

# Sotheby's

## 945 Madison Ave

July 22, 2025

LPC Hearing Presentation

Executive / Preservation Architect

Design Consultant

Interior Designer / Operator

Landscape Designer

**PBDW** ARCHITECTS

HERZOG & DEMEURON

ROMAN AND WILLIAMS

**SWA/Balsley**



945 Madison Avenue



*Aerial view of site*



*Site Plan*



# 945 Madison Avenue



*Corner of 75th Street & Madison Ave.- 1978*

Photograph by: Ezra Stoller



*Madison Ave. - circa 1970s*

Photograph by: Whitney Museum of American Art - Marcel Breuer Digital Archive



# 945 Madison Avenue



*Corner of 75th Street & Madison Ave. - 2024*

Photograph by: PBDW Architects

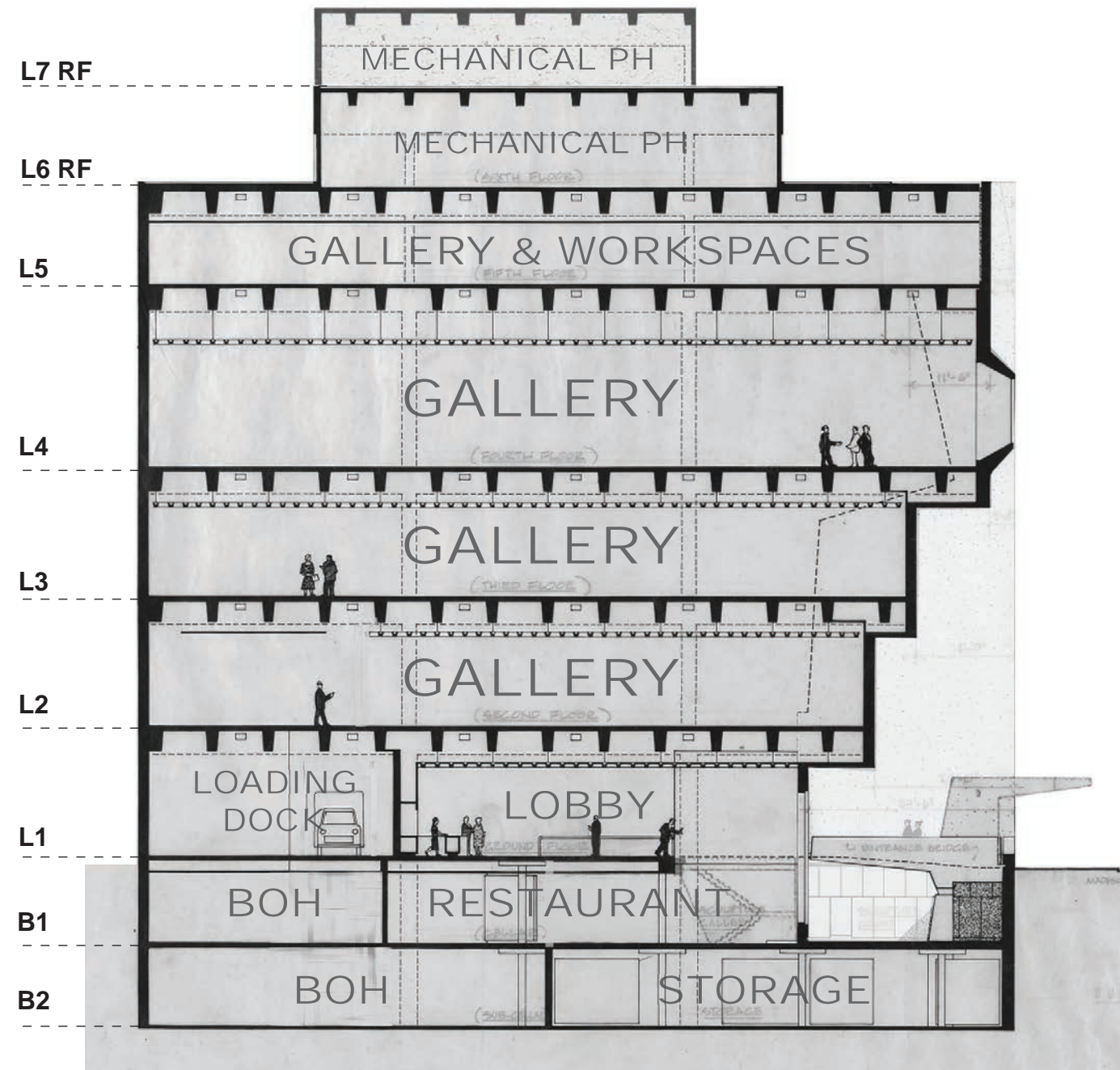


*Approach on Madison Ave. - 2024*

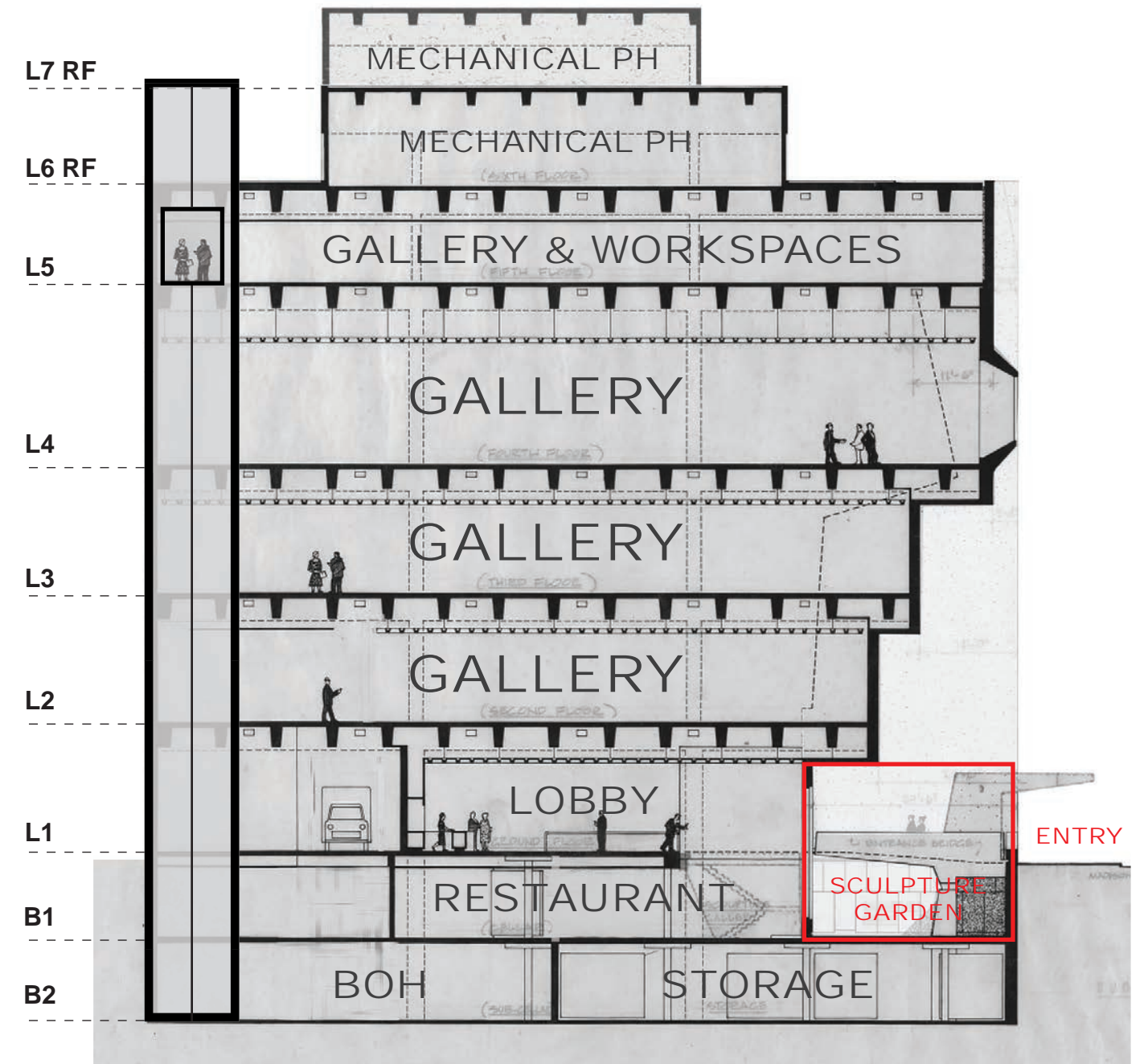
Photograph by: PBDW Architects



# Building Proposal



*East-West Section of Existing Building*

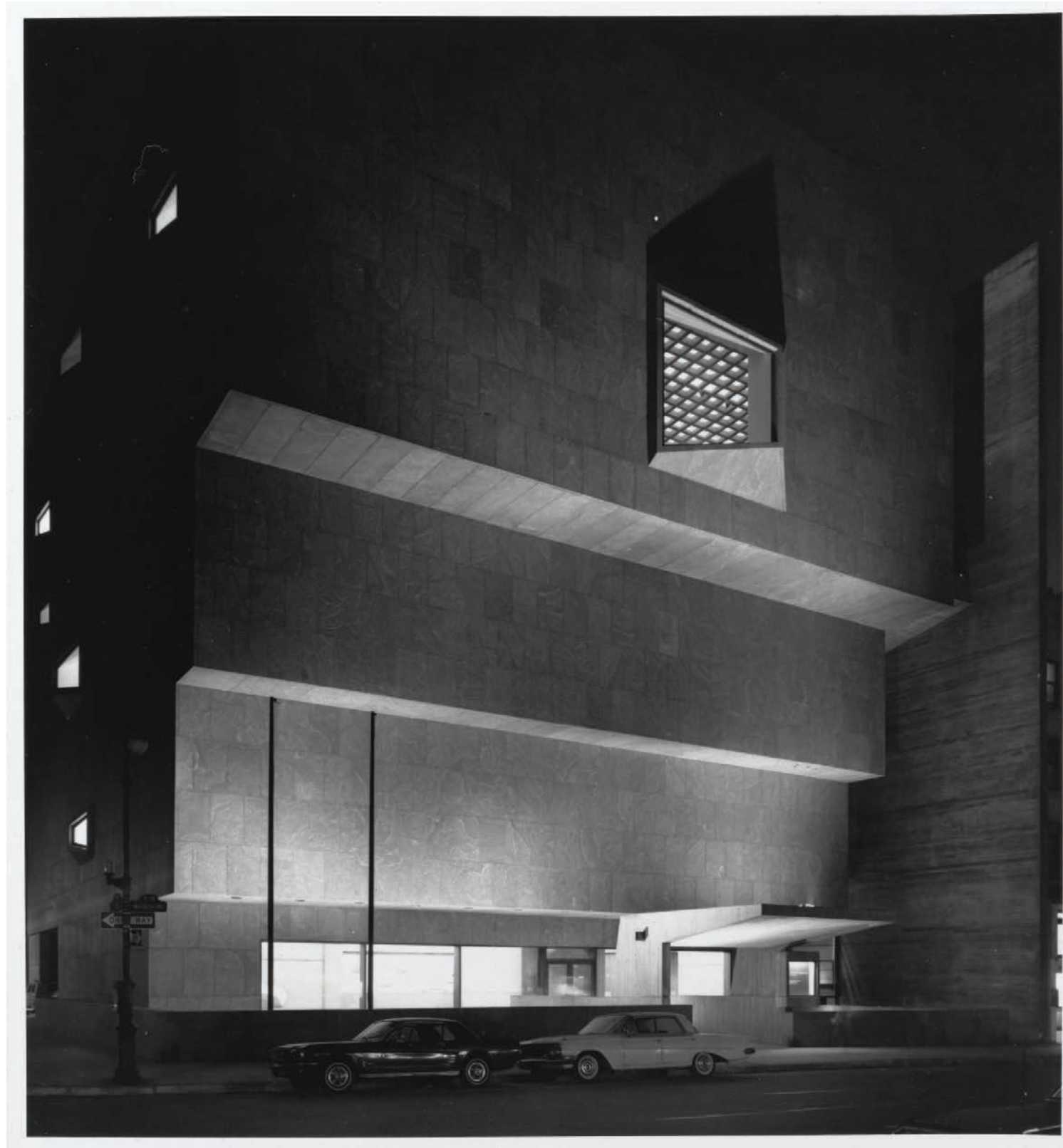


*East-West Section of proposal*

The B1 space will continue as a restaurant, welcoming the public into the building.  
The B1 sculpture court will also be reinstated with the original Breuer Planters



## 945 Madison Ave: 1968



*Photo: Ezra Stoller*



# 945 Madison Ave: Proposed Rendering



- A** South Entry
- B** Sculpture Garden

Image credited to: HERZOG & DEMEURON



## South Entry



South Entry: Existing Conditions



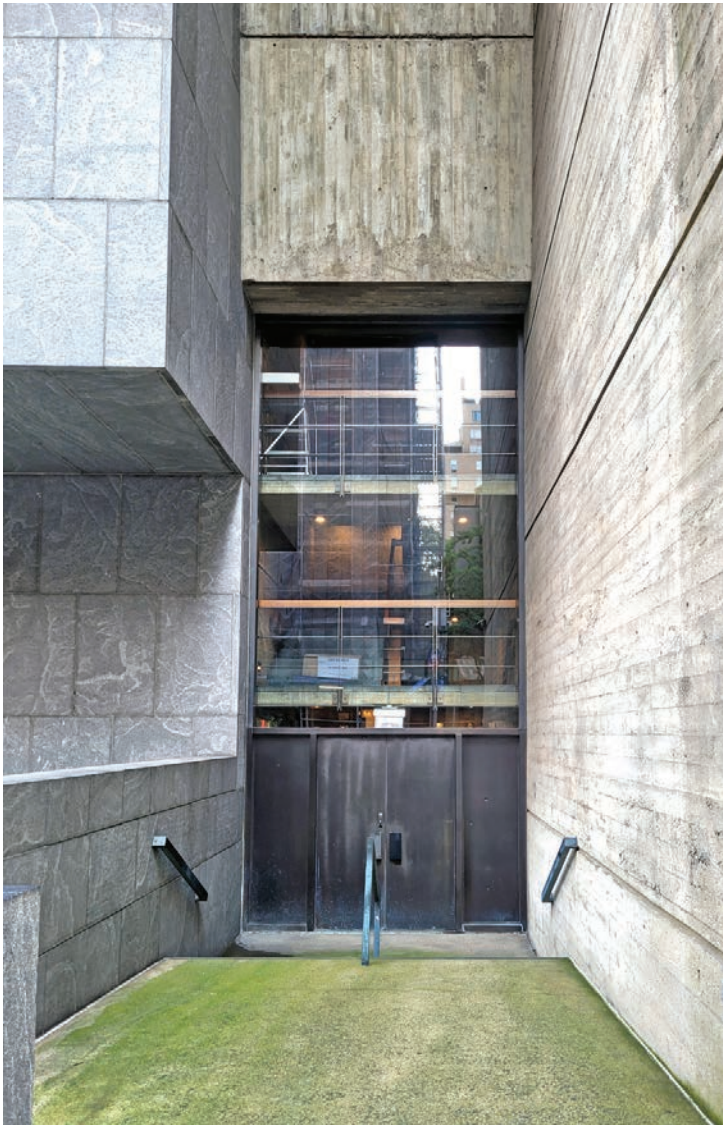
*Photo of Breuer Buildings South Entry  
from across Madison Ave  
Daytime*



