

**285Madison**

# 285 Madison

**285 Madison Avenue is an emblem for the emerging Bryant Park district and a vibrant mix of business tradition and innovation.**

An iconic pillar of the celebrated New York advertising landscape for 87 years, the 27-story building has been intelligently transformed into a contemporary office building with street presence, a striking new lobby and modern technological functionality. It is both a bridge between Grand Central and Bryant Park and a place where Midtown and Midtown South converge.

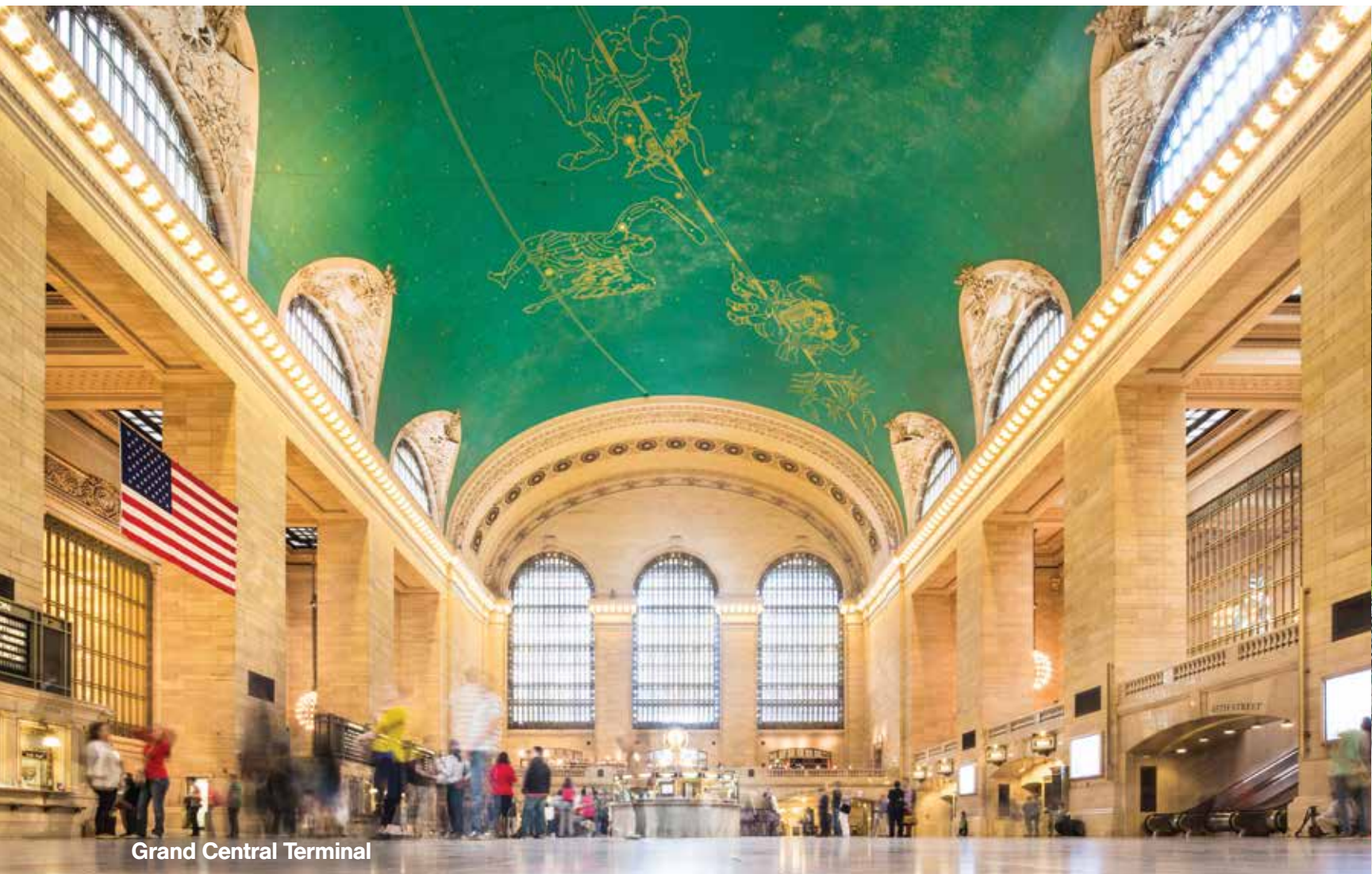
Designed and engineered as a model of work/life balance, the building supports both conventional and creative enterprises, with amenities such as bike storage, a tenant lounge, outdoor space and a gym facility with showers and lockers. 285 Madison Avenue is reborn in time for Midtown's own renaissance.





