



*For Immediate Release*

## **MdeAS Completes Refresh of RFR Realty's 477 Madison Avenue**

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*Updates to the façade, including brick tinting and larger windows  
Solidifies property as Madison Avenue's top office address*

(New York, N.Y., July 20, 2021) – [MdeAS](#) (em-dee-a-s), a New York based architecture firm known for modern design focused on redefining Class A buildings, interiors and public spaces, has completed the exterior renovation of RFR Realty's [477 Madison Avenue](#). MdeAS modernized the iconic office tower while maintaining its integrity by creating an atmosphere and design that brings in more natural light through larger, innovative windows, tinting the brick façade and updating its lobby doors and overhang. Other improvements include the creation of a side entrance at 51st Street and the opening of the retail storefront to the street.



The 24-story, 325,000-square-foot office tower in Midtown Manhattan sits on the corner of 51<sup>st</sup> Street and Madison Avenue, catty corner to St. Patrick's Cathedral. The mid-century building was built in 1953 and originally renovated in 2016. The newest renovations speak to the owners' commitment to maintaining the property's reputation as one of the best office addresses in Midtown.

MdeAS collaborated with Skyline Windows to replace 477 Madison's existing narrow, double-hung windows, grouped four per bay, which limited tenant sightlines. The team opened up the façade by adding new, high-performance, inswing casement windows that feature two squares per bay, doubling the size of the current windows to improve visibility. Windows with darker frames blend with the newly tinted gray brick, which updated the look and feel of the building. The building's retail spaces also received an upgrade; new windows with larger plates of glass were installed at the four ground-floor retail spaces to maximize the views, framed with darker metal for a moodier feel.

"MdeAS is proud of its close relationship with RFR Realty, an owner widely recognized throughout the industry for its exquisite taste and reputation for delivering high-quality space to corporate and retail users. The work MdeAS completed at 477 Madison Avenue further enhances this strong property in the heart of Midtown Manhattan," said Jeff Ellerbrock, a senior director at MdeAS.

The property features a series of terrace setbacks, offering a unique architectural component. MdeAS took these existing setbacks and opened them up for tenant use, replacing metal railings with new glass borders to enhance views, and leaving room for tenants to furnish or plant greenery.



Added Ellerbrock, “RFR’s 477 Madison is surrounded by several New York City icons, the Look Building at 488 Madison, St. Patrick’s Cathedral and Villard House, with Rockefeller Center in the distance. The building’s terraced setbacks offer first-row balcony seats to this part of the city.”

RFR’s 477 Madison Avenue also received a new all-stainless-steel entryway, with a darkened metal canopy and the replacement of four swinging doors with a revolving door. This contemporary modern touch makes the entryway brighter.

MdeAS has completed several other projects for RFR Realty, including 160 Fifth, the Seagram Building restaurant, and a boutique residential building at 350 West Broadway.

### **About MdeAS**

MdeAS Architects (pronounced [em/dee/a/s]) is a New York-based architecture firm known for modern design focusing on the quality of natural materials, intelligent programming, and the redefining of Class A buildings, interiors, and public spaces. Founded in 1991, the award-winning studio, led by principals Dan Shannon, Raúl de Armas and Mike Zaborski, is a team of progressive global creators with a passion for designing architecture that makes an impact. MdeAS has reimagined interior and exterior spaces for clients such as SL Green Realty Corp., Macklowe Properties, RFR Realty, Vornado Realty Trust, Tishman Speyer, RXR, and Rockrose. For more information, visit [www.mdeas.com](http://www.mdeas.com) or follow us on [Instagram](#), [LinkedIn](#), and [Twitter](#).

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