*Photo of Existing South Entry  
Daytime*

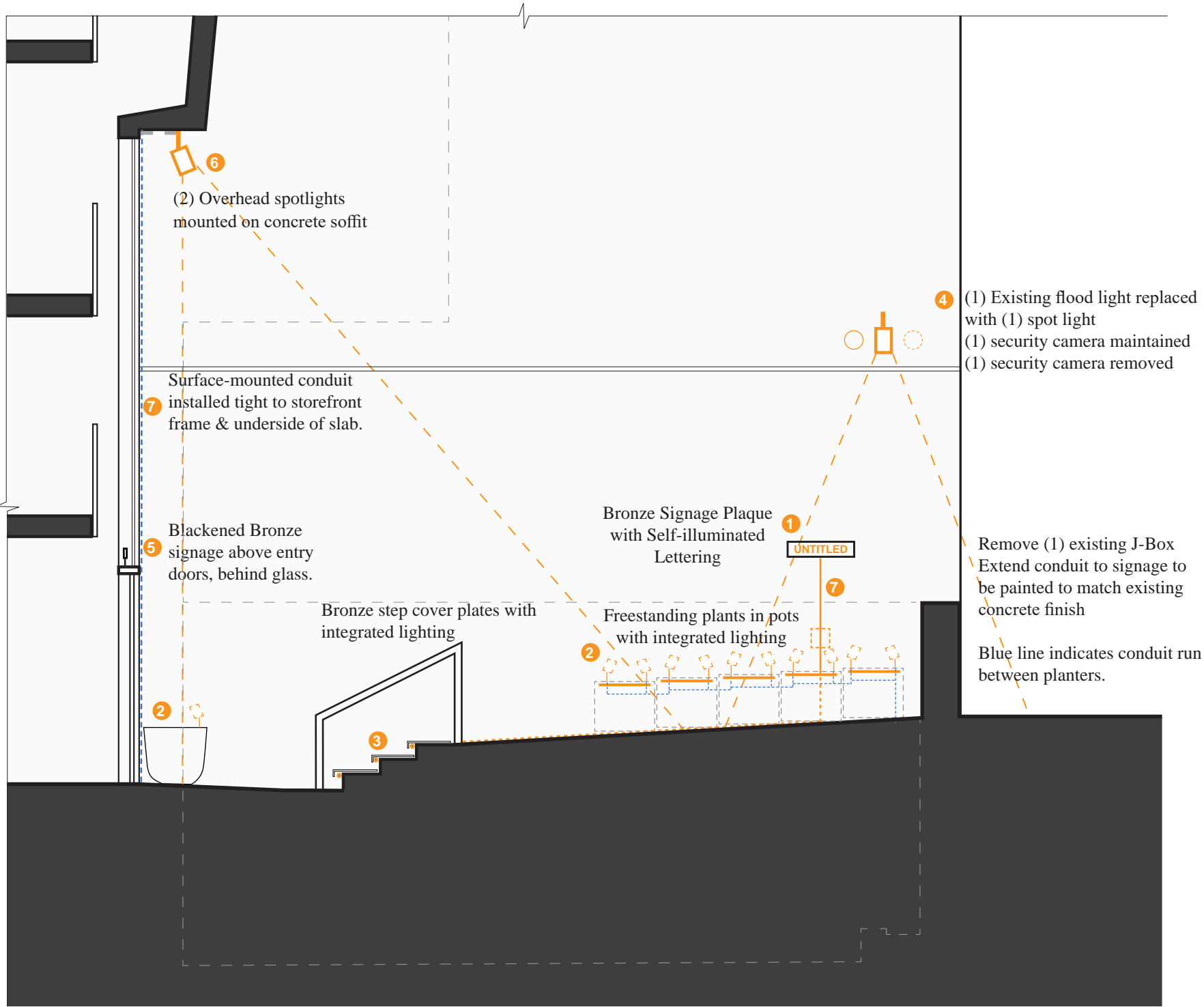


# South Entry: Existing Conditions

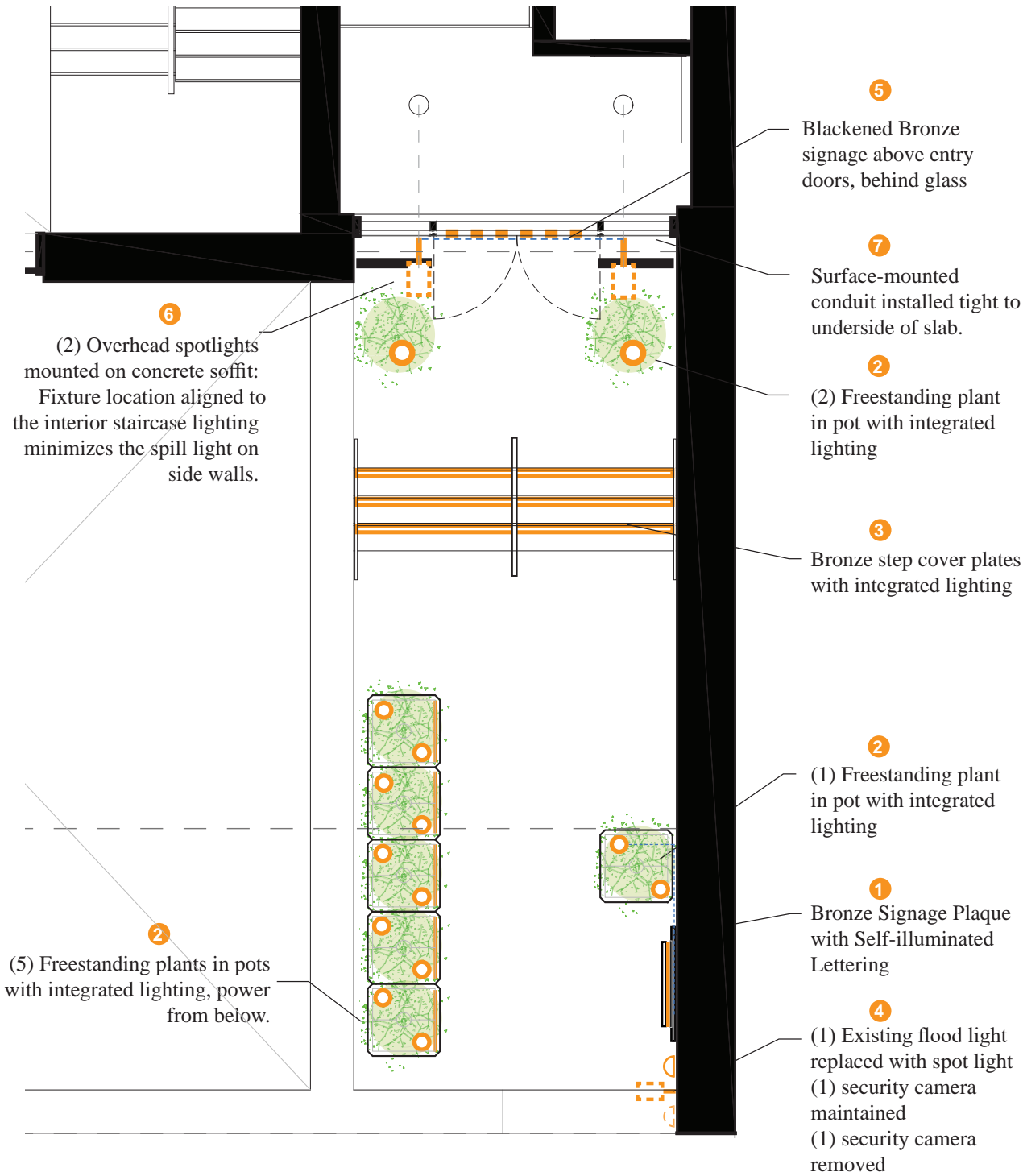




South Entry: Proposed



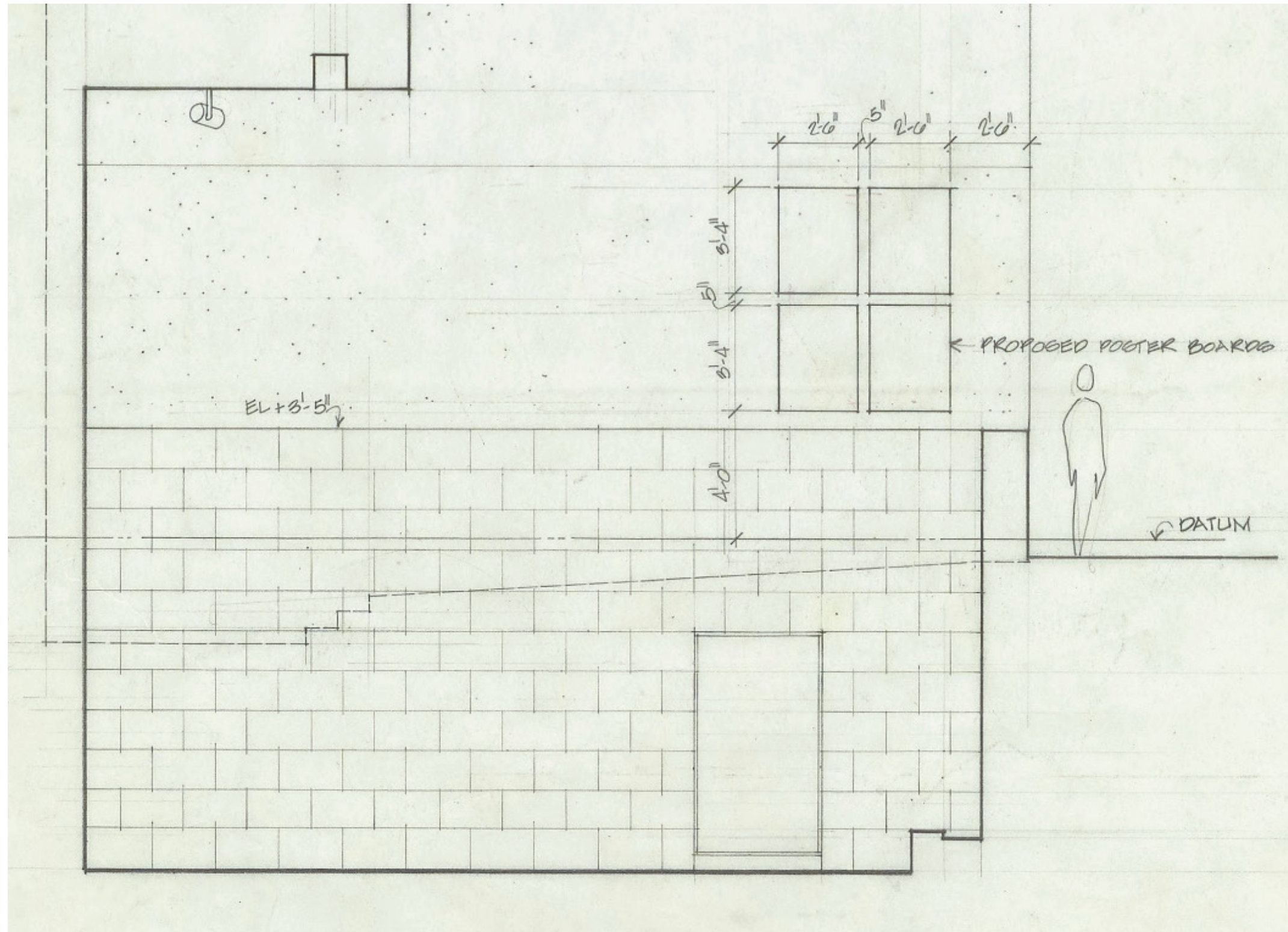
Elevation of Proposed South Entry



Plan of Proposed South Entry



# Breuer Original Signage at Party Wall



Breuer design drawing of South Entry (1964)

Original intent to have posterboard signage along the south party wall, as well as an un-built soffit-mounted spotlight to direct lighting towards the south.