# Central Location

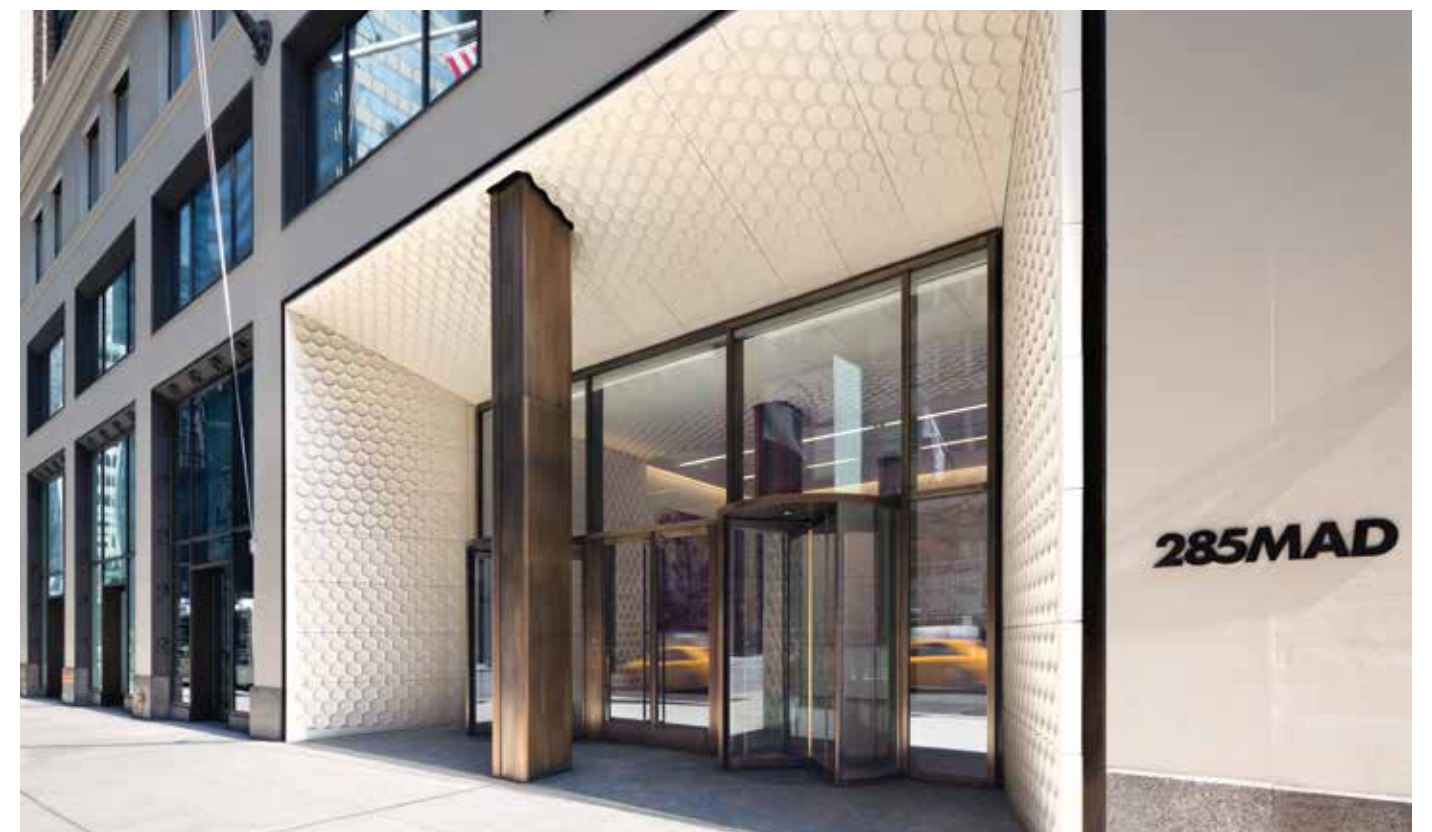
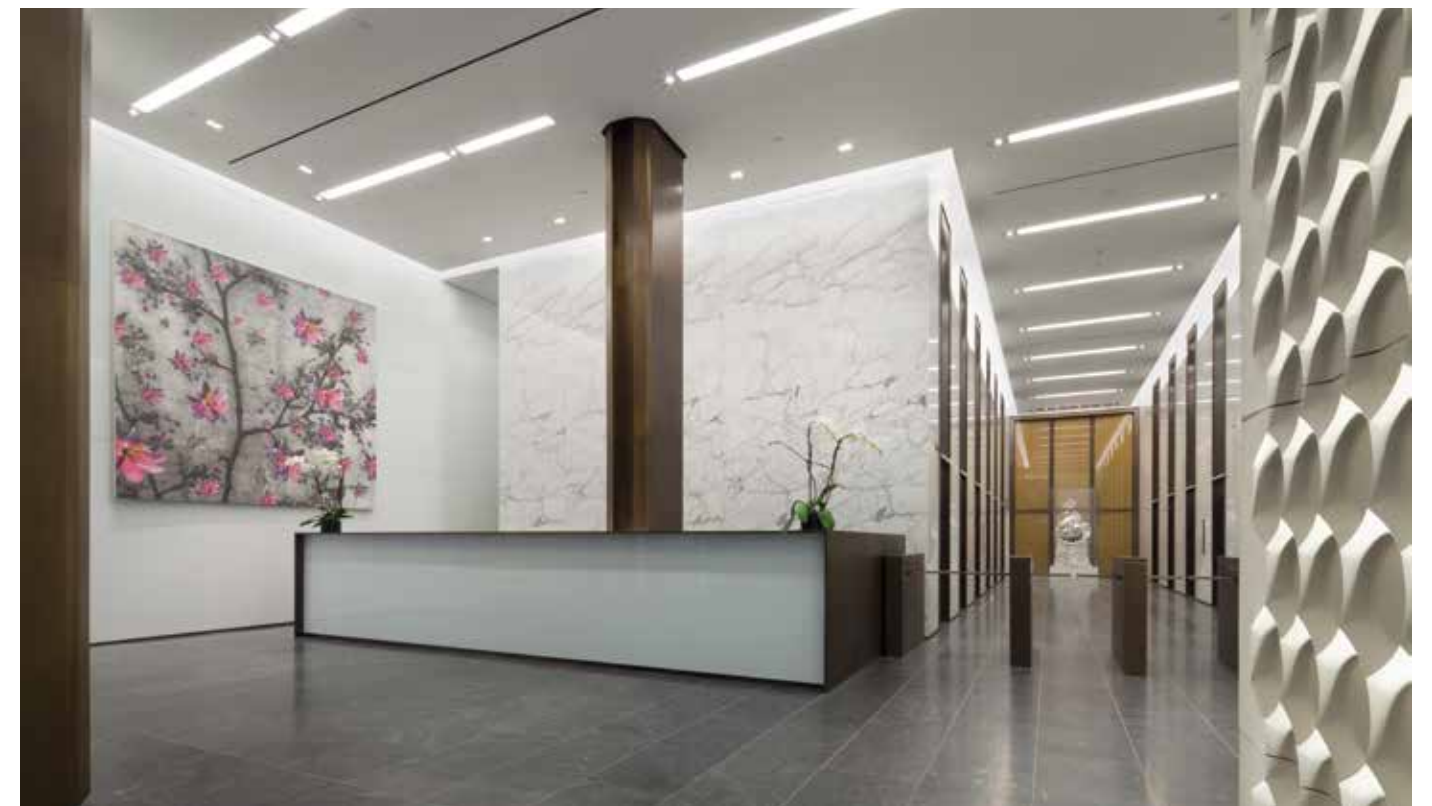
285 Madison Avenue is a strategic hub in the new Midtown, one block from the convenience of Grand Central and the world-class Bryant Park. The Park is connected to the New York Public Library, one of the city's prized cultural assets. A short walk from 285 Madison Avenue, the Morgan Library presents fine arts, literature, film and music in a major historic site. The services of Penn Station and the energy of Times Square are also within walking distance.



