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677 FIFTH LOBBY RENOVATION RAISES HEIGHTS AND ESTHETICS
Unique Metal Work and Lighting Complement Rediscovered Ceilings

Sandwiched between the elegance of Bruno Magli and Erwin Pearl to the south and the polished surfaces of Fortunoff to the north, the lobby of 677 Fifth Avenue has, until now, seemed dark, claustrophobic and out of place. With the renovation now under construction, 677 will get a facelift, almost literally. Unique metal detailing and custom lighting will complement a taller exterior entrance and rediscovered raised ceilings.

Jointly designed by David Bergman Architects and James Hong Design, the renovation first removes bland dropped ceilings added in the seventies and exposes the much higher original ceilings and plaster crowns. The ceilings were discovered by the designers when exploratory openings were made. The newly raised interior height then allows the exterior entrance to be opened up an additional six feet -- the formerly diminutive doorway will become a symmetrical portal matching the height of the Bruno Magli entrance.

Within the newly opened space, Hong and Bergman have designed a host of unusual metal objects. The first is an airfoil-shaped canopy of stainless steel. The canopy, which straddles the entrance doors, will support the new window above as well as a free-standing stainless steel "677." Inside, the spaces will be lit by floating metal and resin diffusers which also serve to camouflage pipes. The pipes could not otherwise be hidden without again obscuring the rediscovered ceilings.

Interior surfaces include a multi-colored cleft slate tile floor from India, limestone walls to match the exterior and a central elevator wall of slabs of Taiwanese green marble. A miniature airfoil over the inner door echoes the entrance canopy. The limestone walls are detailed with randomly placed curvilinear bars of 1/8 inch stainless steel, further picking up on the streamlined esthetic of the airfoils.

Bergman and Hong's design extends into the elevators with a unique fiberoptic and mesh ceiling. Gently curved copper mesh, much like a topographic grid, will be punctuated by hundreds of tiny

fiberoptic points of light. The ceilings will be fabricated by Bergman's lighting company, Fire & Water.

James Hong Design is.....

David Bergman Architects....

The building is owned by Kingsville Investments, ...

The general contractor is Mei Lin Construction.