



Moeding Keramikfassaden GmbH
Ludwig-Girnghuber-Straße 1
84163 Marklkofen

A coveted address

MOEDING design in New York residential and commercial building

Standing a good 125 metres tall, *The Park Loggia* is, by New York standards, a small but sophisticated high-rise residential and commercial building located between Columbus Circle and Lincoln Center. The slender residential tower rises above a six-storey podium with retail and commercial spaces, housing more than 160 apartments over 26 floors. Skidmore Owings & Merrill (SOM) designed the second building on this plot since 1965: like its predecessor, built for the American Bible Society, the new skyscraper clearly stands out from the lower topography of the surrounding buildings and offers sweeping views as far as Central Park and the Hudson River.

At the beginning of the Gilded Age in the 1870s, New York City was on the cusp of a new era. There was no subway, just horse-drawn carriages, and the Upper West Side was farmland. In only a few decades, all this would change. Simple timbered and stone structures were increasingly replaced by cast iron buildings, the growing subway improved commutes to work from the suburbs, and modern apartments began to appear above the Upper West Side in Manhattan. The part of town between Columbus Circle and Cathedral Parkway, bordering Central Park to the east and Riverside Park to the west, has since grown rapidly and, with its elegant townhouses and historic apartment complexes is one of the city's most popular areas – not just for the rich and famous.

Today, premium residential buildings are still being built here. At the south end of the Upper West Side, just a few blocks north of vibrant Columbus Circle, *The Park Loggia* at the corner of 1865 Broadway and West 61 Street has been completed after two years of construction: a 32-storey residential and



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commercial building by prestigious architects Skidmore, Owings & Merrill (SOM). It replaces the 12-storey office building, also designed by SOM in 1966, which was long used as the headquarters of the American Bible Society before the society sold it and moved to Philadelphia. Demolished in 2017, work then began on the new 125-metre high-rise that houses 160 apartments on the upper floors and retail spaces at and near ground level. The apartments feature one to four rooms, are 45 to 222 square metres in size, and have terraces or loggias. Residents also share the use of a gym, theatre and music practice room, and a children's playroom.

Three-dimensional curves

The classical, modernistic approach espoused by SOM architects, founded in 1936, can be seen in the design of this new building, which is also reminiscent of the city's existing architecture. Inspired by the prestigious brick apartment buildings on the Upper West Side, the architects therefore selected white glazed ceramic panels made by MOEDING in Lower Bavaria for the façade of the 26-storey tower and its six-storey podium. The three-dimensional elements, specially developed for this building and with a width of between 543 and 760 millimetres, were installed as a rear-ventilated façade based on the LONGOTON® system. With sweeping curves of between 120 and 200 millimetres, they protrude elegantly from the façade surface and taper toward the top edge of the building in three stages. Detail- and final planning as well as site supervision were carried out by the Shildan Group, one of a total of 40 partners working for MOEDING in over 60 countries worldwide. To ensure a perfect result, the New York project team visited the MOEDING factory in Marklkofen during the early planning stages. The samples set up at a ratio of 1:1 allowed the designers to examine the different panel shapes and glazings from various angles and in various lighting conditions.



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Precise façade design

The complexity of the panel geometry and their unusual sizes presented the designers with a number of challenges. As one example, extremely precise and complex cuts were required for the transitions between the horizontal and vertical brick elements; a computer-controlled calibration system ensured the necessary accuracy. Dietmar Müller, Managing Director of MOEDING: “The location of the building on Broadway is in itself a sign of this project’s prestige value. The close, trusting, and committed cooperation of all those involved has led to this excellent result, of which everyone is rightly proud.”

(4.352 characters incl. spaces)

Project information

Project name:	1865 Broadway/ The Park Loggia, New York
Client:	Shildan Group, New York
Architects:	SOM (Skidmore Owings & Merrill LLP), New York
Façade lining:	MOEDING Keramikfassaden GmbH, Marklkofen
Completion:	May 2019



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Figures



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Broadway is the only street in New York that runs through all of Manhattan from south to north. At its southern end it crosses West 61 Street, where the almost 125-metre building with almost 22,000 square meters of residential space stands.