Grand Central Terminal



Bryant Park





Tenant Lounge



Upscale American Modern  
Steak and Seafood Restaurant

## Lifestyle Balance

Building amenities include roof terraces, restaurant with private dining and bar, tenant lounge, gym, changing rooms, showers, lockers and bicycle storage. The building is a short walk to Grand Central Terminal and Bryant Park.



Gym



Bicycle Room



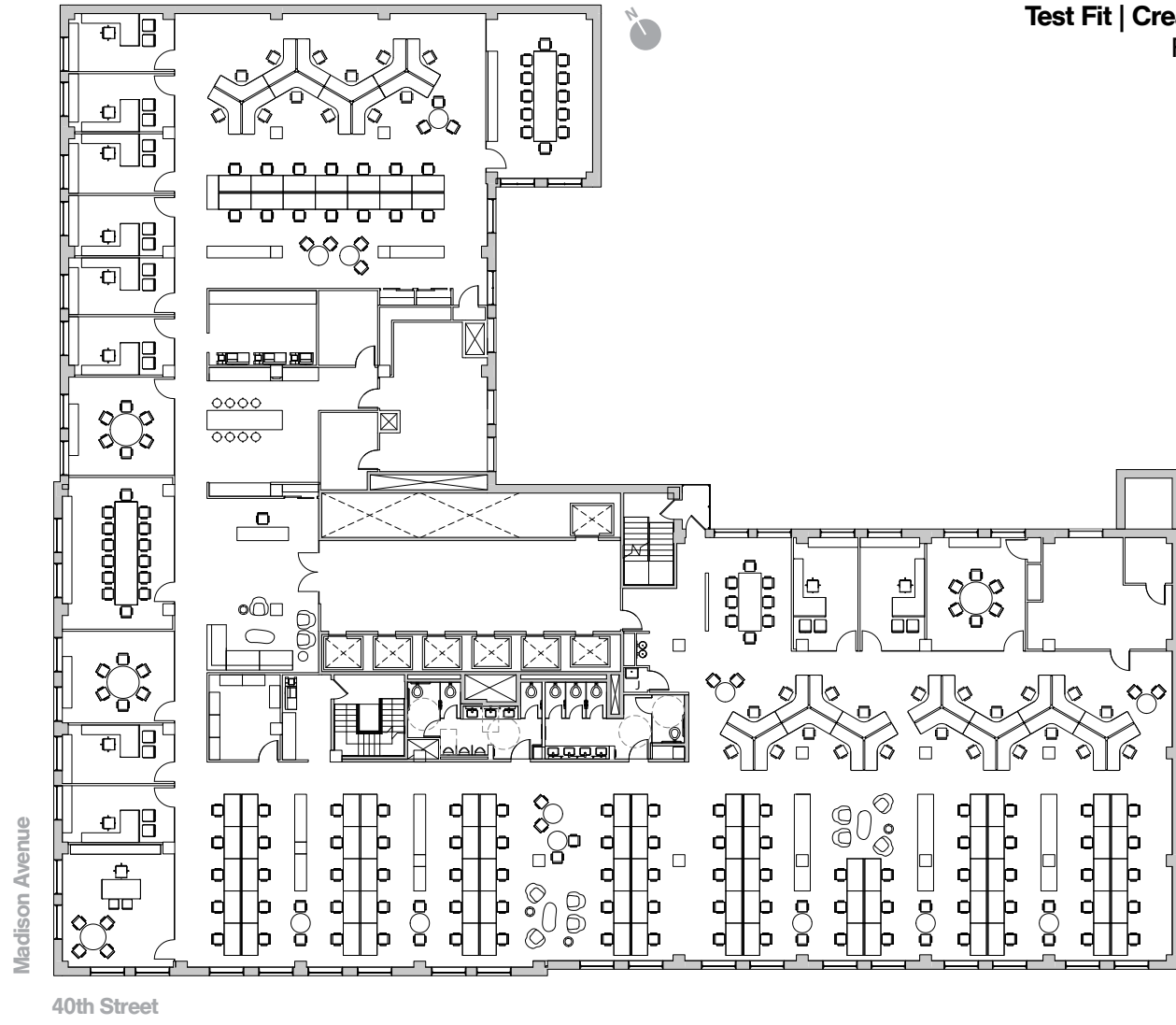