# South Entry: Proposed



*Rendering of Proposed South Entry - Daytime*

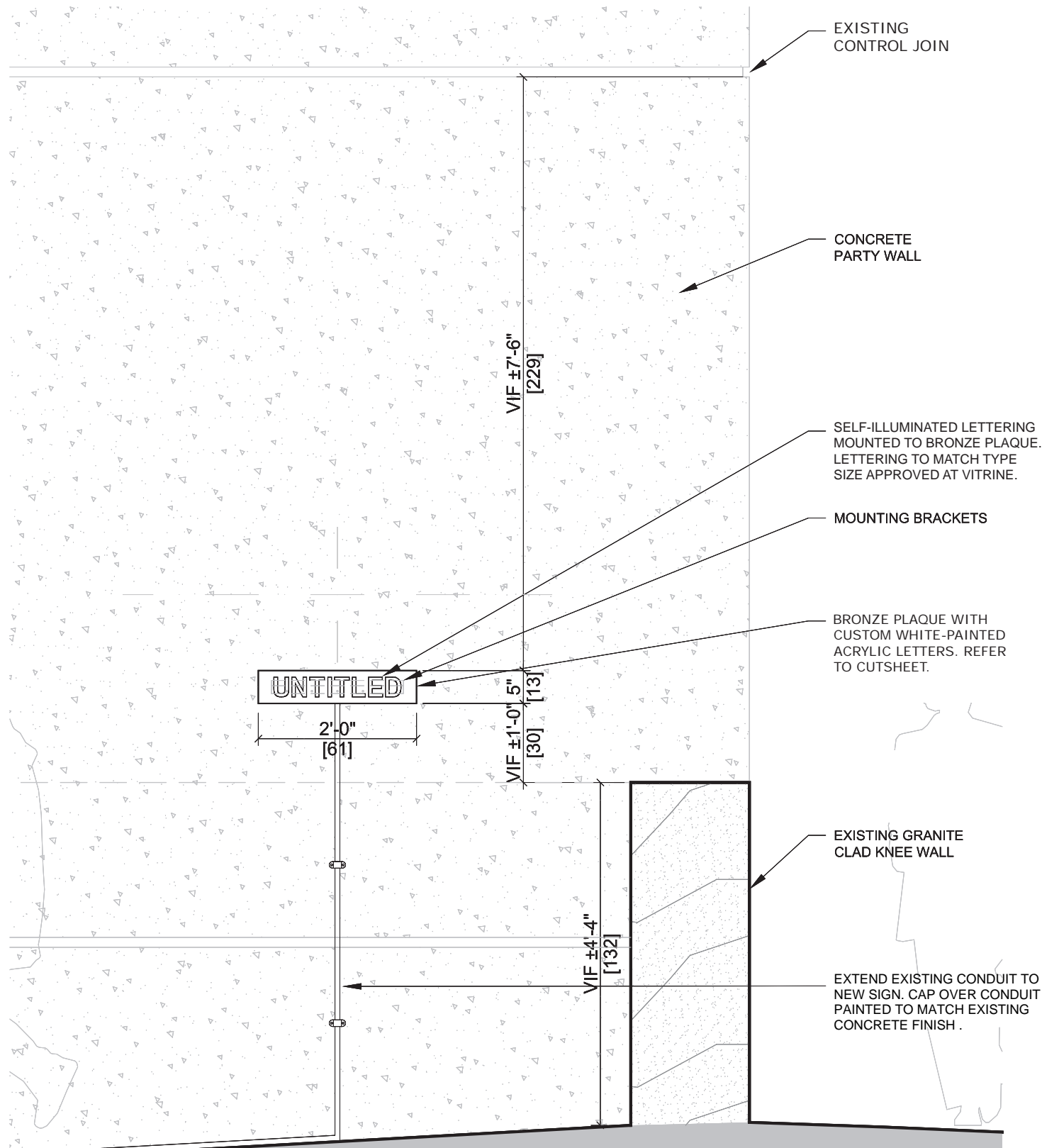


*Rendering of Proposed South Entry - Nighttime*

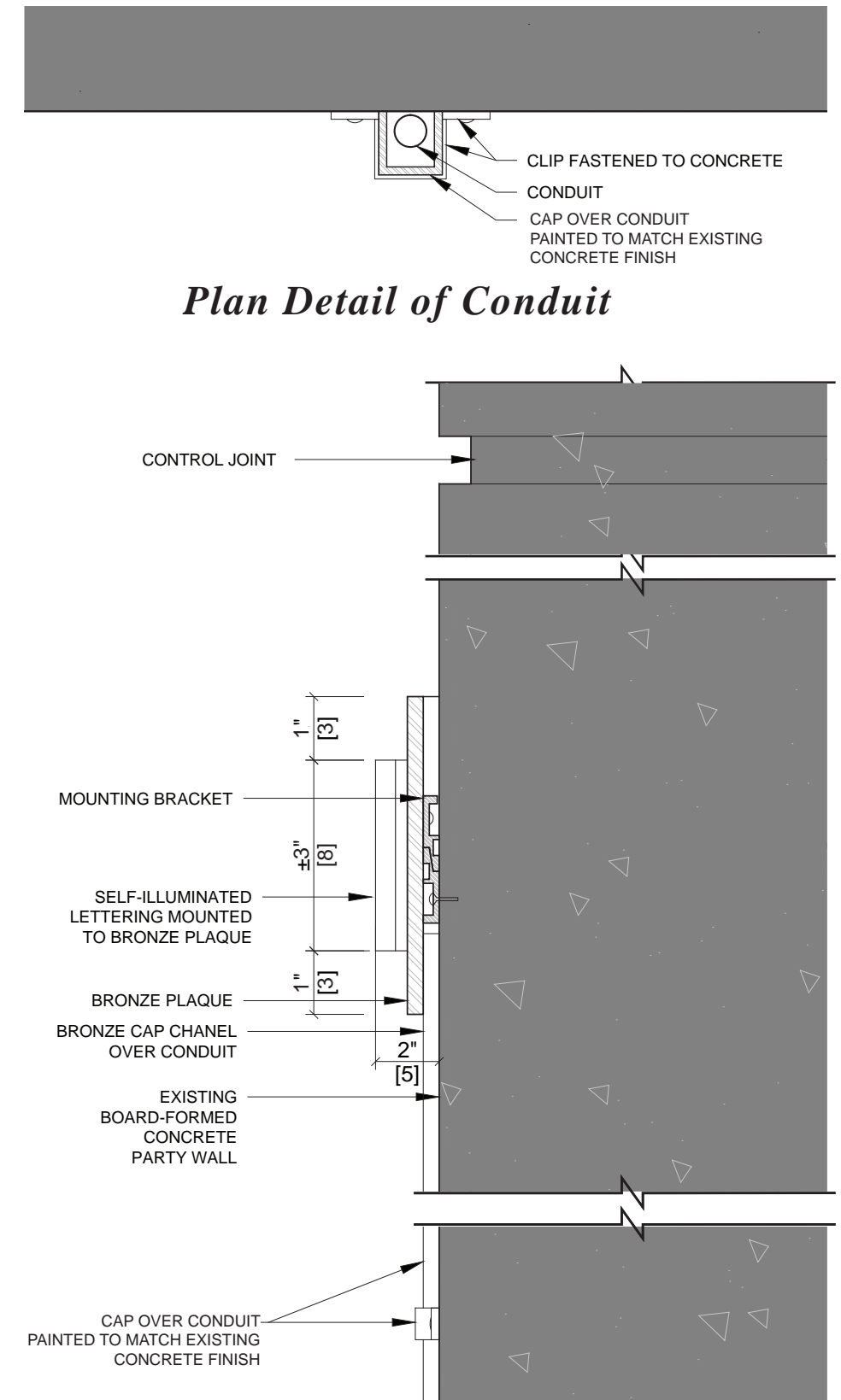
The B1 space will continue as a restaurant, welcoming the public into the building.  
The sunken garden will also be re-instated as a sculpture court, mixing landscape and art.



# STEPS



*Elevation of Proposed Signage*

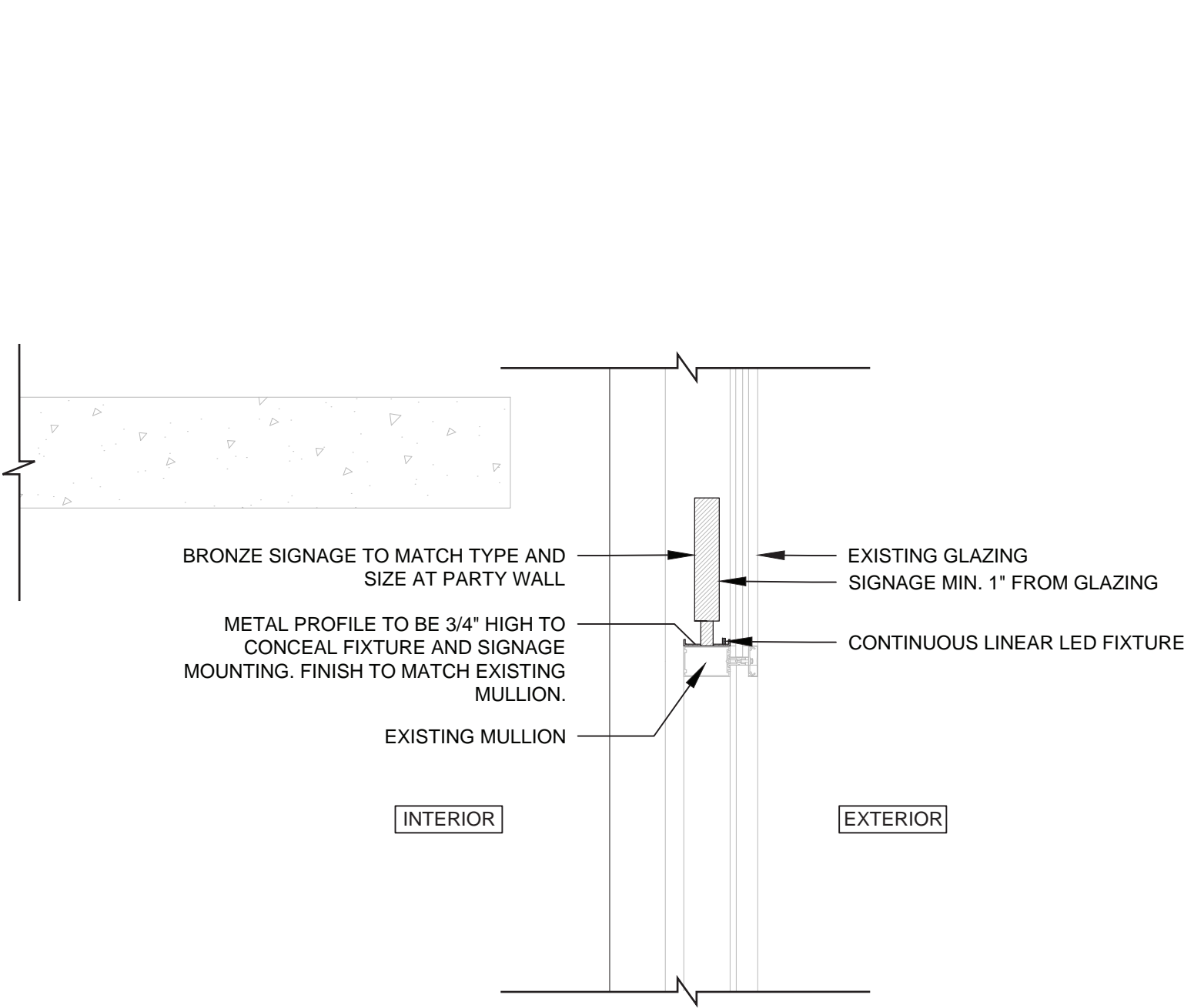


*Plan Detail of Conduit*

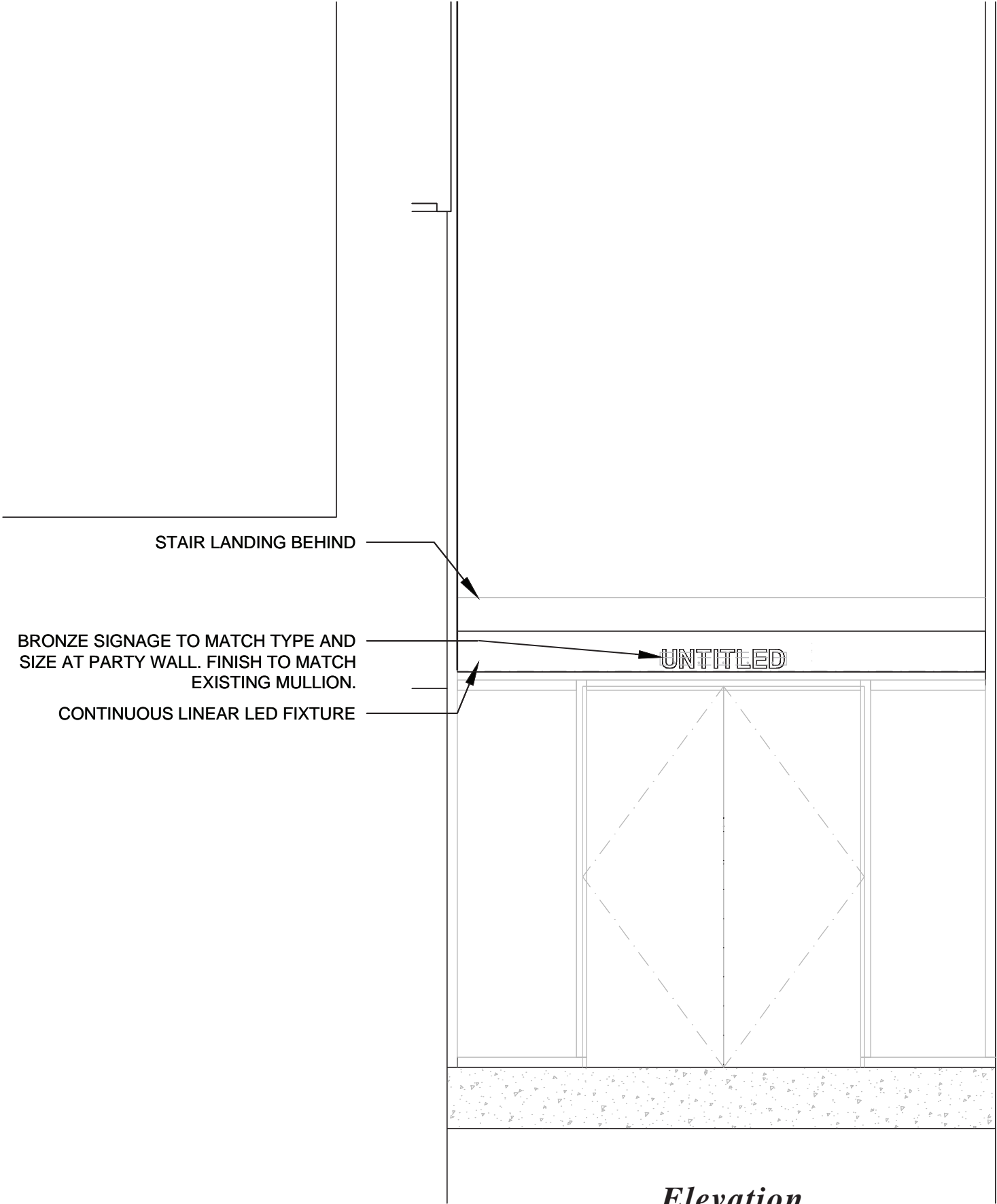
*Detail Section of Proposed Signage*



# South Entry: Proposed Signage



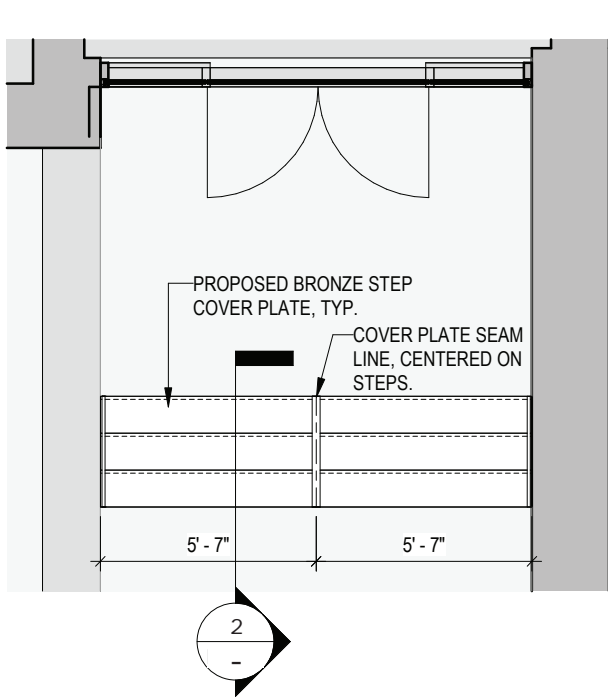
*Detail Section of Proposed Signage*



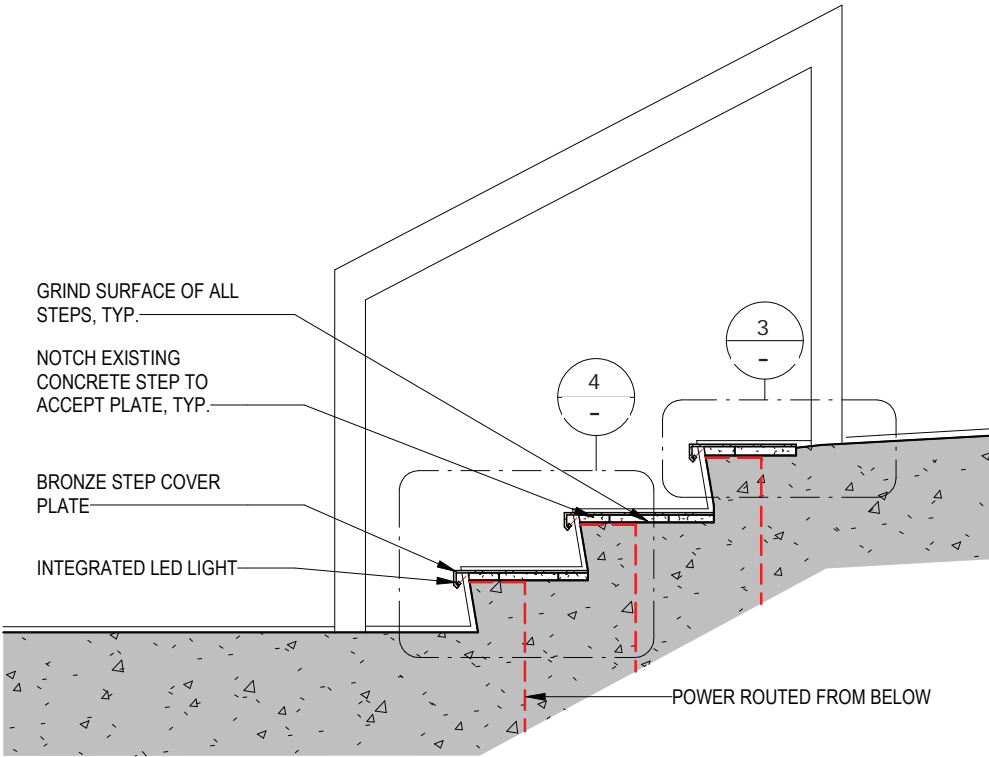
*Elevation*



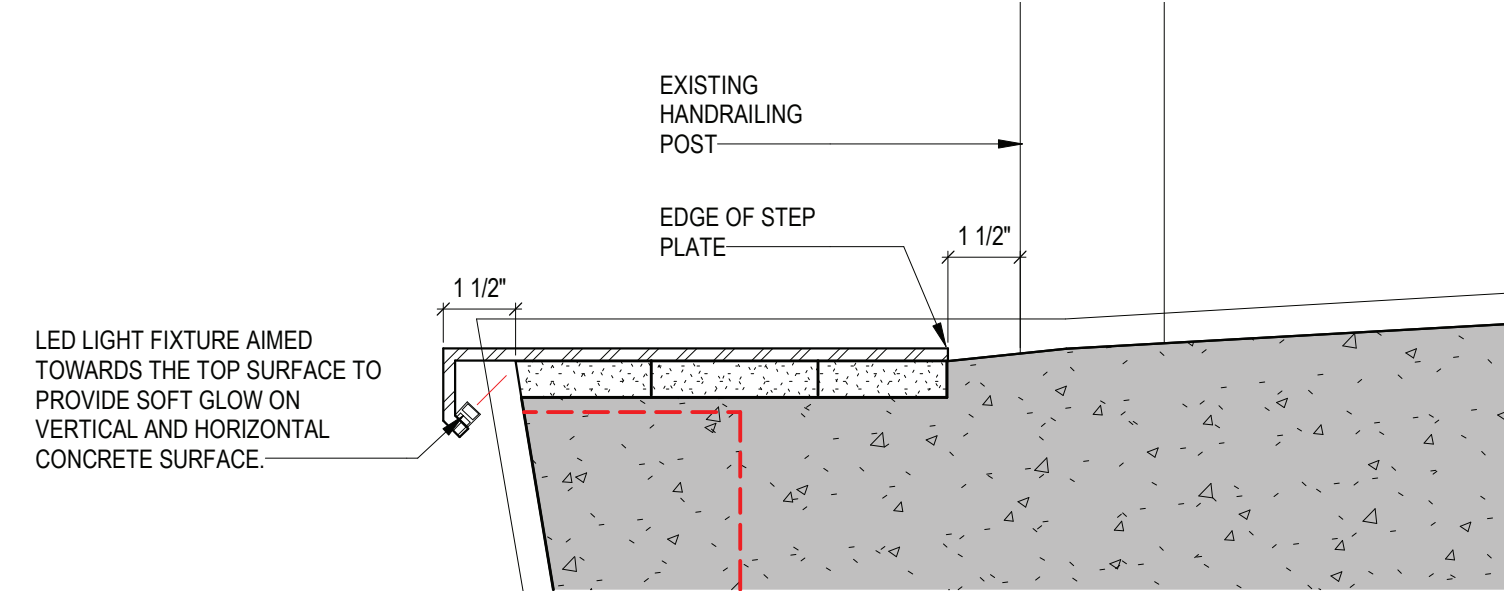
# South Entry: Proposed Stair Modifications



