well as significant ownership interest in and management of approximately six million square feet of world-class office space in Manhattan. Visit RockefellerGroup.com.

ABOUT Antonio Citterio Patricia Viel (ACPV)

Antonio Citterio Patricia Viel (ACPV) is an international architecture and interior design practice headquartered in Milan, Italy, founded by architects Antonio Citterio and Patricia Viel, in 2000. The practice is currently involved in several international projects, embracing different scales of intervention – from master planning to mixed-use developments, to residential and commercial buildings, corporate headquarters and hotels – in collaboration with a qualified network of specialist consultants. ACPV can rely on a staff of more than 130 people, coordinated by eight partners. Recent projects include luxury hotels in Europe, China and the Middle East, NOVE – an office building in Munich (Germany) – Arte, a residential condominium in Miami (US), Nexxt–Fastweb's new HQ in Milan, and La Bella Vita high-rise in Taichung (Taiwan). In 2021, ACPV produced "The Importance of Being an Architect", a documentary film conceived as a virtual dialogue and musical journey in four acts, which investigates the responsibility of architects in building the society of tomorrow. The film has been featured in several festivals worldwide.

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