Roof Terrace



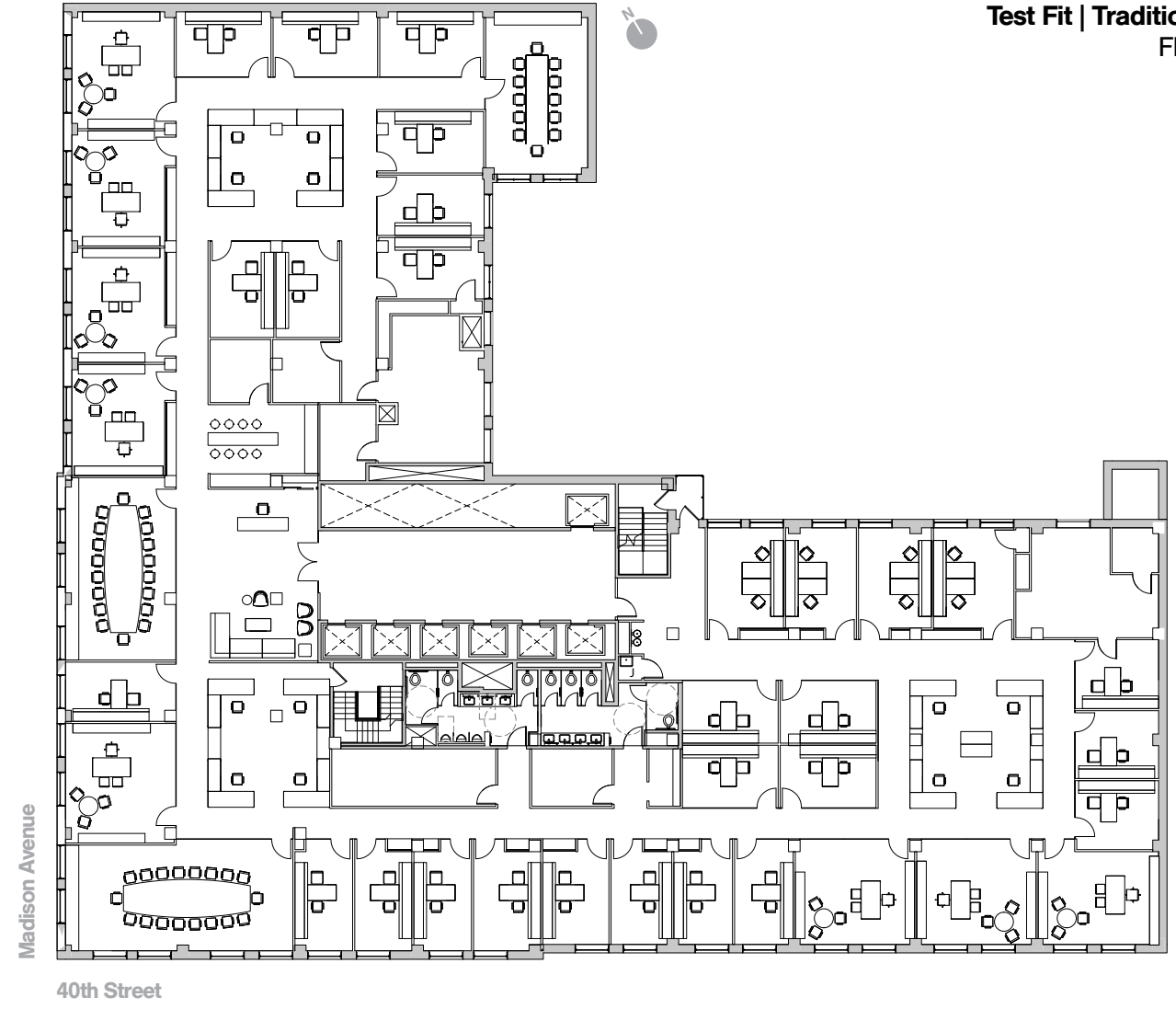
View South

View West

**Test Fit | Creative Office**  
Floors 4-13



**Test Fit | Traditional Office**  
Floors 4-13