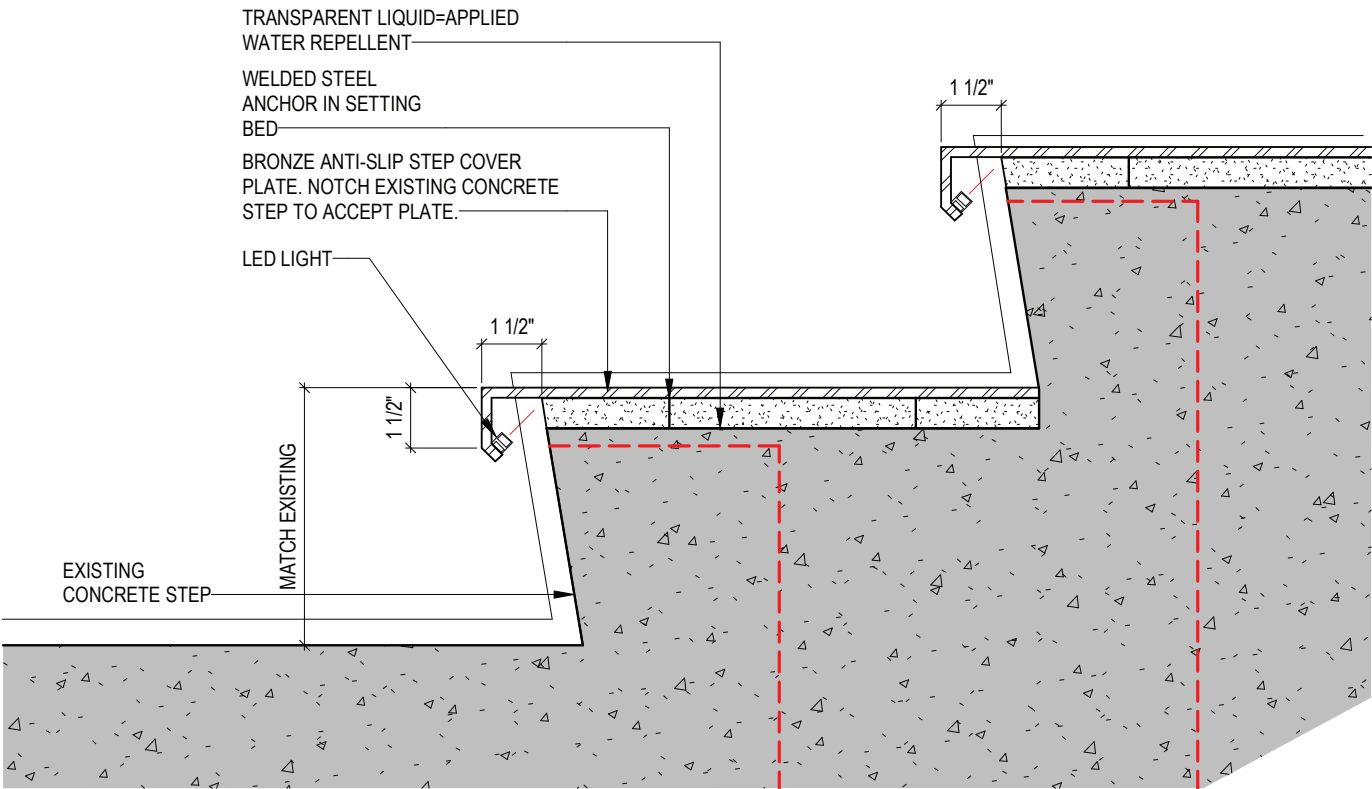
1. Plan of Proposed Stairs



2. Section of Proposed Tread



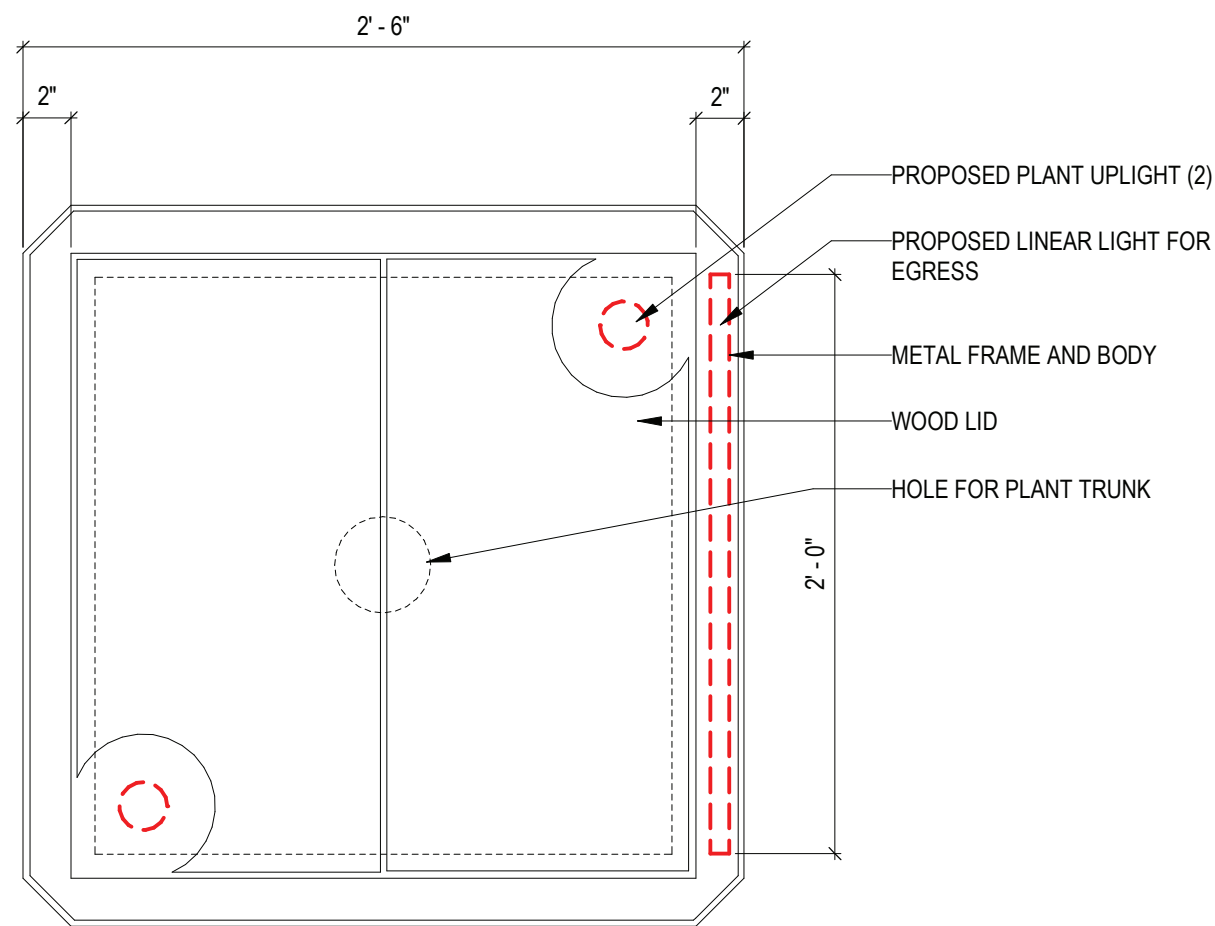
3. Detail Section of Proposed Top Step



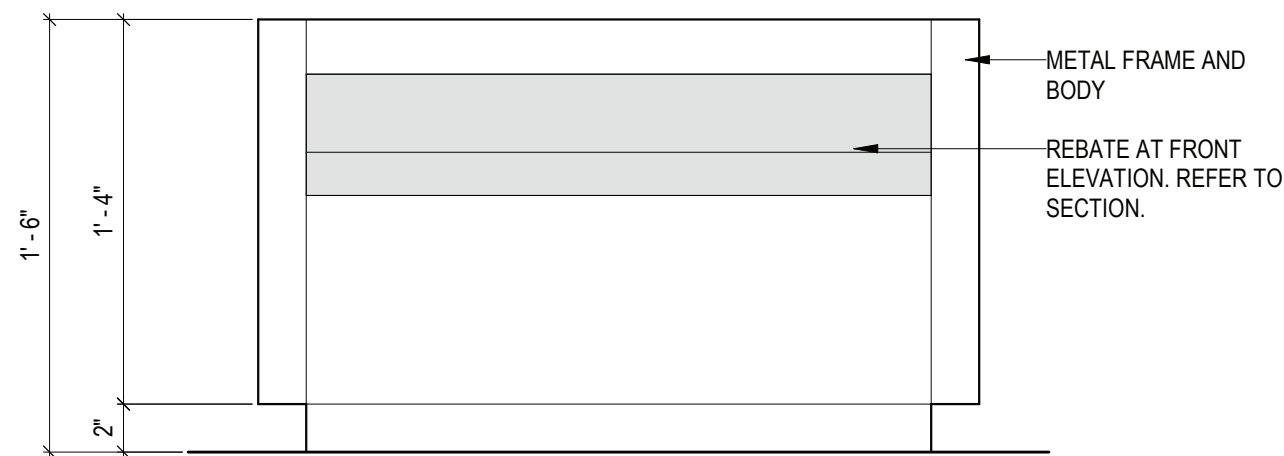
4. Detail Section of Proposed Step



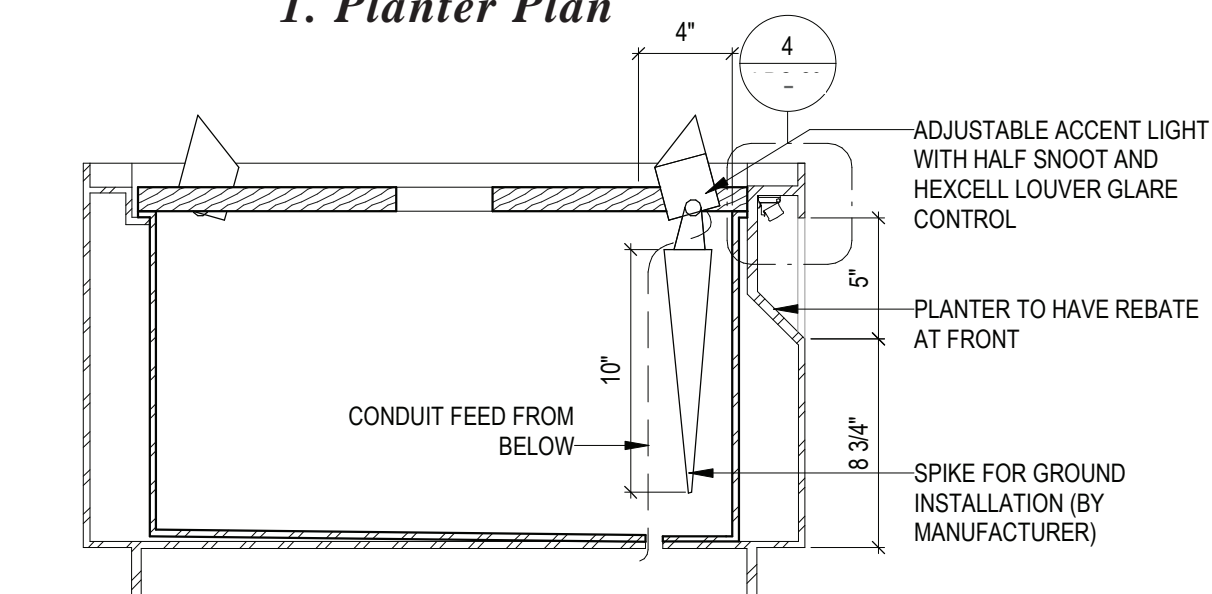
# South Entry: Proposed Planter Details



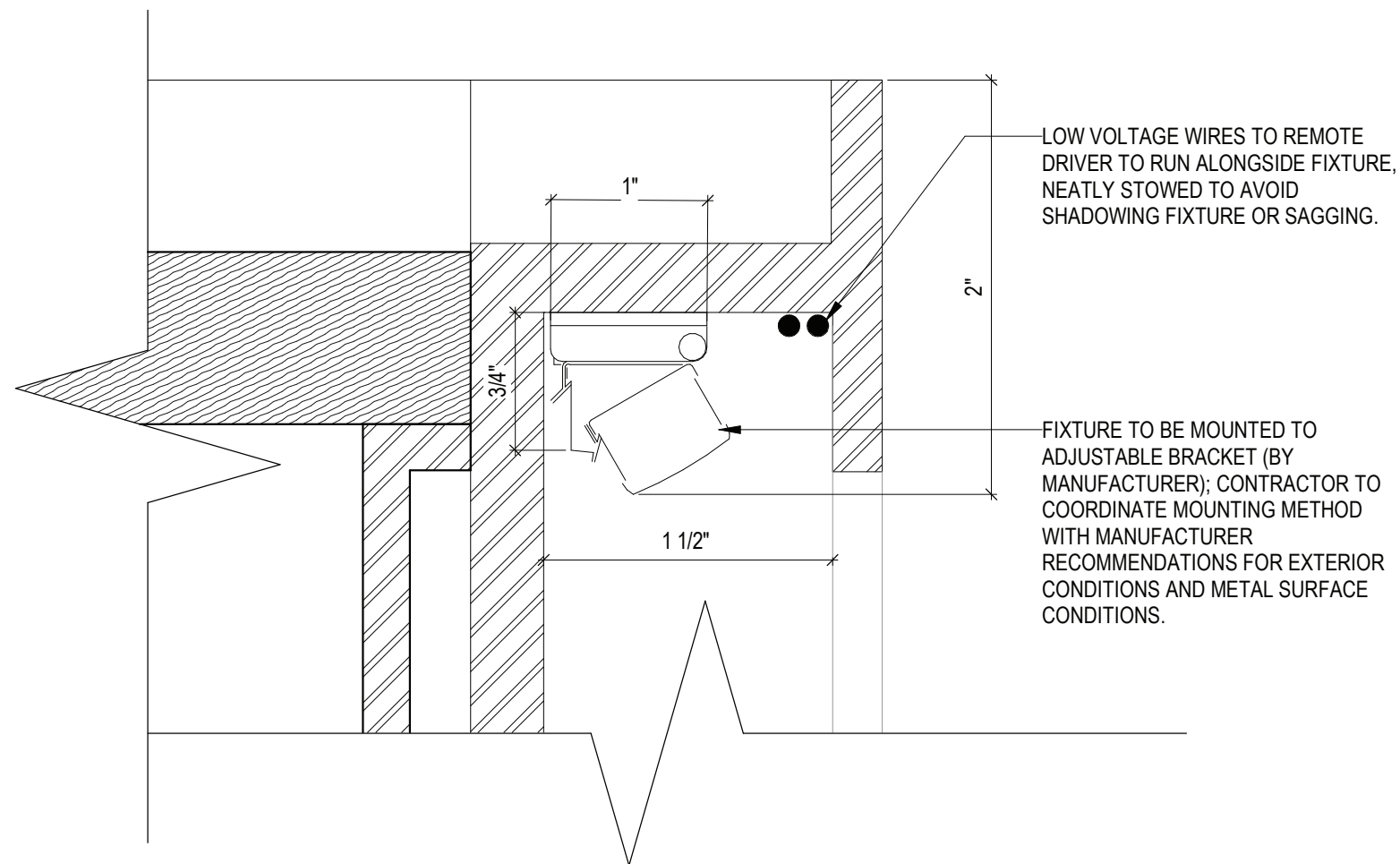
1. Planter Plan



2. Planter Elevation



3. Planter Section



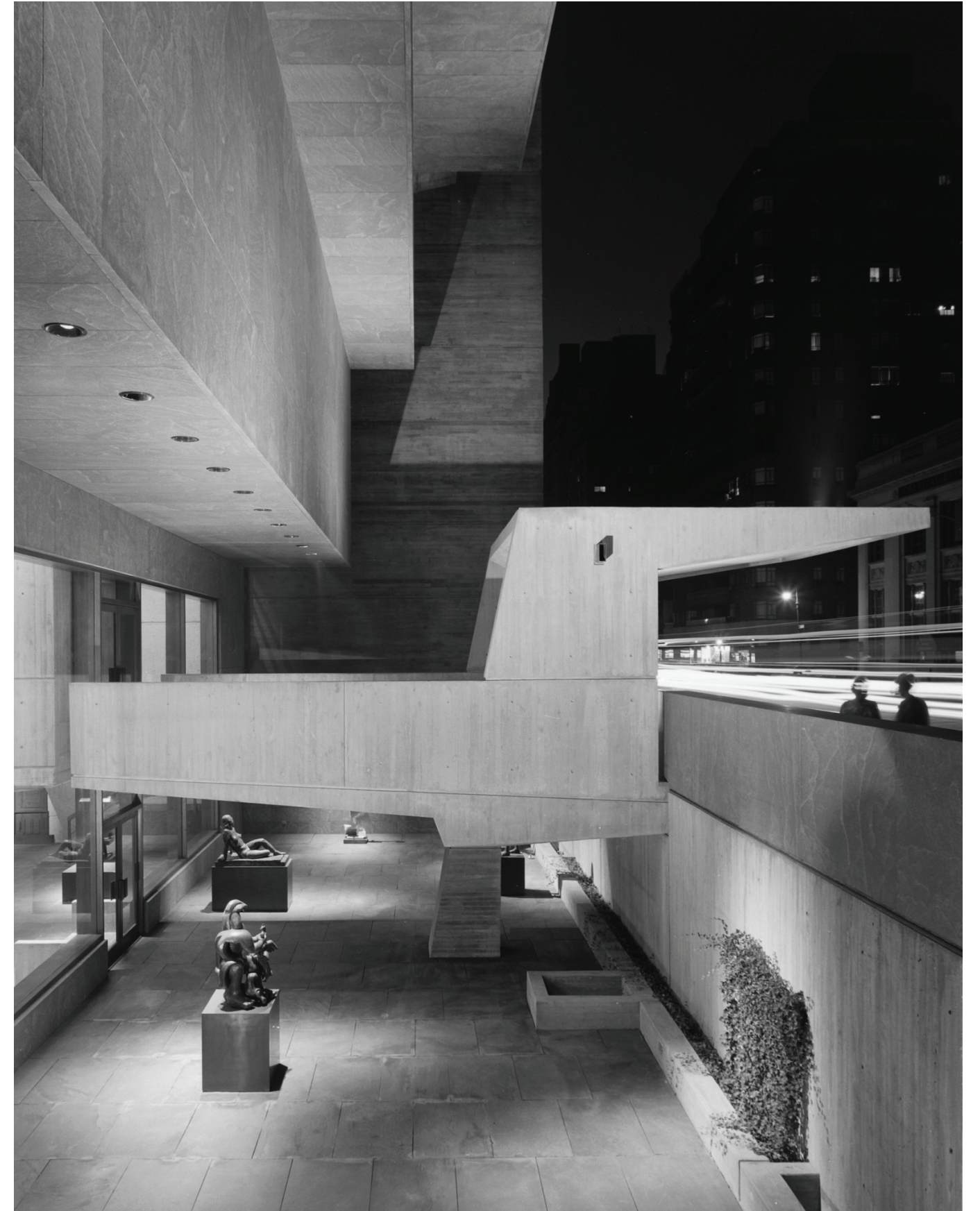
4. Detail Section of Planter



