

SEPTEMBER 29, 2014 - **IRSA - LIPSTICK BUILDING** IN THE NEWS

## Cesar Pelli Exhibition Opens At Lipstick Building



### Retrospective of Argentinean-American Architect's Work Debuts in South Lobby at 885 Third Avenue

As a continuation of a photographic series celebrating world-class architects, a retrospective of the works of **Cesar Pelli**, founder of Pelli **Clarke Pelli Architects**, will be on display at the **Lipstick Building** at 885 Third Avenue (53rd Street). Presented by the owners of the iconic landmark, including Argentinean-based real estate investment firm **IRSA** and

Marciano Investment Group, along with the co-asset management team of **Herald Square Properties**, the exhibition showcases several of the Argentinean-American architect's most revered projects, including the Bloomberg Tower in New York City; National Museum of Contemporary Art in Osaka, Japan; Torre YPF in Buenos Aires, Argentina; The Theatre School at DePaul University, Chicago; and the BOK Center in Tulsa, Oklahoma, among many other examples of Mr. Pelli's unique architectural imprint. The exhibition follows an earlier presentation of the works of Philip Johnson, the architect most identified with the design of the Lipstick Building.

"This is an artistically conceived series that pays homage to great architects in what is, ostensibly, a temple of architecture," points out **Daniel Elsztein**, Director of IRSA. "For our second show, we chose to display the brilliance of Cesar Pelli in recognition of the broad impact he has made on the world's landscape and because of the cultural background we share as fellow Argentineans."

Located in the south portion of the elliptical lobby, the exhibition was curated by Axel Zemborain AIA, Associate Principal of Pelli Clarke Pelli and is elegantly mounted on 10 custom displays created by Moed de Armas & Shannon Architects. Viewings are open to the public for free, Monday through Friday, from 8 a.m. to 6 p.m.

### About the Lipstick Building



Completed in 1986, the 34-story, 453-foot Class-A office tower at 885 Third Avenue, between 53rd and 54th Streets, was designed by Philip Johnson with John Burgee Architects. The cylindrical shape and red granite and steel façade have been identified as a tube of lipstick internationally, reinforced by the red coloration surrounding the ribbon windows that encircle the façade.

The Lipstick Building was purchased in 2010 by a group of investors headed by IRSA, Argentina's largest real estate firm, and the Marciano Investment Group. A division of IRSA works with Herald Square Properties as co-asset manager for the iconic tower. The building's

largest tenant is international law firm, Latham & Watkins.