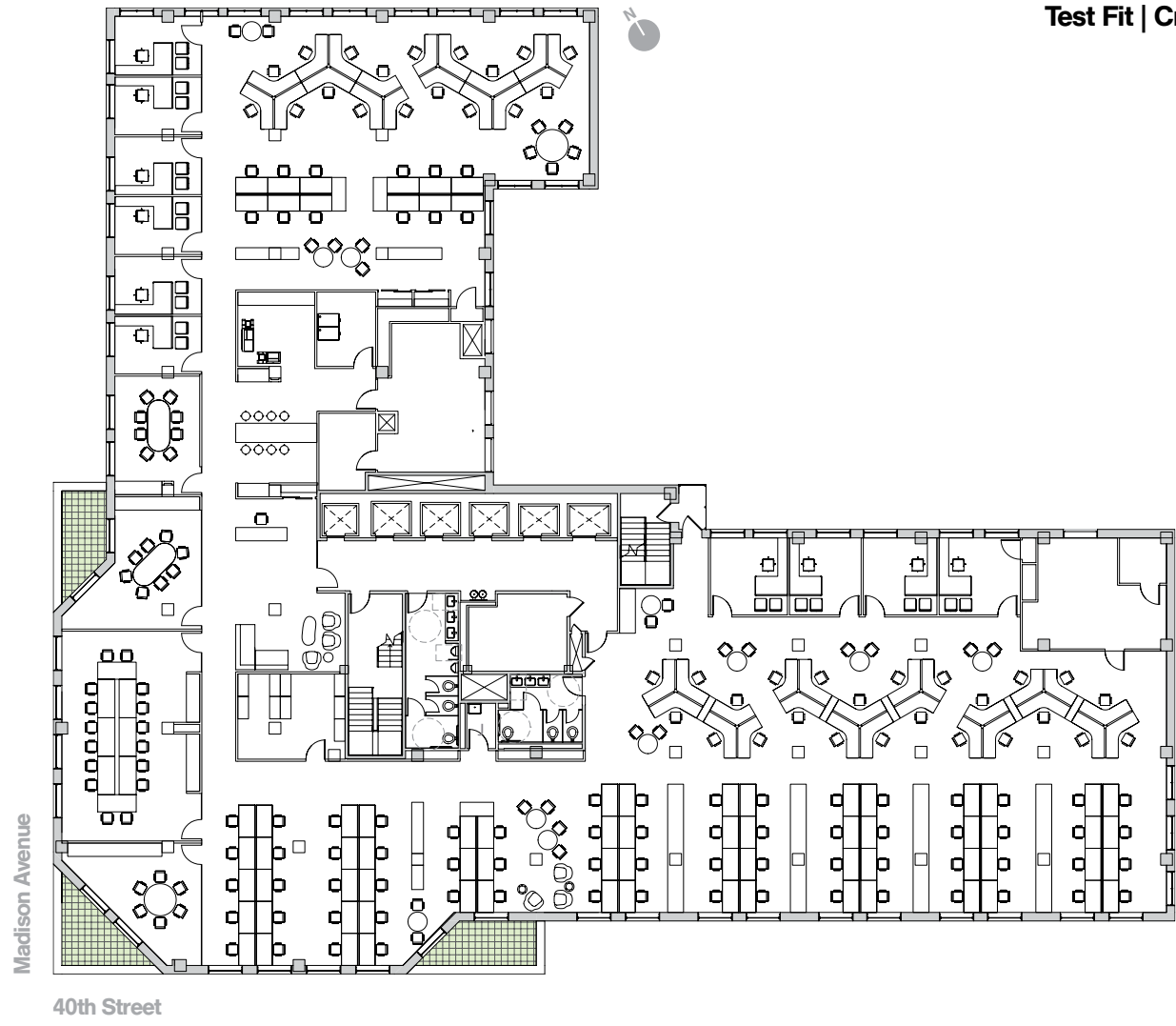
**Creative Office**



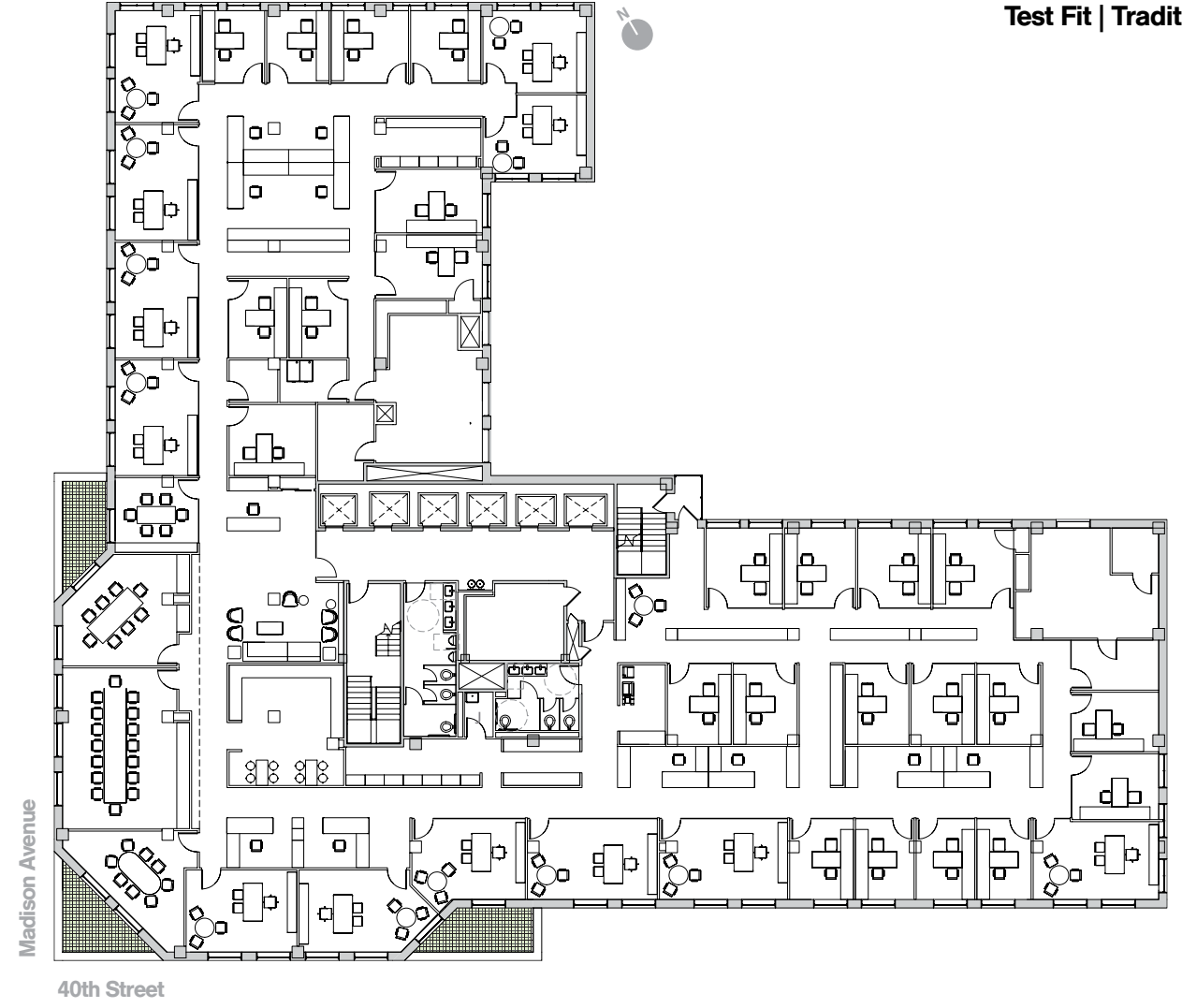
**Traditional Office**



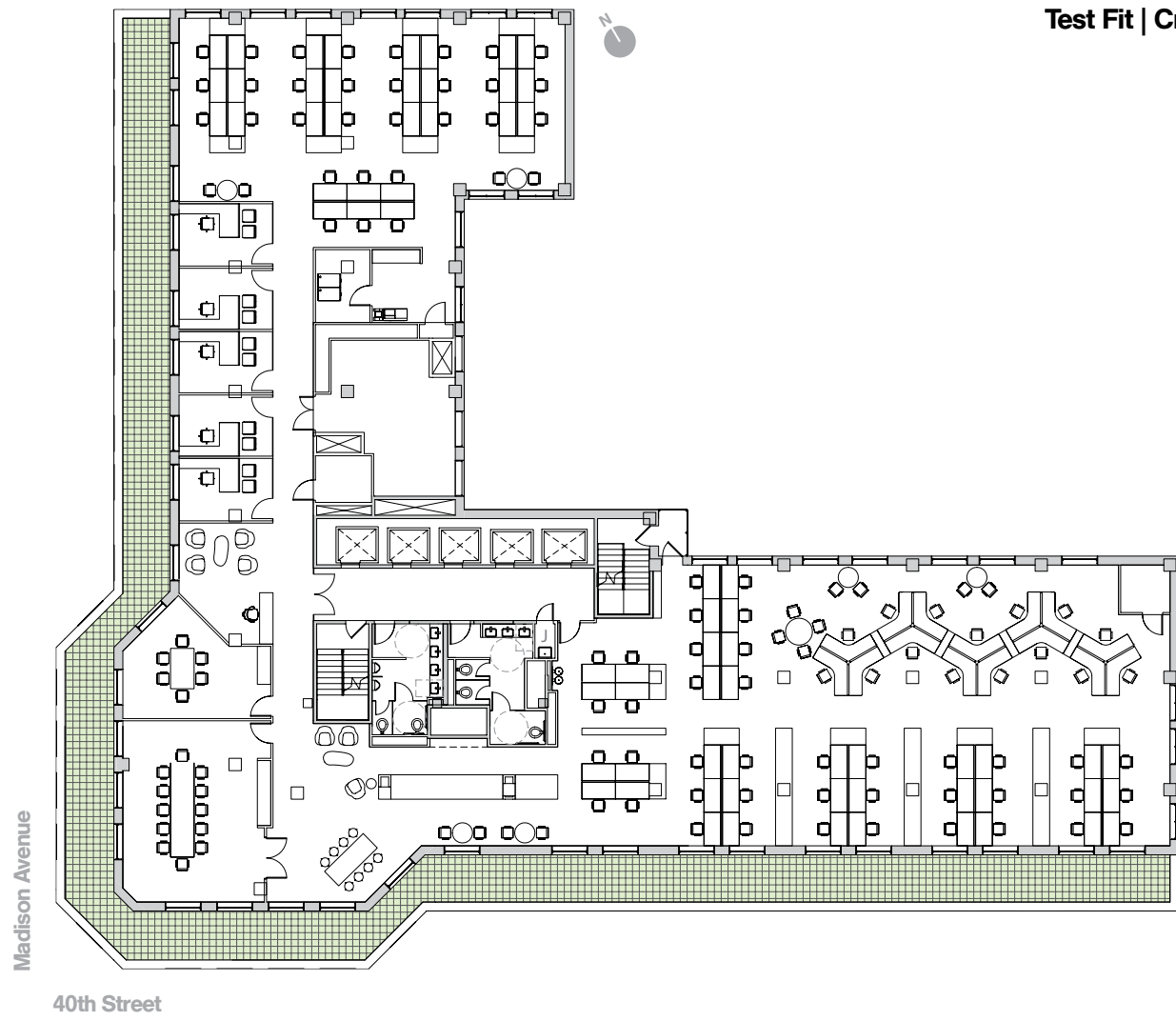
**Test Fit | Creative Office**  
Floor 15



