

## LOBBIES WITH LARGER-THAN-LIFE ARTWORK

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**Residential developments are increasingly incorporating oversized art, and it's bigger and better than ever.**

These powerful and room-defining pieces each have a huge impact on the spaces they inhabit, drawing the eye in new directions. Here are four examples of NYC luxury developments spearheading this trend in a major way, commissioning local artists to create unique, oversized artwork.

### 525 West 52nd Street

Upon walking through the grand, double-height entrance, residents pass under Rachel Mica Weiss' "Inverted Arches." Commissioned by **Art Assets**, the 20-foot entrance piece made of nylon rope creates striking silhouettes and intricate, dramatic shadows that change throughout the day. Rachel's use of industrial materials and hand-crafted techniques seamlessly integrate art and architecture, while simultaneously highlighting the history of the industrial neighborhood and reflecting the daily lives of residents.

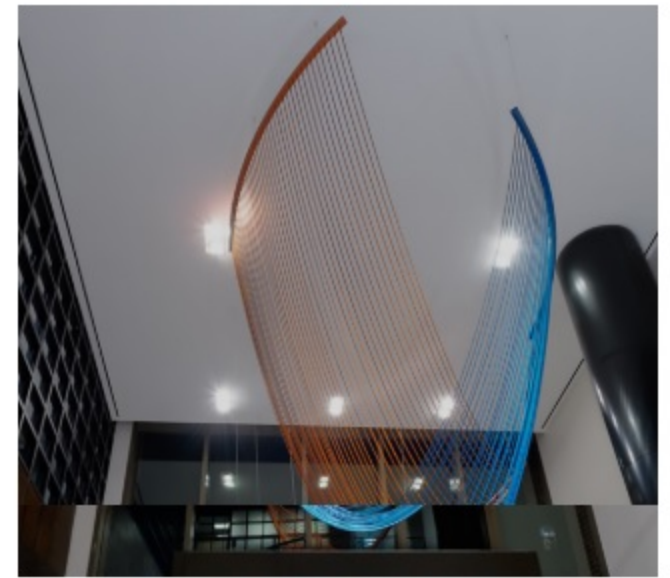


Photo courtesy of Art Assets



Photo courtesy of Danielle Gottesman

### 90 Morton

This boutique condominium features an entire gallery exhibition of eye-level floor sculptures curated by artist Danielle Gottesman.

Gottesman was inspired by the architectural floor plans of the property, and when adding light behind these pieces, one can actually see the shadows of the floor plans.

### The Jackson

This lobby was designed with a stunning double-height, floor-to-ceiling glass art installation that was inspired by the building's neighbor, MoMa PS1. The Long Island City condominium's developer commissioned artist Tom Fruin to curate a one-of-a-kind mosaic glass-art wall in the building's entryway, giving the space a unique gallery feel.



Photo courtesy of Modern Spaces



Photo courtesy of Qualls Benson

### 50 West

A glass-walled exhibition space in the lobby of 50 West is hosting a rotating display of art. The first piece on view is a 10-foot-tall twister sculpture of white powder-coated aluminum by the artist Alice Aycock.

Alice's work can be found in numerous collections including the Museum of Modern Art, the Whitney Museum and the National Gallery of Art.