## Sculpture Garden

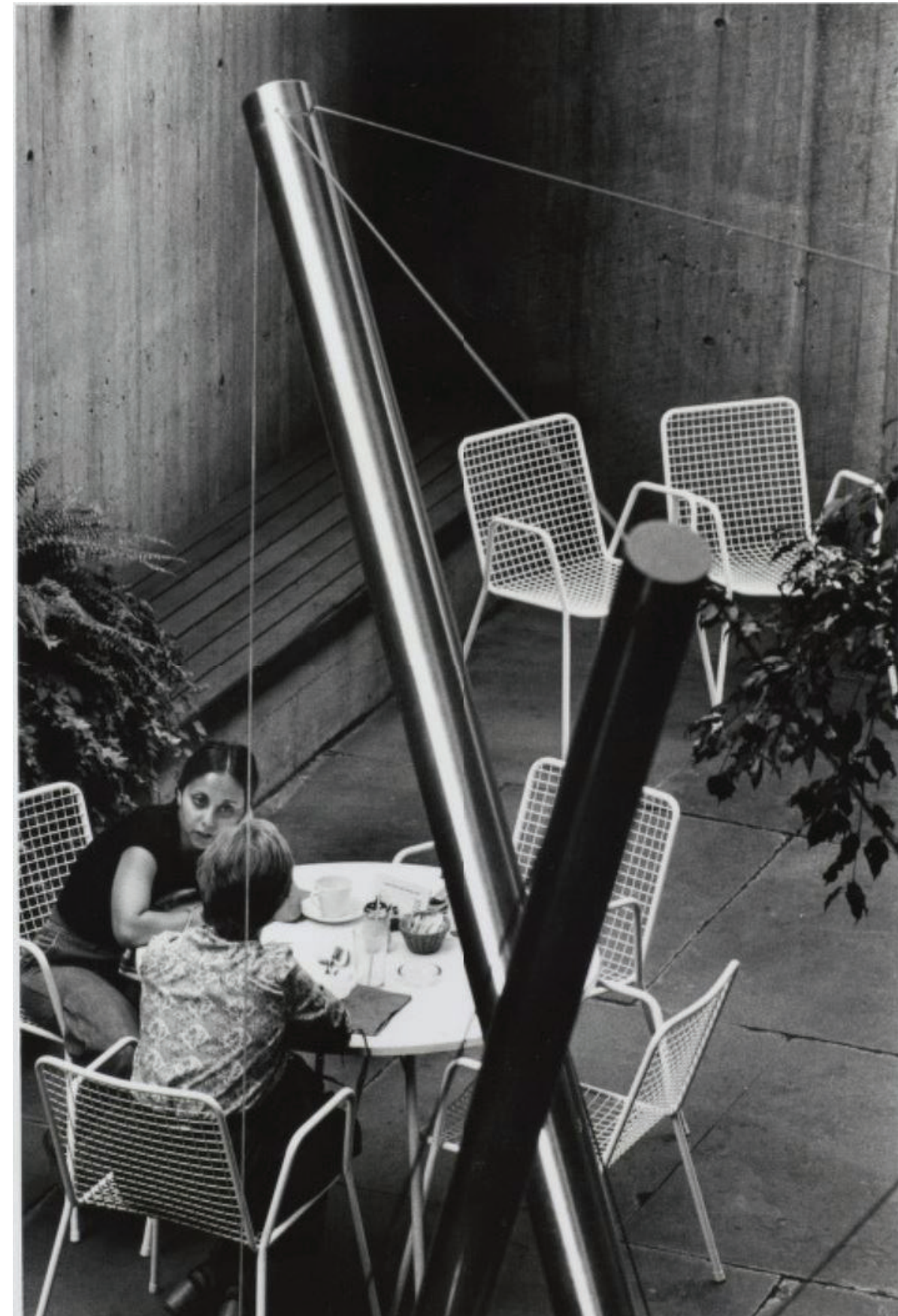
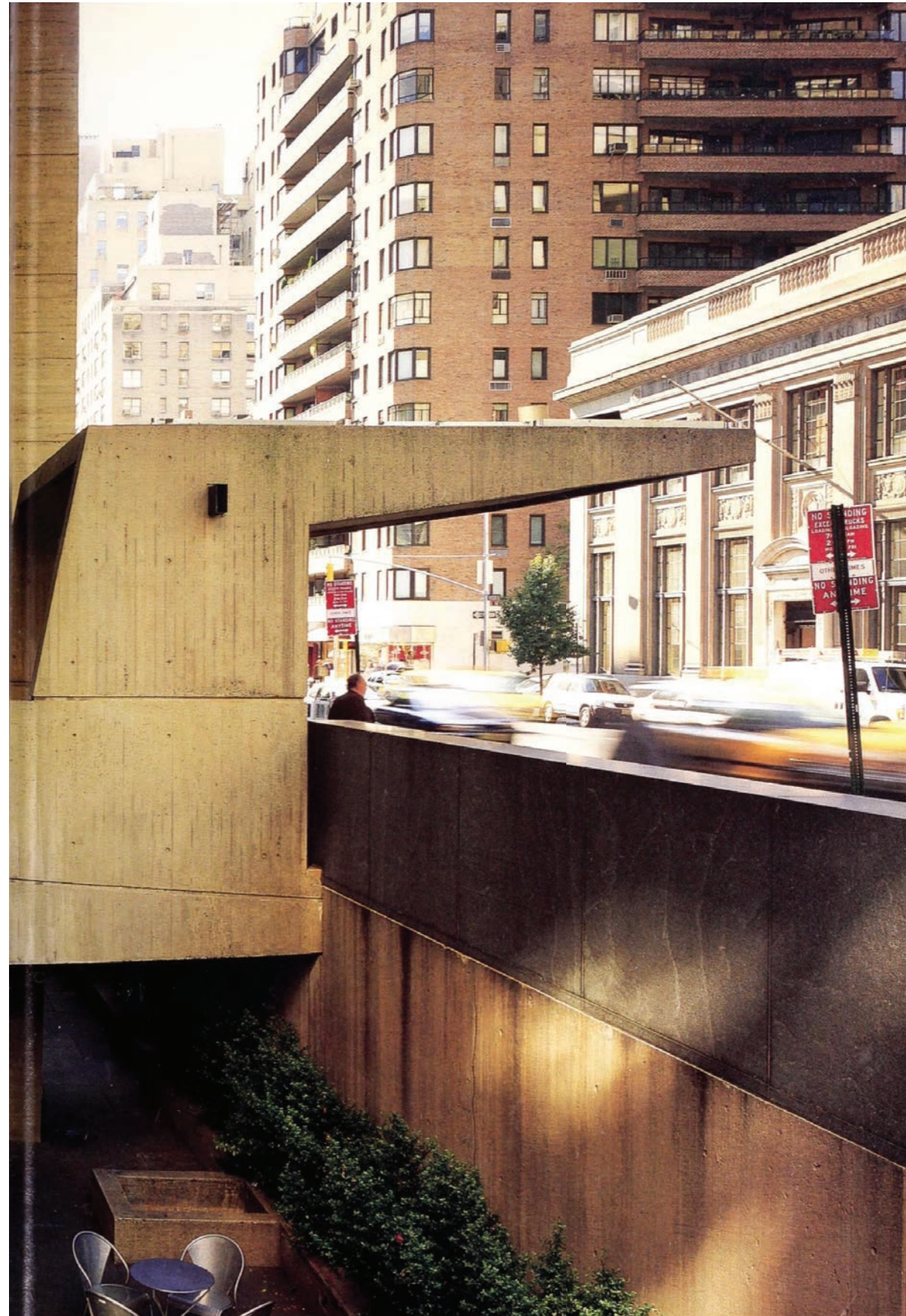


## Photographs of Whitney Museum (1966)





## Photographs of B1 Sculpture Garden as Restaurant





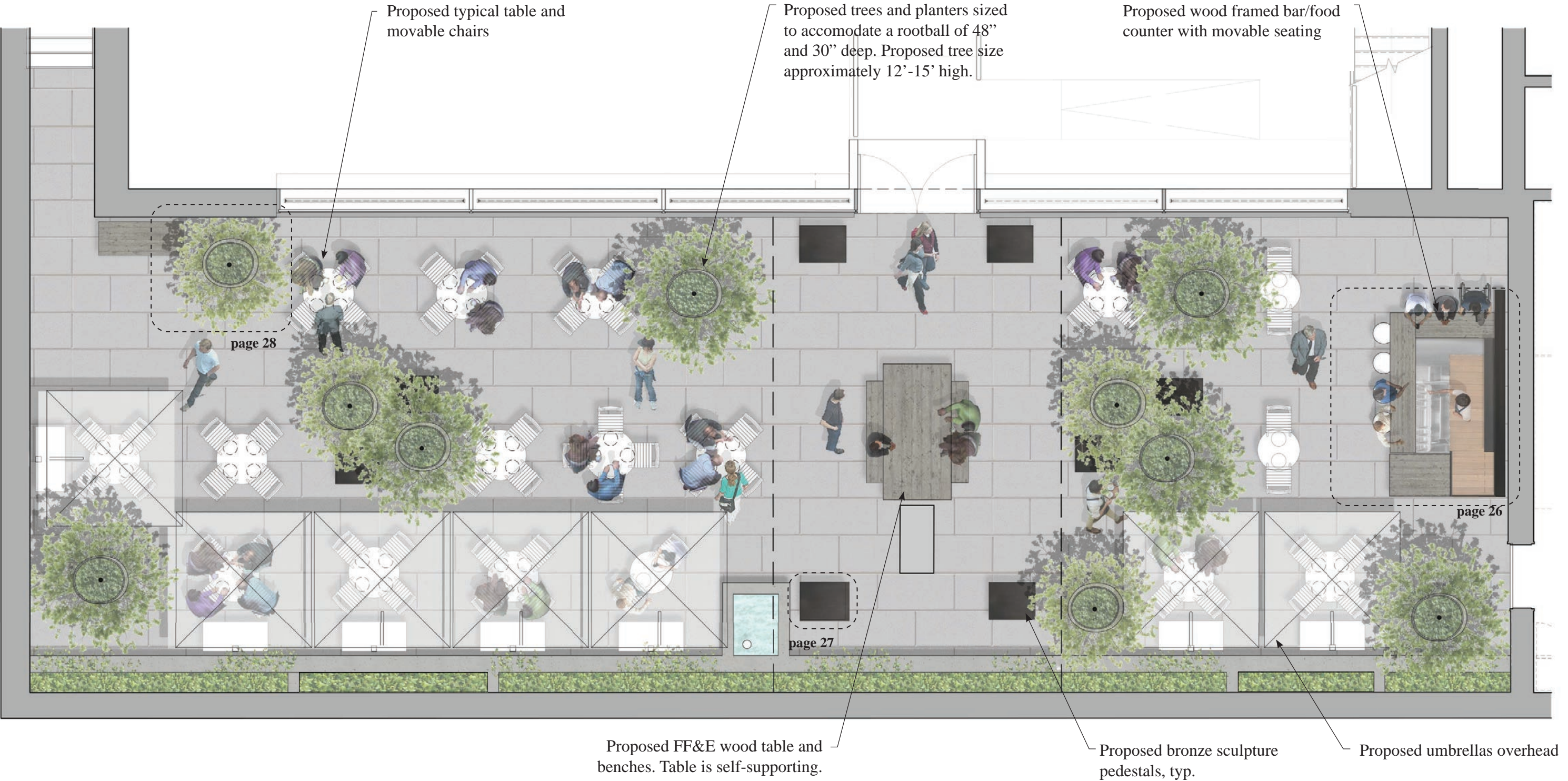
# Sculpture Garden: Existing Conditions



*Sunken Sculpture Garden with original planter configuration  
2012*



# Sculpture Garden: Proposed Furniture Plan





# Sculpture Garden: Proposed Elevation



*West Elevation (Towards Madison Ave)*

Proposed tree size approximately 12'-15' high.