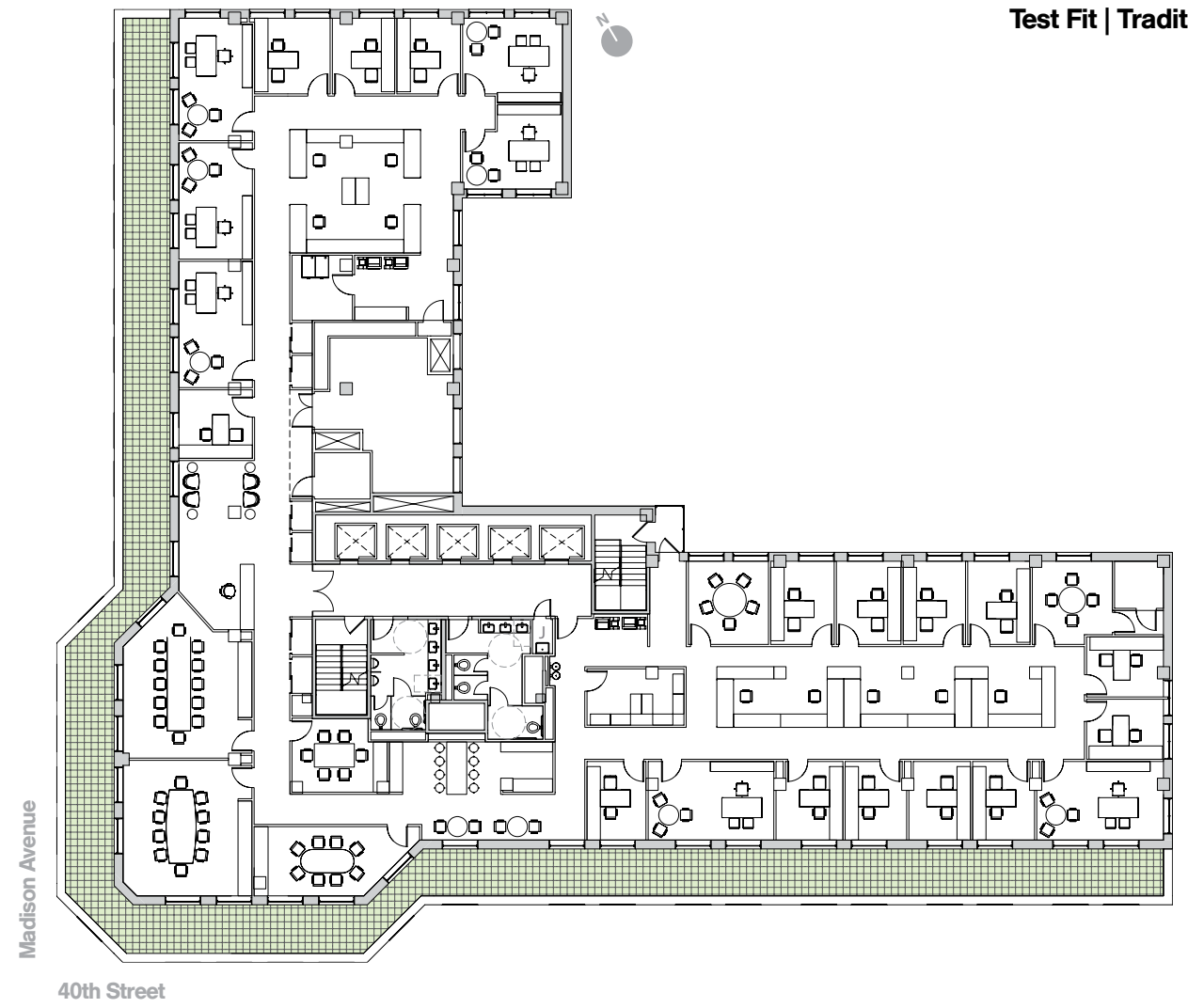
**Test Fit | Traditional Office**  
Floor 15

