

# 711 THIRD AVE





## BUILDING ENTRANCE







## ENTRANCE AND ELEVATOR CABS



## THE LOBBY



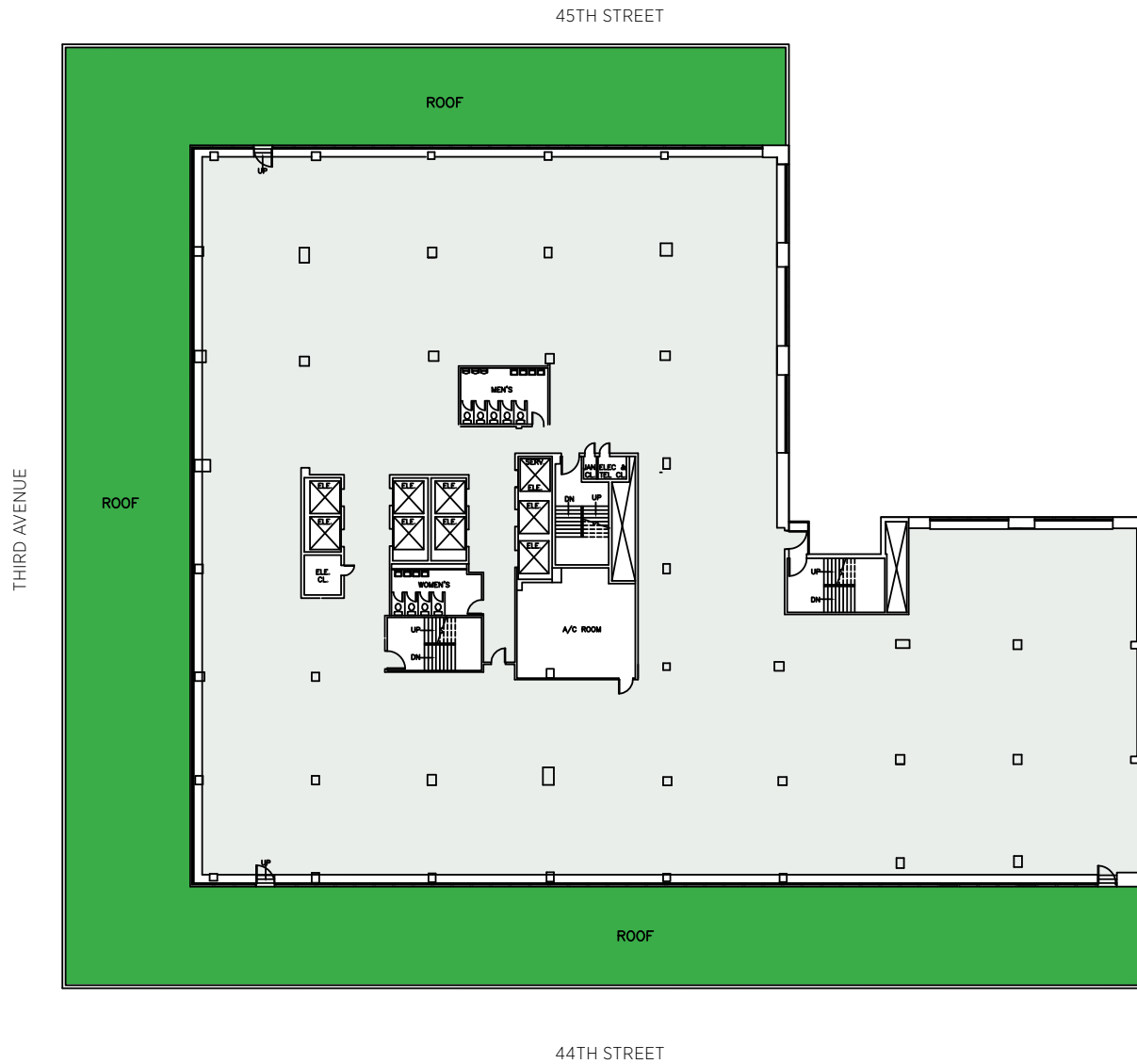
## THE LOBBY

The design of the lobby at 711 Third Avenue creates a space to celebrate the Hans Hoffman mosaic mural. Inspired by modern museum spaces around the country, the lobby becomes an expansive white gallery.