# Sculpture Garden: Proposed Elevation



*East Elevation (Towards Building)*

Proposed tree size approximately 12’-15’ high.



# Sculpture Garden: Proposed Street View



## *East Elevation at Street Level*

Proposed tree size approximately 12'-15' high.



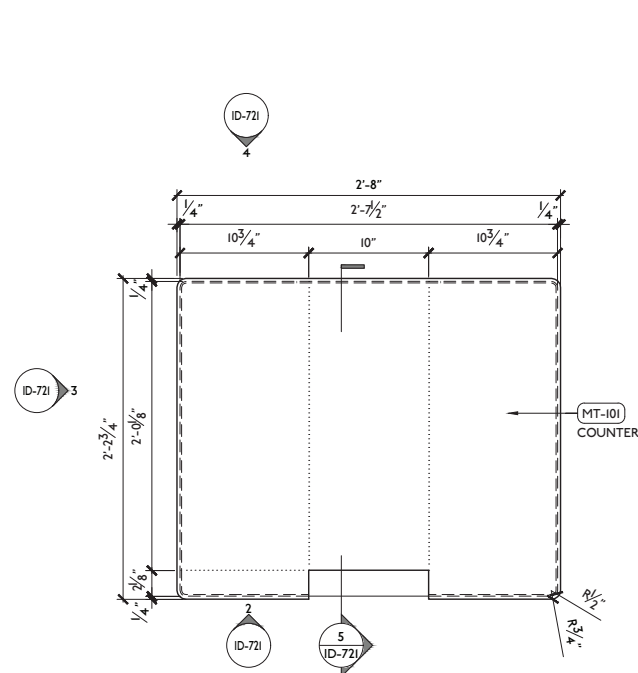
# Sculpture Garden: Outdoor Bar Details



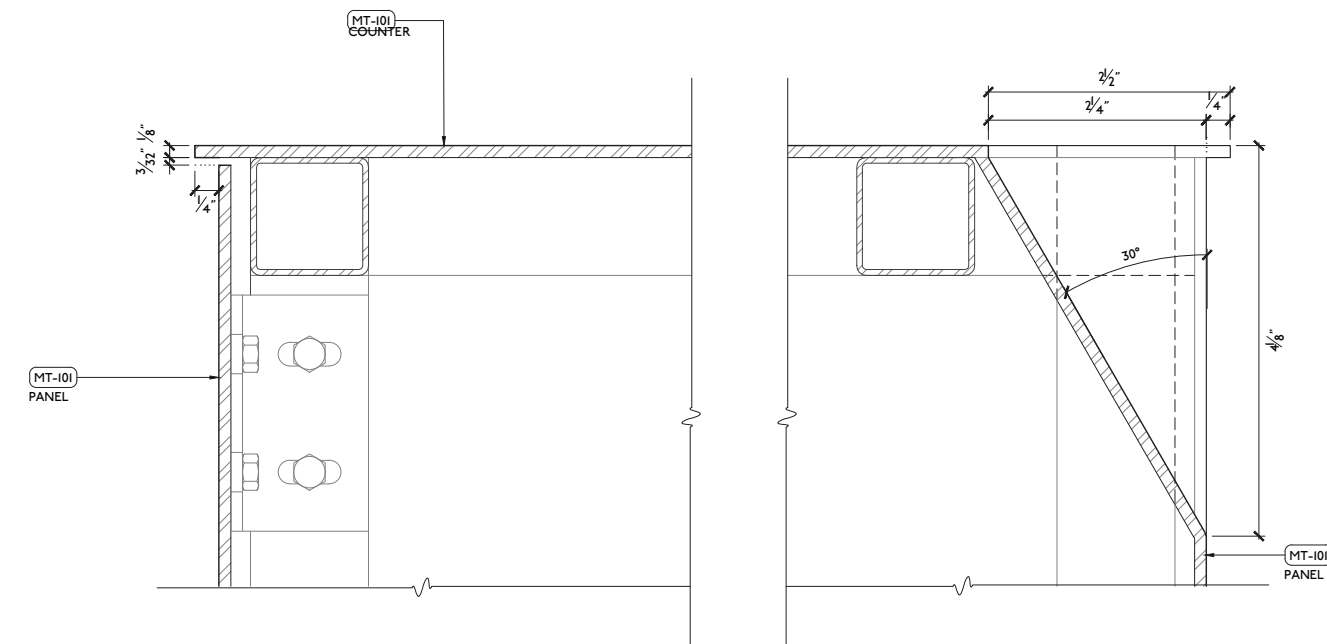
*Elevation - Outdoor Bar*



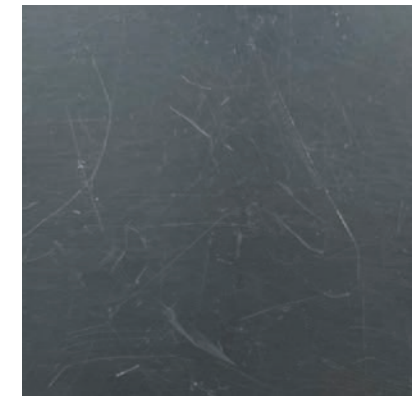
## Sculpture Garden: Sculpture Pedestal Details



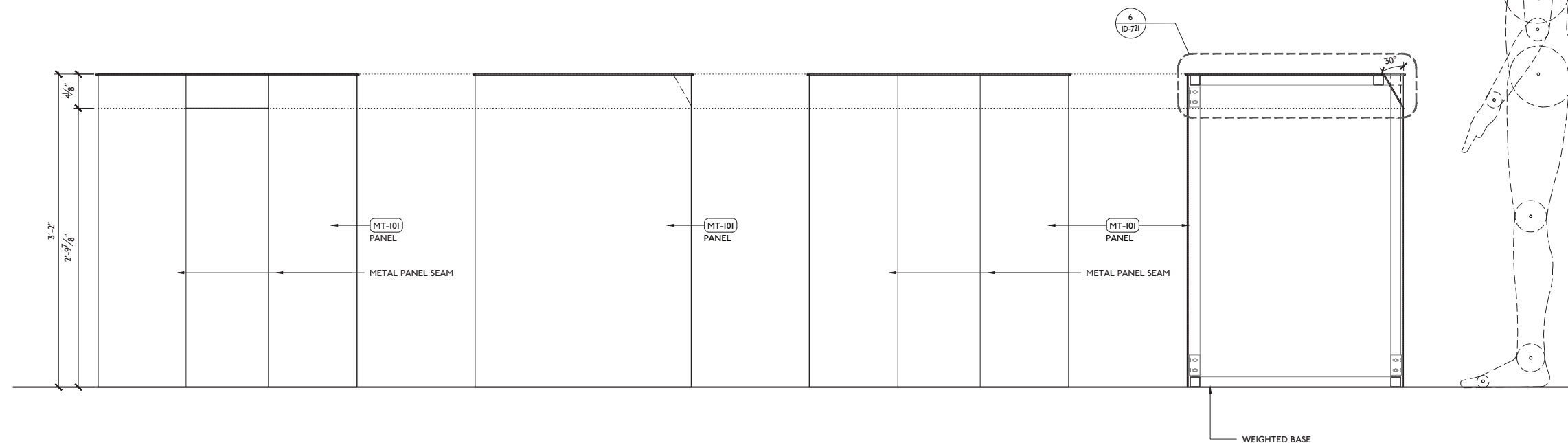
### 1. Plan - Sculpture Pedestal



## 6. Enlarged Detail



MT-101 FINISH SWATCH  
BLACKENED BRASS

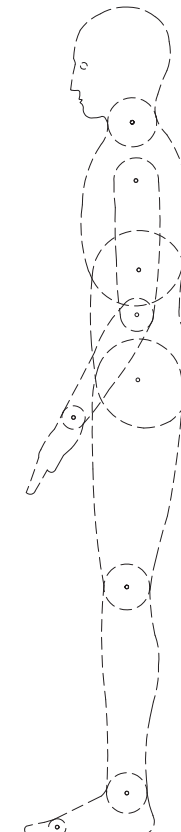


## 2. Front Elevation

### 3. Side Elevation

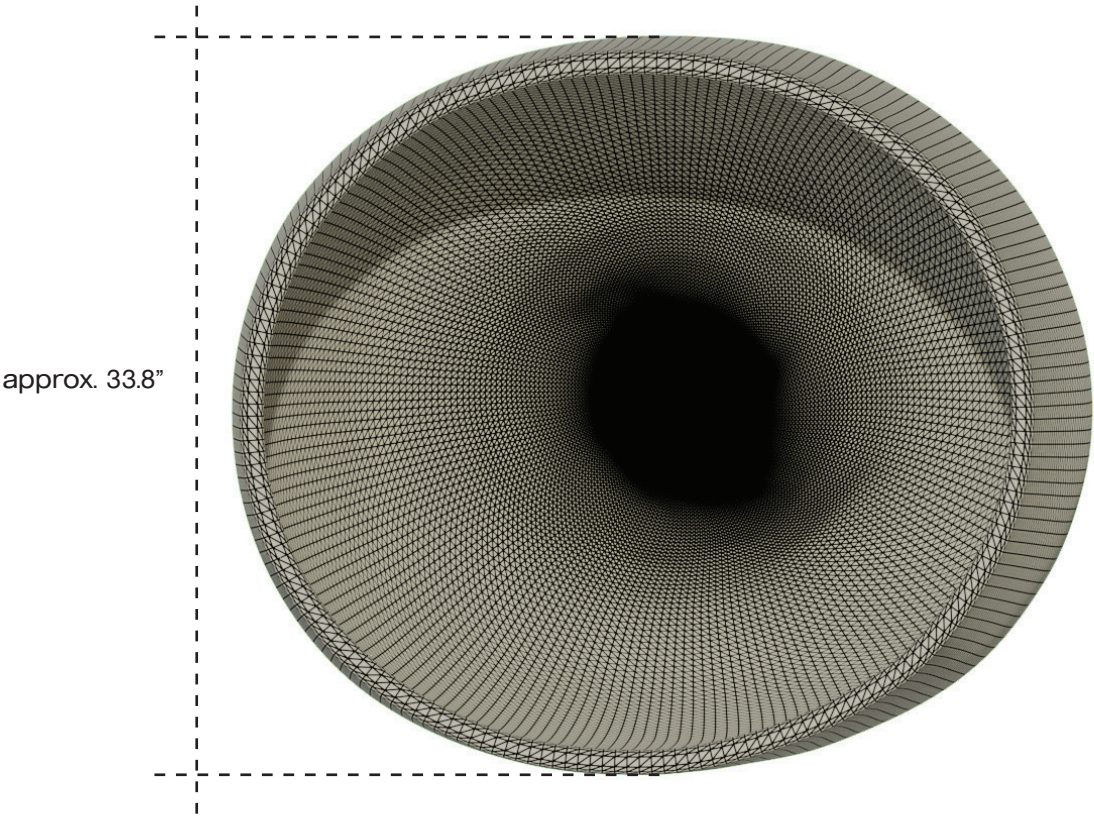
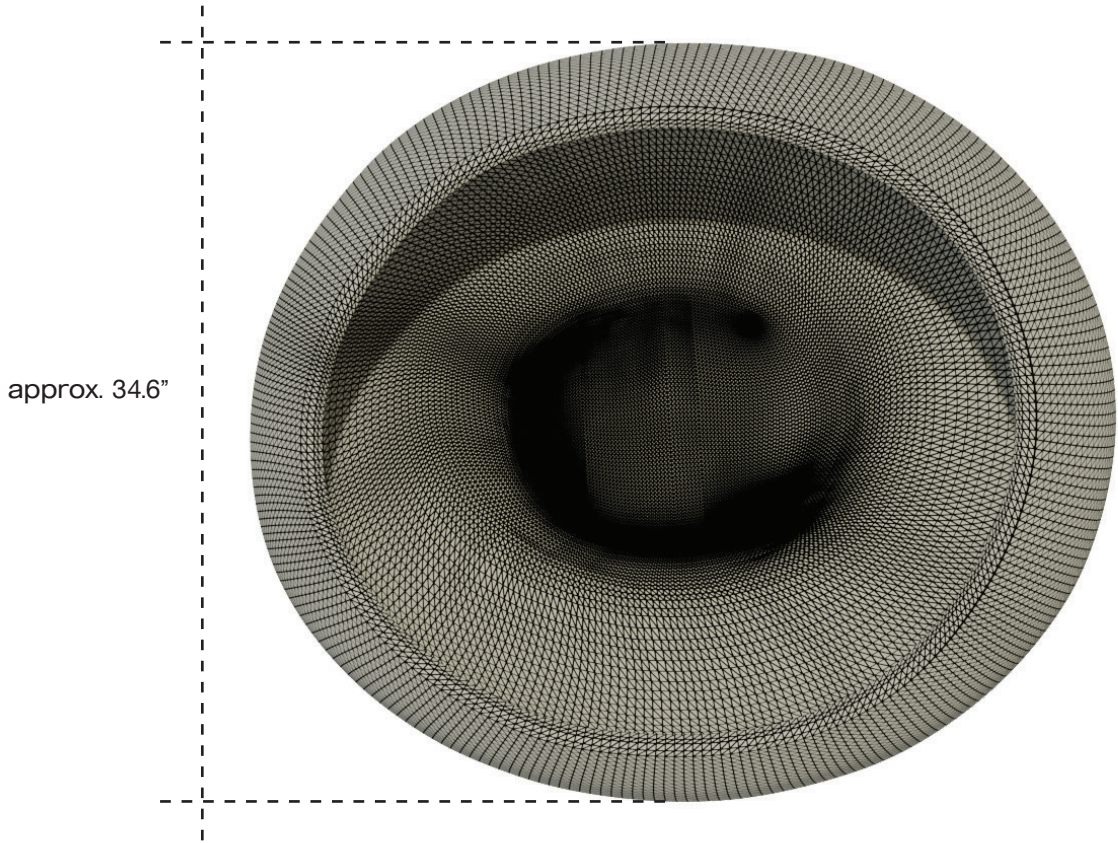
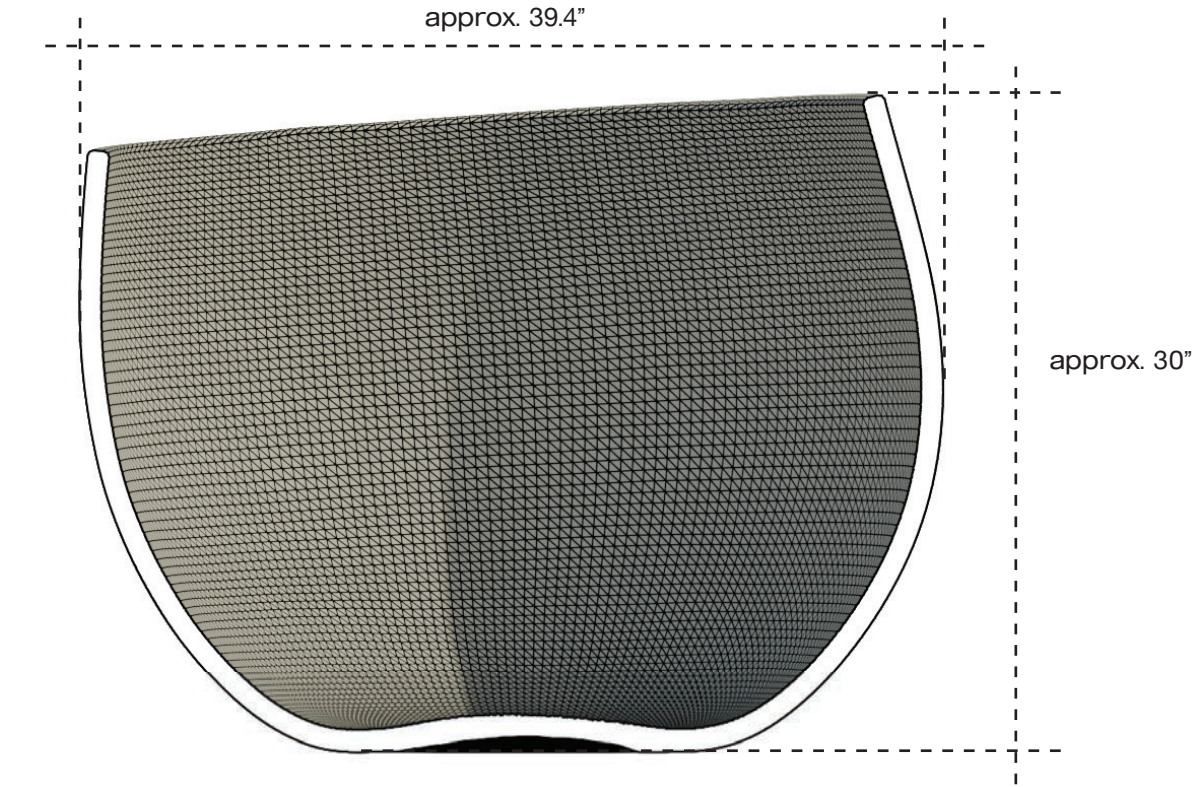
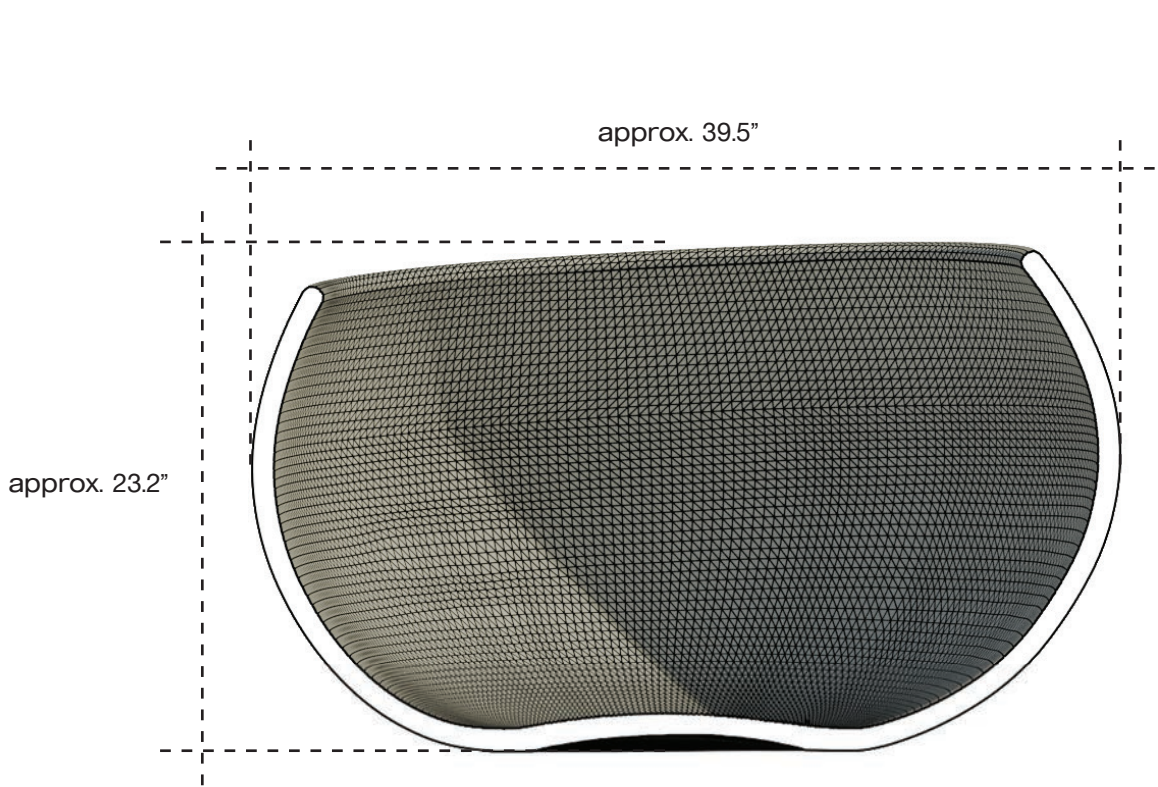
#### 4. Back Elevation