Architects: SOM, New York

Photo: Field Condition/Shildan Group



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Standing on the outdoor terrace on the 26th floor, residents of the Park Loggia can enjoy sweeping views of the Manhattan skyline and nearby Central Park.

Architects: SOM, New York

Photo: Field Condition/Shildan Group



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In choosing the white glazed ceramic tiles, the architects were also inspired by the surrounding high-rise buildings on the prestigious Upper West Side.

Architects: SOM, New York

Photo: Field Condition/Shildan Group



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In addition to the ceramic elements specially produced for the building project, the light-coloured façade also features an impressive three-dimensional effect.

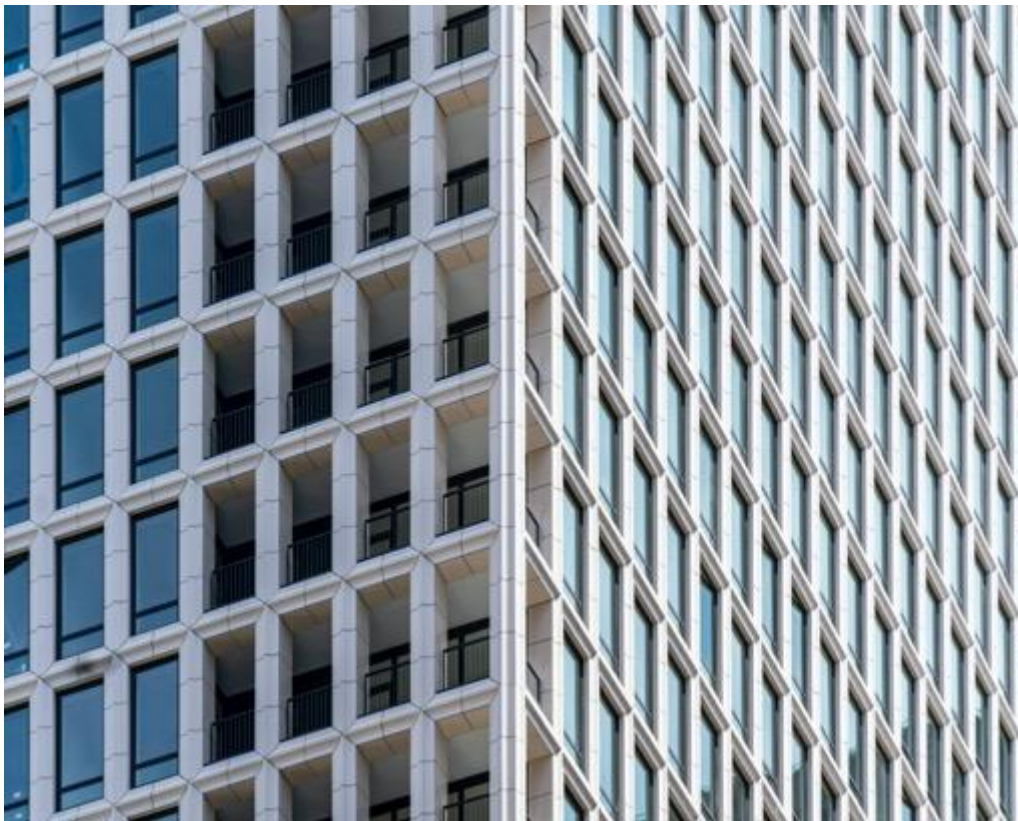
Architects: SOM, New York

Photo: Sinziana Velicescu/Shildan Group



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Deep recesses in the floor-to-ceiling windows and loggias built into the façade of the building elegantly connect the interior with the exterior.

Architects: SOM, New York

Photo: Field Condition/Shildan Group



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A further outdoor terrace set atop the podium on the seventh floor offers residents the use of a barbecue, open fireplace, lawn, and a pergola for outdoor entertainment.

Architects: SOM, New York

Photo: Field Condition/Shildan Group



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