

**AUTHENTICITY**

**and**

**INNOVATION**

Since 2003, the Center for Architecture has been New York City's premier public space for exhibitions, discussion, and professional exchange on architecture and design.

The Center for Architecture is open  
9:00 am–8:00 pm, Monday–Friday  
11:00 am–5:00 pm, Saturdays  
Admission is free

**The Center for Architecture**  
536 LaGuardia Place New York NY 10012



**CENTER FOR  
ARCHITECTURE**



Wythe Hotel



ABOVE, TOP AND BOTTOM: Sunview Luncheonette

OPPOSITE, TOP AND BOTTOM: Standard Motor Products Building



ABOVE, TOP: E.R. Butler & Co.  
ABOVE, BOTTOM: Metrograph

OPPOSITE, TOP: The Queensway  
OPPOSITE, BOTTOM: Pioneer Works



## AUTHENTICITY and INNOVATION

showcases buildings that are not landmarked and could easily have been demolished, but instead were preserved and transformed for new use. The inherent value of the selected projects can be understood through an economic, sustainability, and cultural lens, as well as for the material qualities of the architecture. The Center for Architecture commissioned Rob Stephenson to photograph almost all of the projects in the exhibition. These images serve to make apparent the context and aesthetic and physical conditions of these buildings.

Carol Loewenson FAIA, 2016 AIANY President

Google's New York Office



## AUTHENTICITY and INNOVATION

explores preservation in contemporary New York City, a particularly relevant topic for a metropolis characterized by perennial change. Here old buildings embody cultural memory and moor a rapidly transforming cityscape as it is continually reshaped by development pressures and evolving architectural tastes. How historical buildings respond to the fast pace around them—how they can be both preserved and innovatively repurposed for our time—is the focus of this show. While New York City has about 1,500 individual landmarks and 139 historic districts that are overseen by the Landmarks Preservation Commission, this exhibition features 28 projects in structures that are not officially designated as “significant.” They represent a range of strategies for the creative reuse of old buildings that takes place outside of the official historic preservation mainstream, as resourceful developers, owners, tenants, and architects recognize the potential for housing new functions never imagined by their original builders. The renewal of these familiar structures acknowledges their valued role in communities as well as an appreciation of their timehonored materials and craftsmanship, their durability and generous scale.

The projects in this exhibition prompt questions about the role of preservation in New York City. How can we accommodate increasing density and interest in sustainability with valuing the city's historic character? What is the relationship between preservation and gentrification, as new uses displace both people and traditional industries? What is stylistically appropriate when adapting old buildings for new uses? While demonstrating a variety of strategies for balancing change and preservation, these projects also represent the dynamic fusion of new and old that is the core of what is authentically New York City.

Donald Albrecht  
Exhibition Curator

This guide features a selection of photographs included in the exhibition and a list of all projects.

## 214 LAFAYETTE STREET

ORIGINAL: Con Edison switching station (1909)  
CURRENT: residence and studio  
ARCHITECT: Asfour Guzy Architects (renovation)  
SOHO, MANHATTAN

## 225–233 PARK AVENUE SOUTH

ORIGINAL: American Woolen Building (c. 1909)  
CURRENT: offices including BuzzFeed headquarters  
ARCHITECTS: STUDIOS Architecture (renovation);  
Robert Henderson Robertson (original for 225 Park Avenue South)  
MIDTOWN SOUTH, MANHATTAN

## 336 HIMROD

ORIGINAL: Dannenhoffer's Opalescent Glass Company (c. 1888)  
CURRENT: housing and commercial complex  
ARCHITECTS: Hustvedt Cutler Architects (renovation); Theobald Engelhardt (orig.)  
BUSHWICK, BROOKLYN

## BAR MATCHLESS

ORIGINAL: auto repair shop  
CURRENT: bar and club  
GREENPOINT, BROOKLYN

## BEDFORD UNION ARMORY

ORIGINAL: armory (1907)  
CURRENT: housing and community facilities  
ARCHITECTS: Marvel Architects (renovation);  
Pilcher, Thomas & Trachau Architects (original)  
CROWN HEIGHTS, BROOKLYN

## BRIC ARTS / MEDIA HOUSE

ORIGINAL: vaudeville theater (c. 1918)  
CURRENT: arts and community center  
ARCHITECTS: Leeser Architecture (renovation); Thomas W. Lamb (original)  
BROOKLYN CULTURAL DISTRICT