## 5. Section





Sculpture Garden: Proposed Planter Details









# Appendix

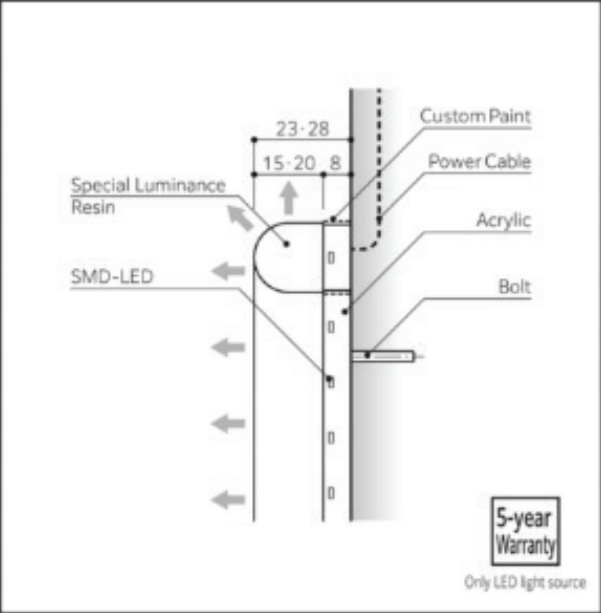



# South Entry: Proposed Signage


Lumi Letter

Face and Side Lit Round Edge

Round edged Lumi Letter illuminates 180 degree overall viewing angle. The round form provides gentle and beautiful light.



Body: Special Luminance Resin 15mm Thick Round Edge  
w/Acrylic 8mm Thick Custom White Painted  
Light Source: SMD-LED Natural White