White crystalline Greek marble called Thassos was chosen as the finish for walls surrounding the mural, and reflects the mosaic's bold colors. The use of Italian grey marble Blue De Savoi on the adjacent walls keeps the effect from becoming too overpowering. Thassos stone also serves as a background for another piece of art in this lobby – two polished stainless steel sculptures by American modernist Jose de Rivera.

## HANS HOFMANN

Hans Hofmann was one of the most important figures of postwar American art. He played a pivotal role in the development of Abstract Expressionism and the New York School. The Hofmann 711 3rd Avenue mural is a rare example of Abstract Expressionism standing the test of time architecturally, holding its own among the more narrative murals of Rockefeller Center and the Empire State Building. This mosaic mural was created in 1955 and represents one of only two such works by Hofmann.











## NEIGHBORHOOD MAP







at 420 Lexington Avenue

18,000 SQUARE-FOOT  
LUXURY CONFERENCE CENTER

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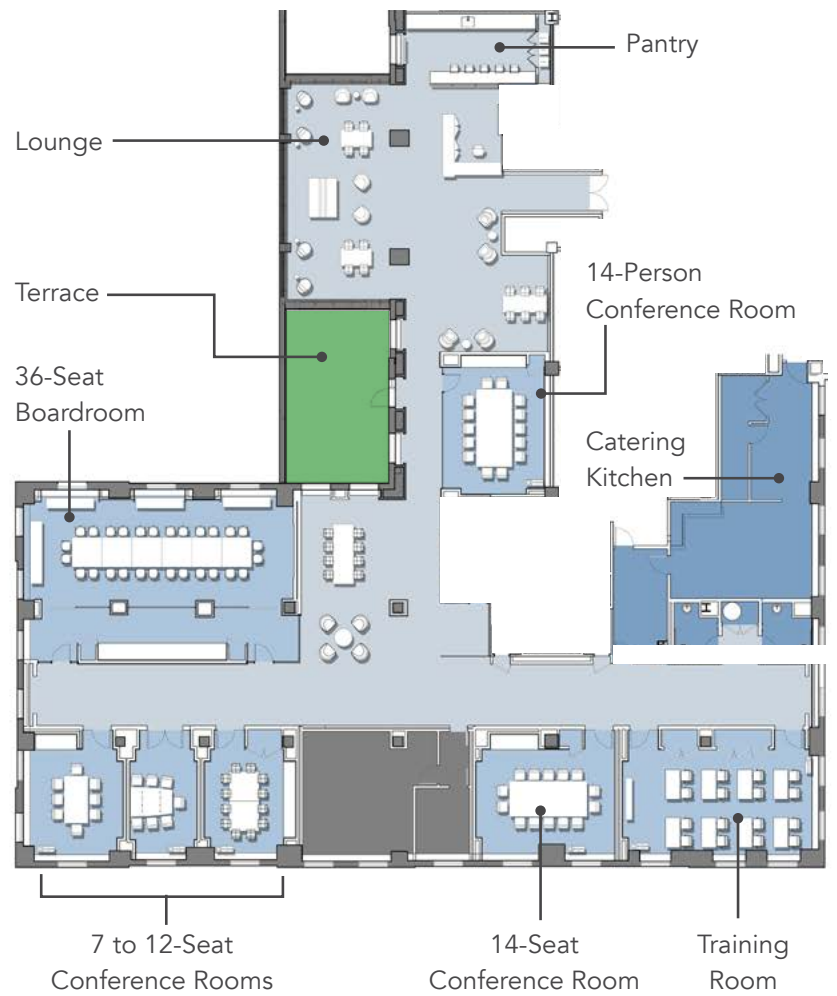
- Meeting Rooms for 4 to 36 People
- On-site Staff Assists with Catering, IT and Logistics
- Landscaped Terrace
- Catering Kitchen
- State-of-the-Art Audio/Video







at 420 Lexington Avenue



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