## E.R. BUTLER & CO.

ORIGINAL: bottling supply and machinery facility (1887–1893)  
CURRENT: architectural hardware and decorative object manufacturing facility  
ARCHITECTS: E.R. Butler & Co. and Jack Fetterman, AIA (renovation);  
William Bunker Tubby (original)  
RED HOOK, BROOKLYN

## COWORKRS

ORIGINAL: industrial facility  
CURRENT: collaborative work space  
ARCHITECT: Leeser Architecture (renovation)  
GOWANUS, BROOKLYN

## THE DUMONT

ORIGINAL: Public School 182 (c. 1920)  
CURRENT: housing  
ARCHITECT: Hugo Subotovsky (renovation)  
EAST NEW YORK, BROOKLYN

## GLASS FACTORY RESIDENCE

ORIGINAL: Ideal Glass Co. (c. 1920)  
CURRENT: housing  
ARCHITECT: Harden + Van Arnam Architects (renovation)  
ALPHABET CITY, MANHATTAN

## GOOGLE'S NEW YORK OFFICE

ORIGINAL: Port Authority Commerce Building (1932)  
CURRENT: tech offices  
ARCHITECT: HLW and numerous tenant architects (renovation 1997);  
Lusby Simpson of Abbot, Merkt & Company (original)  
CHELSEA, MANHATTAN

## GREGORY JACKSON CENTER

ORIGINAL: furniture company  
CURRENT: community center  
ARCHITECT: Bernheimer Architecture (renovation)  
BROWNSVILLE, BROOKLYN

## INDUSTRY CITY

ORIGINAL: Bush Terminal (1906–1925)  
CURRENT: light manufacturing and offices  
ARCHITECTS: William Higginson (original)  
SUNSET PARK, BROOKLYN

## INVISIBLE DOG ART CENTER

ORIGINAL: carriage manufactory (1863)  
CURRENT: arts center  
COBBLE HILL, BROOKLYN

## KIDS POWERHOUSE DISCOVERY CENTER

ORIGINAL: Bronx Terminal Market Powerhouse (1925)  
CURRENT: children's museum  
ARCHITECT: O'Neill McVoy Architects (renovation)  
MILL POND PARK, BRONX

## THE LOWLINE

ORIGINAL: Williamsburg Bridge Trolley Terminal (1908)  
CURRENT: proposed underground park  
DESIGNER: raad studio (renovation)  
LOWER EAST SIDE, MANHATTAN

## METROGRAPH

ORIGINAL: warehouse (1958)  
CURRENT: movie theater and restaurant  
ARCHITECT: Margulies Hoelzli Architecture (renovation)  
CHINATOWN, MANHATTAN

## NYU CENTER FOR URBAN SCIENCE AND PROGRESS

ORIGINAL: New York Board of Transportation administration center (1951)  
CURRENT: university research center  
ARCHITECTS: Mitchell | Giurgola Architects (renovation);  
William E. Haugeard and Andrew J. Thomas (original)  
DOWNTOWN BROOKLYN

## THE OLD AMERICAN CAN FACTORY

ORIGINAL: Somers Brothers Decorated Tin Company /  
American Can Company (1885)  
DESIGNER: XØ Projects Inc. (renovation)  
CURRENT: artist and artisans center  
GOWANUS, BROOKLYN

## PIONEER WORKS

ORIGINAL: iron foundry (1872)  
ARCHITECT: Trimble Architects (renovation)  
CURRENT: arts center  
RED HOOK, BROOKLYN

## PITKIN THEATER CENTER

ORIGINAL: Loew's Pitkin Theater (1929)  
CURRENT: school and retail facility  
ARCHITECTS: Kitchen & Associates (renovation); Thomas W. Lamb (original)  
BROWNSVILLE, BROOKLYN

## THE QUEENSWAY

ORIGINAL: Rockaway Beach Branch (1877 and later)  
CURRENT: proposed park  
ARCHITECT: WXY architecture + urban design (renovation)  
LANDSCAPE ARCHITECT: DLANDstudio (renovation)  
LONG ISLAND RAILROAD, ROCKAWAY BEACH BRANCH, QUEENS

## THE RESIDENCES AT PS 186

ORIGINAL: public school 186 (1903)  
CURRENT: housing and youth club  
ARCHITECTS: Dattner Architects (renovation); Charles B. J. Snyder (original)  
HAMILTON HEIGHTS, MANHATTAN