Dimmer

Extra Bright Model

Quick Release System

Outdoor Use Available

CULUS

CE

*Proposed Illuminated Letters*



# South Entry: Proposed Planter Details

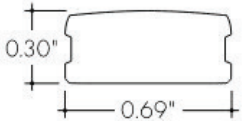


**WP0100**  
Ground Spike  
(Length 10.12")



**WP1006\_\_** (Length 19.69")  
**WP1007\_\_** (Length 31.50")  
Ground Spike with Bracket

*Proposed plant uplight  
& accessories*



*Proposed linear light*

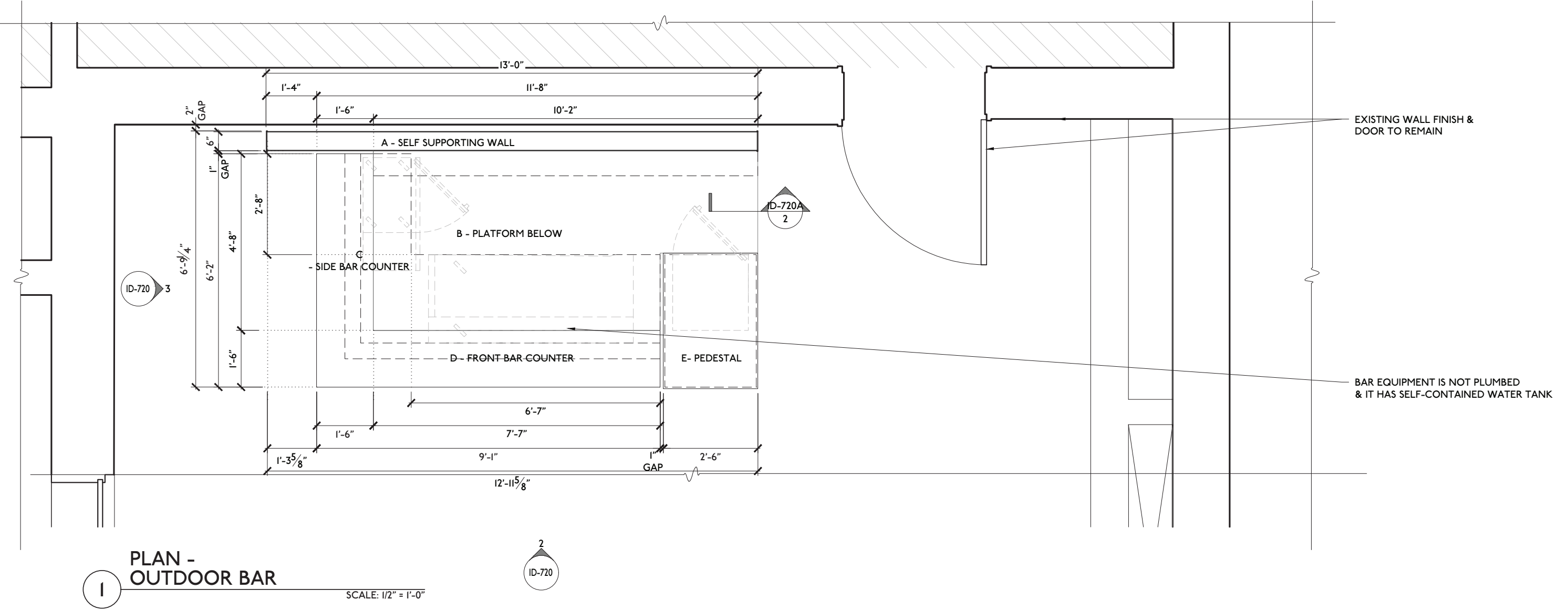


# Sculpture Garden: Proposed Planter Details



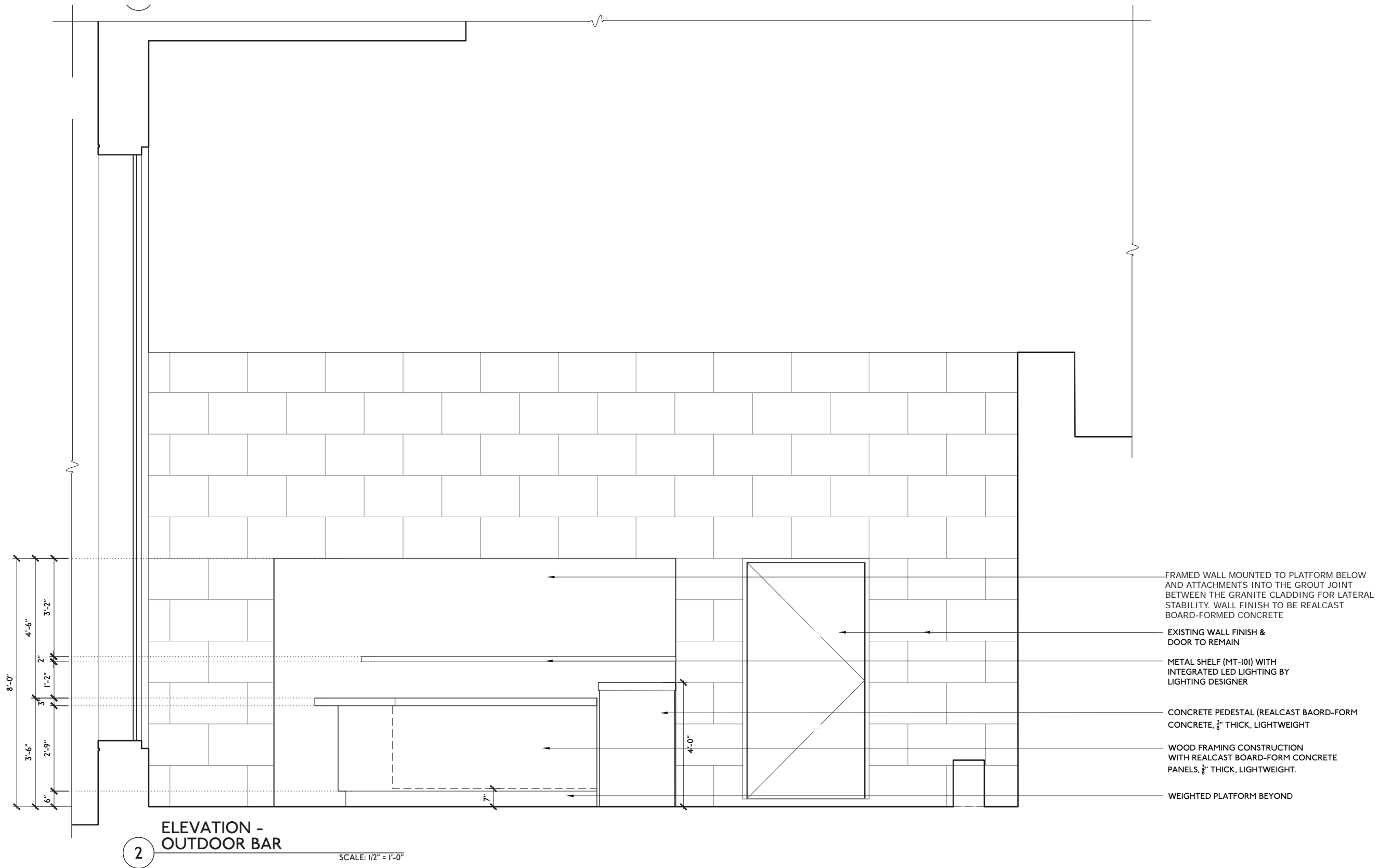


# Sculpture Garden: Outdoor Bar Details



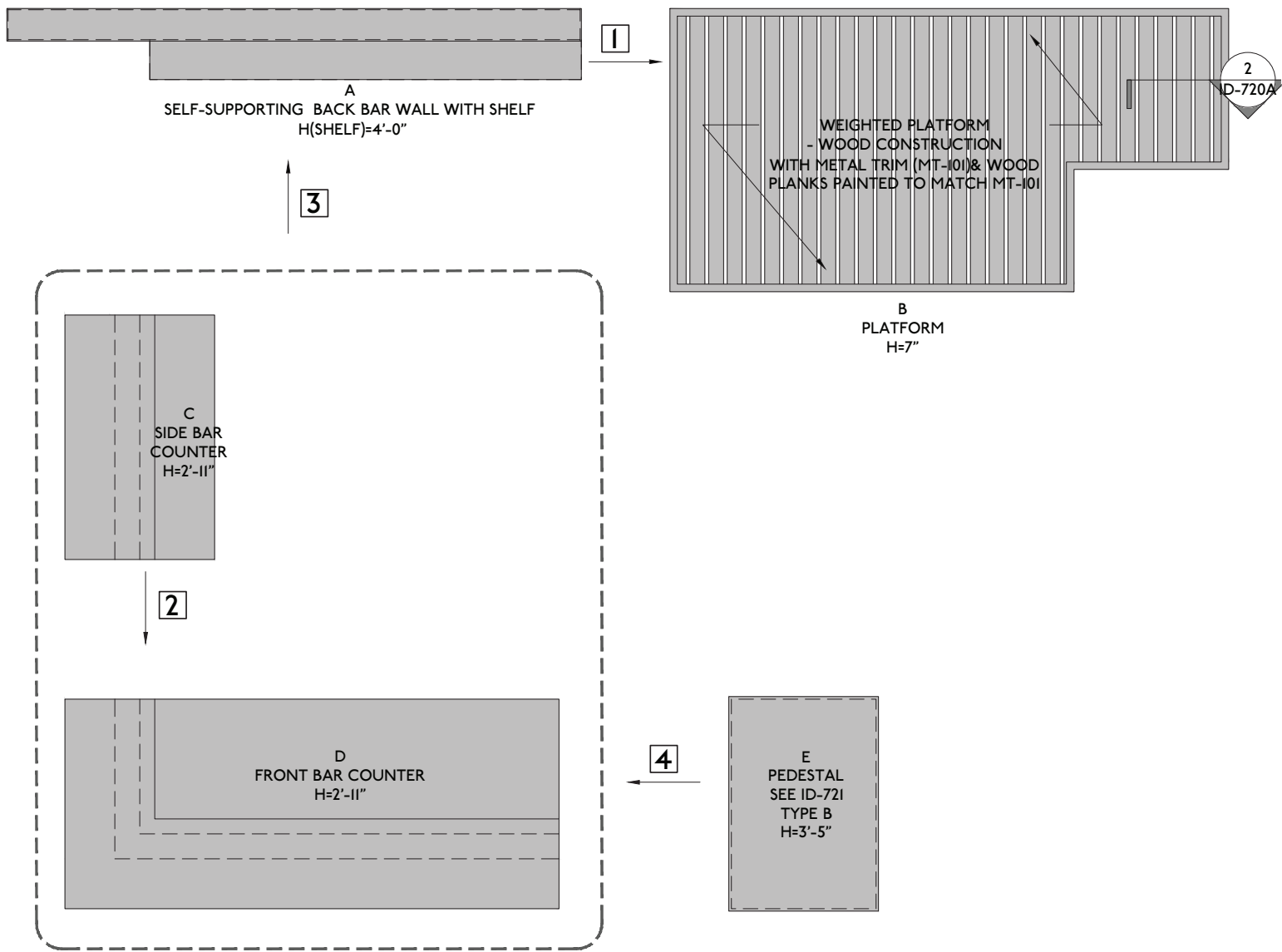


# Sculpture Garden: Outdoor Bar Details





# Sculpture Garden: Outdoor Bar Details



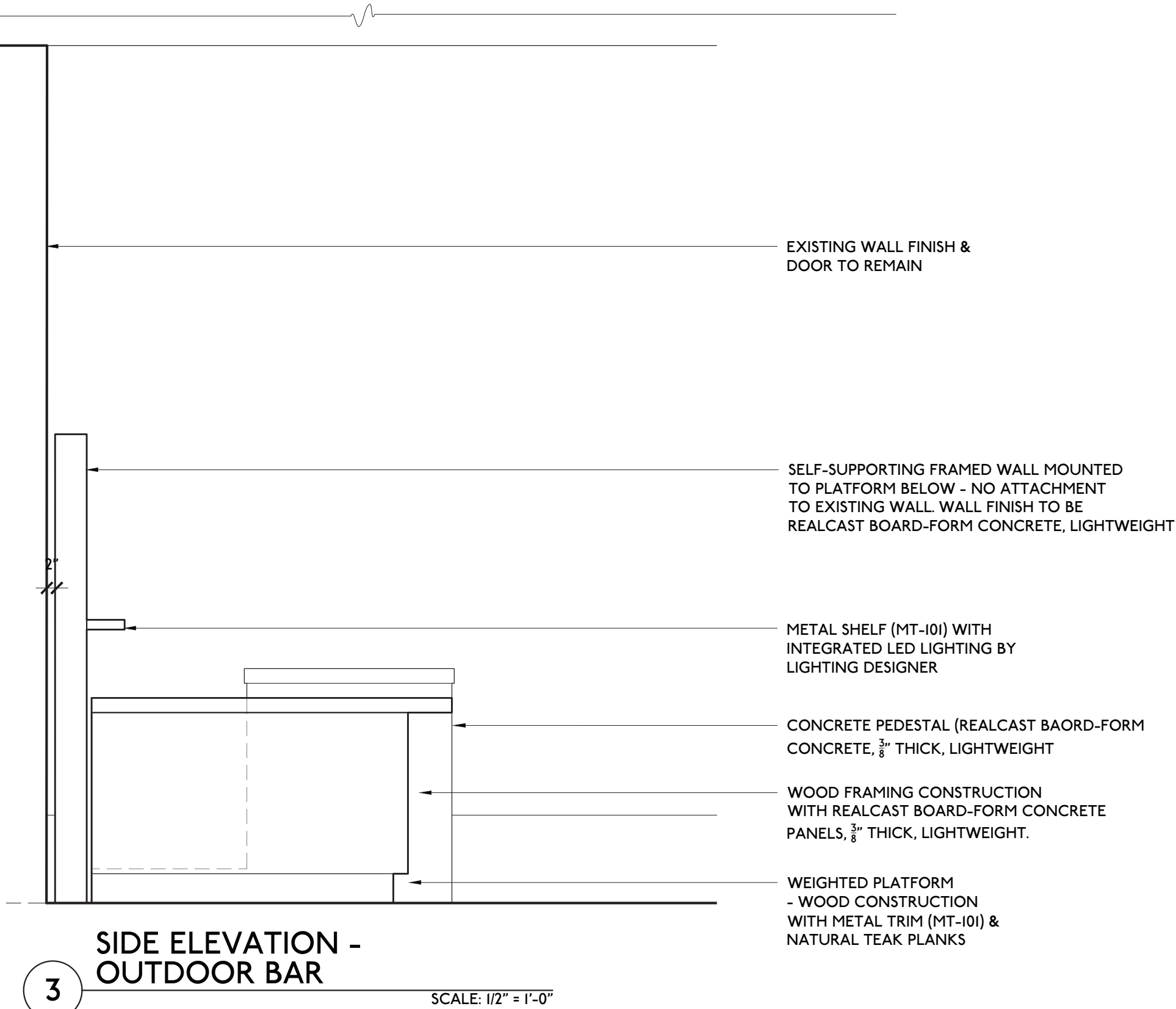
4 ASSEMBLY PLAN - OUTDOOR BAR  
SCALE: 1/2" = 1'-0"

ASSEMBLY NOTES:

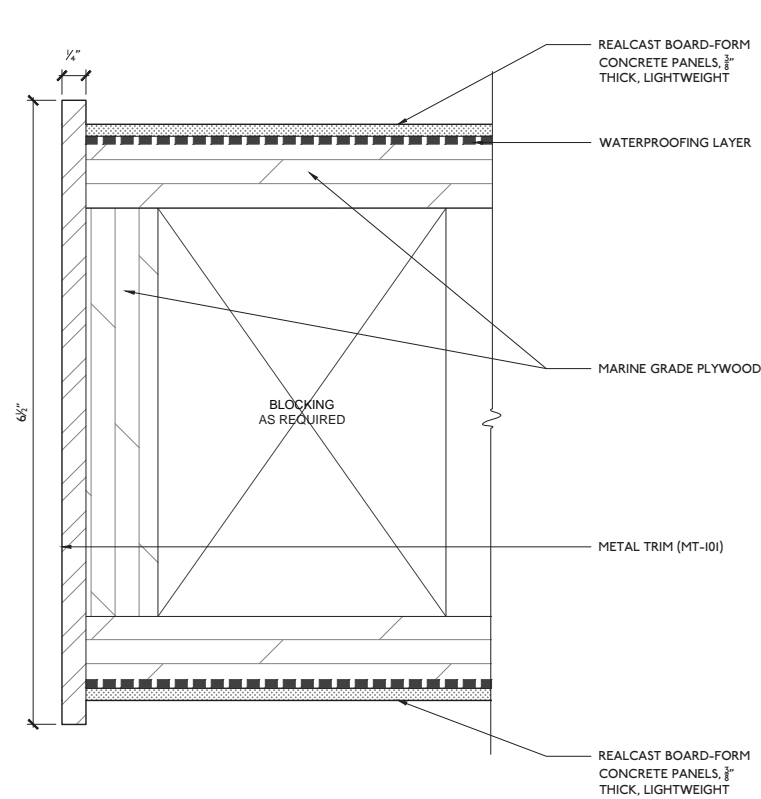
- 1 B (SELF-SUPPORTING BACK BAR WALL WITH SHELF) MOUNTED TO C (PLATFORM)
- 2 D (SIDE BAR COUNTER) CONNECTS TO E (FRONT BAR COUNTER)
- 3 D (SIDE BAR COUNTER) & E (FRONT BAR COUNTER) MOUNTED TO C (PLATFORM)
- 4 F (PEDESTAL) IS PLACED NEXT TO E (FRONT BAR COUNTER)



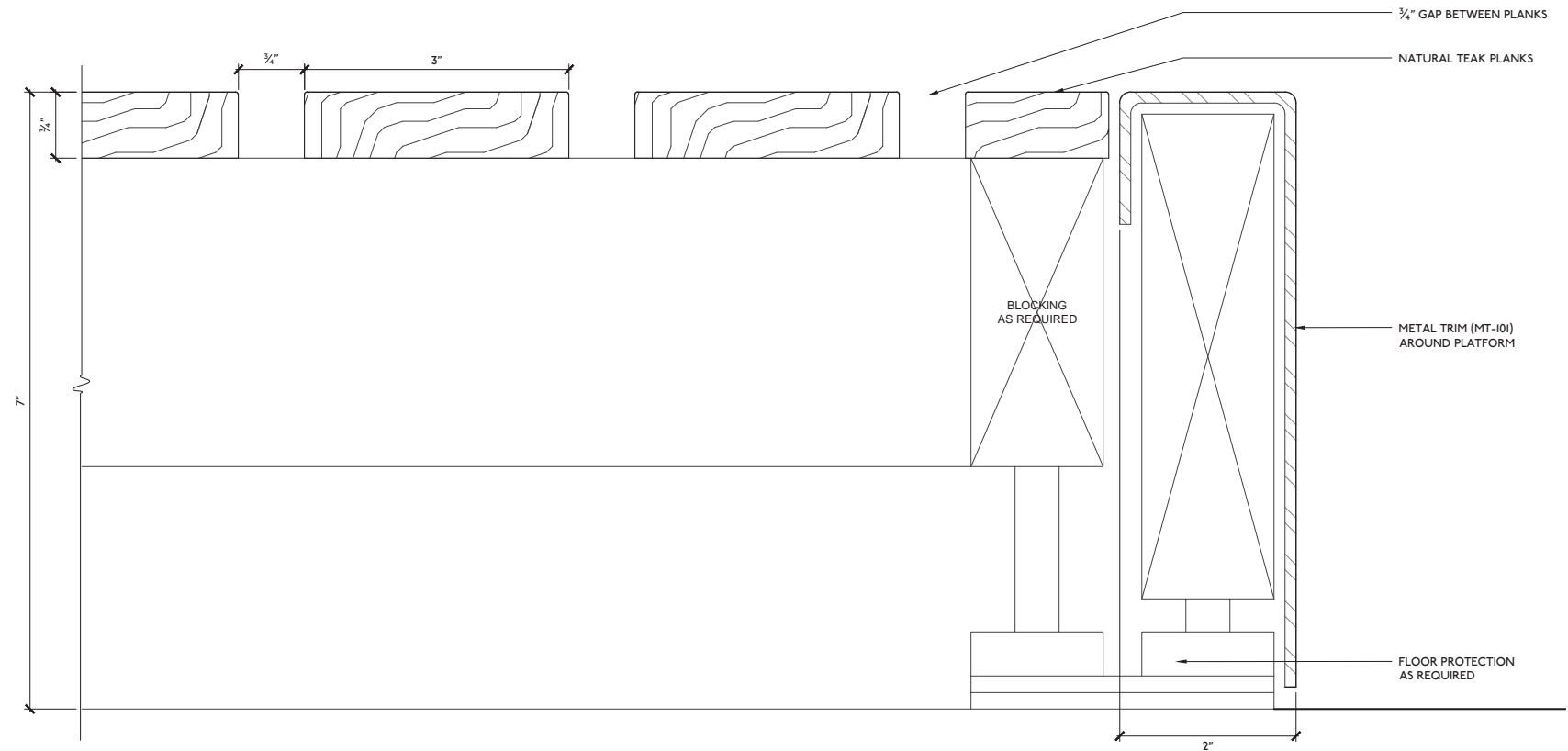
# Sculpture Garden: Outdoor Bar Details



# Sculpture Garden: Outdoor Bar Details



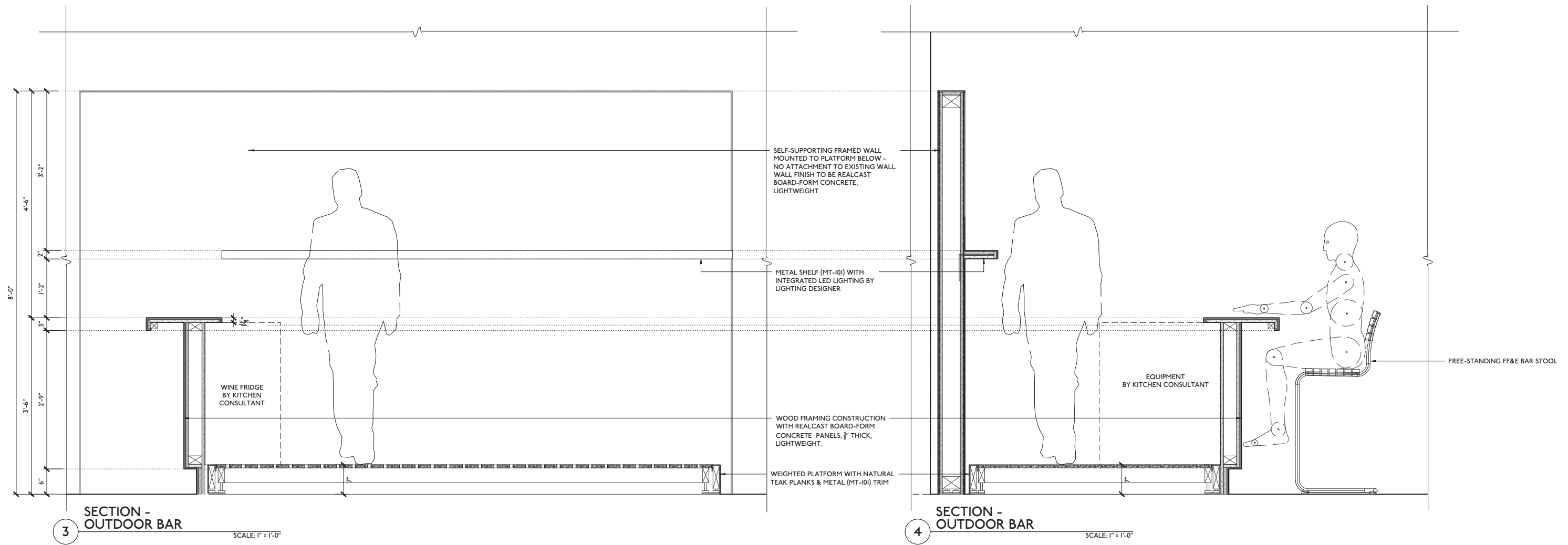
1 ENLARGED SECTION DETAIL - PERGOAT POST & SELF-SUPPORTING WALL CONNECTION  
SCALE: FULL SCALE



2 ENLARGED SECTION DETAIL - PLATFORM  
SCALE: FULL SCALE



# Sculpture Garden: Outdoor Bar Details



Unless otherwise indicated, all documents by Herzog & de Meuron are © Herzog & de Meuron. This document and the ideas incorporated herein, as an instrument of professional service, is the property of Herzog & de Meuron and is not to be used, in whole or in part for any other project without the prior written authorization of Herzog & de Meuron. Every reasonable attempt has been made to identify owners of copyrights of any reference images. Herzog & de Meuron apologize for any omissions that may have occurred. Errors or omissions will be corrected in subsequent productions of such documents. This document may contain images, the intellectual property rights in which may be owned by third parties. Herzog & de Meuron have not sought permission to use the images contained in the document. Herzog & de Meuron shall not be liable for any infringement of any third party's intellectual property arising from any third party's use of the images in this document.

©HERZOG & DE MEURON