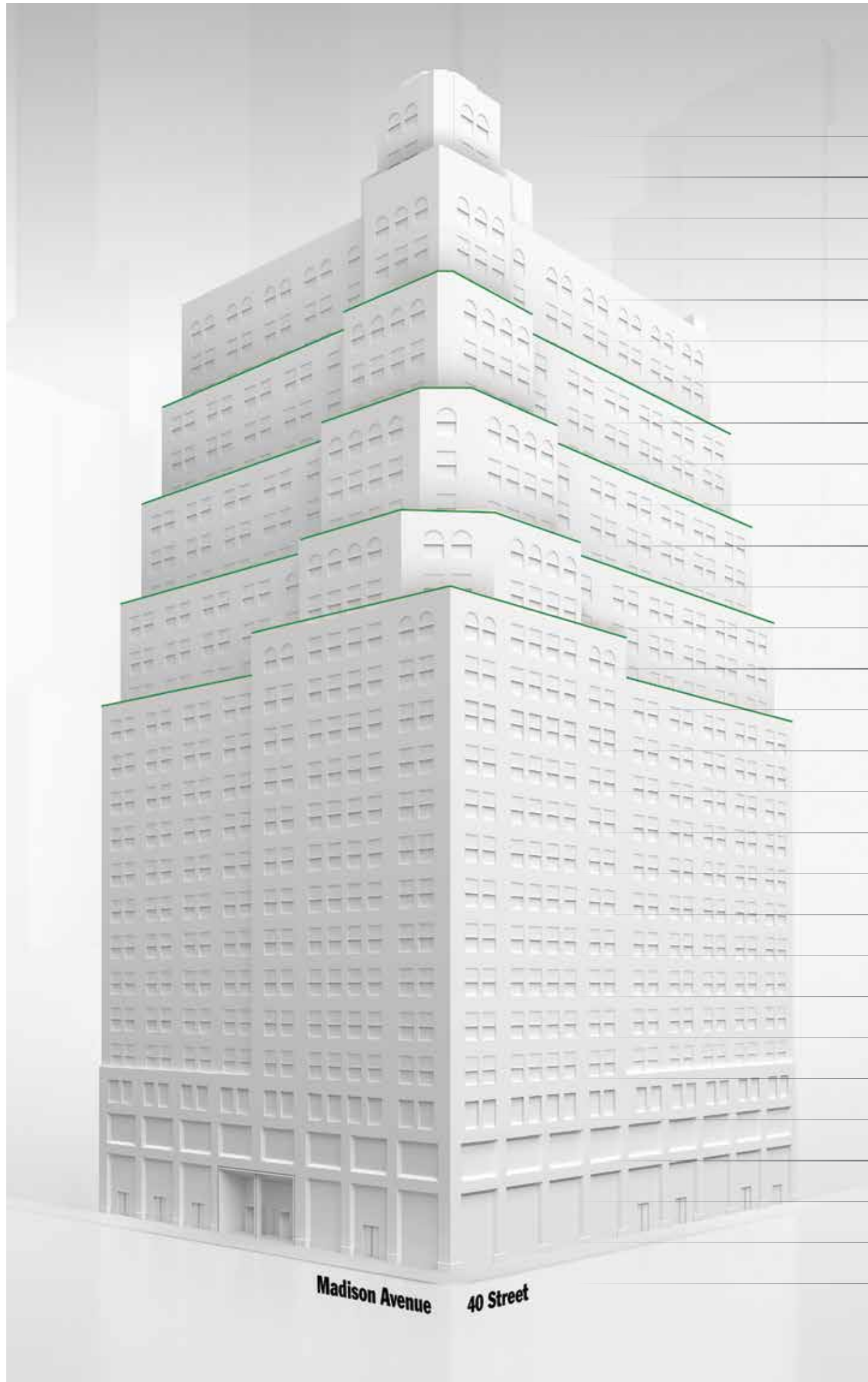


**Test Fit | Creative Office**  
Floor 20



**Test Fit | Traditional Office**  
Floor 20





	FLOOR	RSF
Roof Terrace	27	1,364
	26	11,219
	25	11,340
Terrace	24	Leased
	23	14,875
	22	14,875
Terrace	21	14,875
	20	18,242
	19	18,242
Terrace	Part 18	7,583
	17	21,648
Terrace	16	21,648
Terrace	15	21,341
	14	23,492
	12	23,492
	11	23,492
	10	23,492
	9	23,492
	8	23,492
	7	23,492
	6	23,492
	5	23,492
	4	23,492
	3	23,668
Oversized Ceiling	2	23,499
Restaurant	Mezzanine	5,212
Tenant Lounge, Restaurant	Ground	9,676
Gym, Changing Rooms, Showers, Lockers, Bicycle Storage	Basement	

# Ecological Focus

285 Madison Avenue was redesigned and reconstructed as a “green” building, seeking LEED Silver certification. This assures that a high level of sustainability has been the guiding principle in the recreation of this historic building.



# Ownership, Management, Leasing

**RFR is a preeminent leader in the New York City office market, in addition to owning and managing a world-class portfolio of commercial and residential real estate.**

A unique combination of European style and American entrepreneurial spirit has brought the firm to the forefront of the real estate industry. RFR is experienced in operating, developing, leasing and managing a range of assets, such as office towers, luxury residential condominiums, hotels and high-end retail concerns. As the owners and managers of such iconic properties as the Seagram Building, Lever House and 17 State Street, RFR has a proven history of honoring the aesthetic design and spirit of its holdings while maximizing profitability. The firm brings the momentum of an impressive series of redevelopment successes to the 285 Madison project. These include Lever House, 275 Madison, 90 Fifth, 160 Fifth, 980 Madison, Gramercy Park Hotel, Paramount Hotel and 345 Park Avenue South.



# Art & Architecture

**RFR has a passionate belief in the power of art to transform workplaces into memorable, inspiring environments.**

The art program at 285 Madison Avenue adds distinction to an already unique building, helping to create an enriching experience for visitors and tenants. RFR is proud to optimize property values by merging art and architecture in a way that also brings beauty to the urban landscape. RFR President Aby Rosen formed the significant Lever House Art Collection in 2003, and several properties feature works by Andy Warhol, Jean-Michel Basquiat and Jeff Koons, among others. The firm is an active supporter of significant cultural institutions including the New Museum, the Whitney Museum of American Art, the Public Art Fund and Art Basel.



**Alexander Chudnoff**  
212 418 2622  
alexander.chudnoff@am.jll.com

**Dan Turkewitz**  
212 418 2689  
dan.turkewitz@am.jll.com

**Diana Biasotti**  
212 812 5715  
diana.biasotti@am.jll.com

**Mitchell Konsker**  
212 812 5766  
mitchell.konsker@am.jll.com

**Matthew Polhemus**  
212 812 5705  
matt.polhemus@am.jll.com

**Oliver Katcher**  
212 812 5720  
oliver.katcher@am.jll.com

RFR



EAST END  
CAPITAL

GREENOAK