## SPEEDY ROMEO

ORIGINAL: bar (c. 1900)  
CURRENT: pizzeria  
ARCHITECT: L & J Design Group (renovation)  
CLINTON HILL, BROOKLYN

## STANDARD MOTOR PRODUCTS BUILDING

ORIGINAL: Karpen Furniture Factory (1919)  
CURRENT: offices and studios  
BUILDING ARCHITECTS: Bromley Caldari Architects and  
Jattuso Architecture (renovation)  
LONG ISLAND CITY, QUEENS

## SUNVIEW LUNCHEONETTE

ORIGINAL: diner (1963)  
CURRENT: community center  
GREENPOINT, BROOKLYN

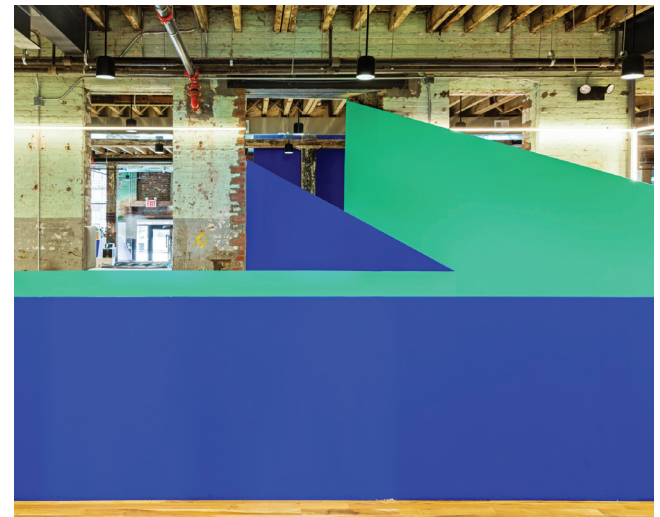
## WELIVE NEW YORK CITY

ORIGINAL: offices (1965)  
CURRENT: shared work and living facilities  
ARCHITECTS: S9 Architecture (renovation); Emery Roth and Sons (original)  
FINANCIAL DISTRICT, MANHATTAN

## WYTHE HOTEL

ORIGINAL: barrel manufactory (1901)  
CURRENT: hotel  
ARCHITECT: Morris Adjmi Architects (renovation)  
WILLIAMSBURG, BROOKLYN





ABOVE, TOP: COWORKRS  
ABOVE, BOTTOM: Gregory Jackson Center

OPPOSITE, TOP: Industry City  
OPPOSITE, BOTTOM: Bar Matchless



ABOVE, TOP: NYU Center for Urban Science and Progress  
ABOVE, BOTTOM: Glass Factory Residence

OPPOSITE, TOP AND BOTTOM: The Old American Can Factory



Pitkin Theater Center

# AUTHENTICITY and INNOVATION

and related programs are organized by the Center for Architecture in collaboration with AIA New York.

CURATOR: **Donald Albrecht**

ORIGINAL PHOTOGRAPHY: **Rob Stephenson**

EXHIBITION DESIGN: **Perrin Studio**

RESEARCHER AND EXHIBITION TEXT CO-AUTHOR: **Eric Jackson-Forsberg**

## **Authenticity and Innovation Advisory Committee:**

Center for Architecture exhibition Advisory Committees include multidisciplinary experts and design professionals who are chosen after independent curators have determined exhibition content. The Advisory Committees provide feedback on the overall direction of the exhibition and contribute to the development of related programs.

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**Caterina Roiatti**, AIA, Co-Chair AIANY Historic Buildings Committee

**Seri Worden**, Senior Field Officer at the National Trust for Historic Preservation

The original concept for **Authenticity and Innovation** was inspired by the symposium **The Accidental Preservationist** organized by the James Marston Fitch Charitable Foundation on October 17, 2014.

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## AUTHENTICITY and INNOVATION

features 28 old buildings that have been given new life by creative architects, developers, owners, and tenants. These projects, outside the official purview of the NYC Landmarks Preservation Commission, were innovatively transformed to suit new uses. They represent the dynamic fusion of new and old that is at the core of what is authentically New York City.

EXHIBITION ON VIEW: September 30, 2016 – January 14, 2017

EXHIBITION CURATOR: Donald Albrecht

ORIGINAL PHOTOGRAPHY: Rob Stephenson

EXHIBITION + GRAPHIC DESIGNER: Perrin Studio